

## Outdoor Events Plan

### City of Kelowna



The City of Kelowna Outdoor Events Plan was developed to provide vision and direction for the future of outdoor events in the City of Kelowna. It was also designed to provide insight into the challenges and opportunities facing the City in the support, development and advancement of outdoor events. Outdoor events provide significant social and economic benefit to communities. They foster community identity and pride as well as providing opportunity for community involvement. Events attract visitors, enhance the image of the city and contribute to economic development.

The development of the Plan included a review and analysis of the current practices within the City of Kelowna and extensive research on “promising practices” and trends across Canada. Extensive consultation was undertaken in order to gain insight into the local event environment. Strategies and recommendations were provided, as well as an Economic Impact Calculator. A Business Plan Template for event organizers was also developed to assist the City in evaluating potential future events.

