



Committee of the Whole

penticton.ca

Committee of the Whole

to be held at the City of Penticton, Council Chambers
171 Main Street, Penticton, B.C.

To view the live broadcast and recordings, visit www.penticton.ca

Tuesday, May 7, 2024

Recessed from the Regular Council Meeting at 1:00 p.m.

1. **Call Committee of the Whole to Order**
2. **Adoption of Agenda**
3. **Delegations:**
 - 3.1 Proclamation: Sikh Heritage Month
Jessie Garcha 1-2
 - 3.2 Travel Penticton 2023 Report
Thom Tischik, Executive Director, Travel Penticton 3-19
4. **Adjourn to Regular Meeting of Council**



Request to Appear as a Delegation

Preferred Council Meeting Date: May 7, 2024

Second choice(s): _____

Subject matter: Proclamation: Sikh Heritage Month

Name of person(s) making presentation:

Jessie Garcha

Address: _____

Phone: _____

Email: _____

Please provide details of your presentation or request of Council here: (or provide a detailed attachment)

It is requested that Penticton City Council Proclaim April as being Sikh Heritage Month in the City of Penticton, that aligns with the Province of BC's recognition of April being a Sikh Heritage Month.

Please note:

- Meetings may be held electronically. Participation details will be confirmed with you prior to the meeting.
- This form and submissions will become part of the public record.
- The Mayor has the authority to determine if the subject matter warrants the delegation to appear before Council and may determine at which meeting.
- Please submit this completed form at your earliest convenience. Written Requests to Appear are to be received by the Corporate Officer, no later than noon Monday, one week prior to the Council meeting. Please include a copy of all materials that will be discussed.
- If you'd like to share a PowerPoint with Council, email it to the Corporate Officer by 9:30 a.m. Wednesday prior to the Council meeting to be included with the Agenda. If presenting via zoom, please be prepared to share your screen.
- **Delegations are limited to 5 minutes.**

Legislative Services
Angie Collison, Corporate Officer
171 Main Street, Penticton, B.C., V2A 5A9

Phone: 250-490-2410
Fax: 250-490-2402
angie.collison@penticton.ca



Proclamation



“Sikh Heritage Month”

April 2024

WHEREAS: the diverse cultural, ethnic, racial and religious heritage of British Columbians is a fundamental characteristic of British Columbian society and contributes greatly to life in this province, and

WHEREAS: Sikhs have been an influential and impactful part of British Columbia since the turn of the 19th century, and they have endured many hardships while contributing to the growth and success of the province, and

WHEREAS: in April, Sikhs around the world celebrate Vaisakhi, the day the Khalsa was created, which cemented the disciplines and traditions of the Sikh faith, and

WHEREAS: British Columbia is home to the largest Vaisakhi celebration in North America, and one of the largest outside India, and

WHEREAS: the government of British Columbia recognizes the important contributions that Canadian Sikhs have made and continue to make to British Columbia’s social, economic, political and cultural fabric, and

WHEREAS: organized by the Sikh Heritage Society in British Columbia since 2018, Sikh Heritage Month is an opportunity to celebrate the aspirations of all Canadian Sikhs and to develop a greater appreciation for and educate future generations about this rich, unique and diverse heritage.

NOW, THEREFORE I, Mayor Julius Bloomfield, **DO HEREBY PROCLAIM** the month of April 2024 as “**Sikh Heritage Month**” in the City of Penticton.

Mayor Julius Bloomfield



Request to Appear as a Delegation

Preferred Council Meeting Date: May 7, 2024

Second choice(s): _____

Subject matter: Travel Penticton 2023 Report

Name of person(s) making presentation:

Thom Tischik

Address: 120-888 Westminster Ave
West, Penticton, BC V2A 8S2

Phone: _____
Email: thom.tischik@visitpenticton.ca

Please provide details of your presentation or request of Council here: (or provide a detailed attachment)

Power Point Summary of 2023 Travel Penticton Tourism Marketing operations

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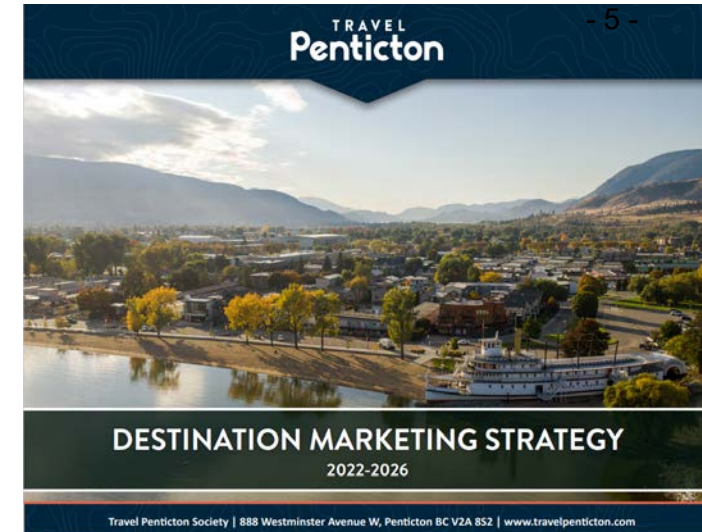
TRAVEL Penticton



2023 YEAR END REVIEW

Travel Penticton

- Membership Organization – 270+ Hospitality & Tourism Businesses
- Follow a **5-year Strategic Plan & Annual Tactical Plan** for innovative marketing strategies approved by TP Board & Destination BC
- Significant **Performance & Financial Reporting** for COP/DBC/MOF
- Liaise directly with COP Community Services & Events
- Liaise with various community organizations, clubs, volunteer groups, events
- **Meet In Penticton Convention Bureau.**
Convention Sales & Business Liaison Manager, working with PTCC, SOEC & privately owned meeting facilities to build long-term MICE capacity.



How are we funded?

- **3% MRDT (2.8%)** Approved to be collected by 41 Hotels/Motels/B&Bs – (51% - 51%)
- **5 Year Agreement** with COP/DBC/MOF for Tourism Marketing 2022-2027- Must meet approval of Destination BC
- **5 Year Fee For Service Agreement** with COP for Visitor Services
- **Travel Penticton generated Funds;** Membership, Marketing & Other
- **Grants;** Various provincial, federal and specialized grants for specific projects

Travel Penticton DMO Local & Regional Marketing Region

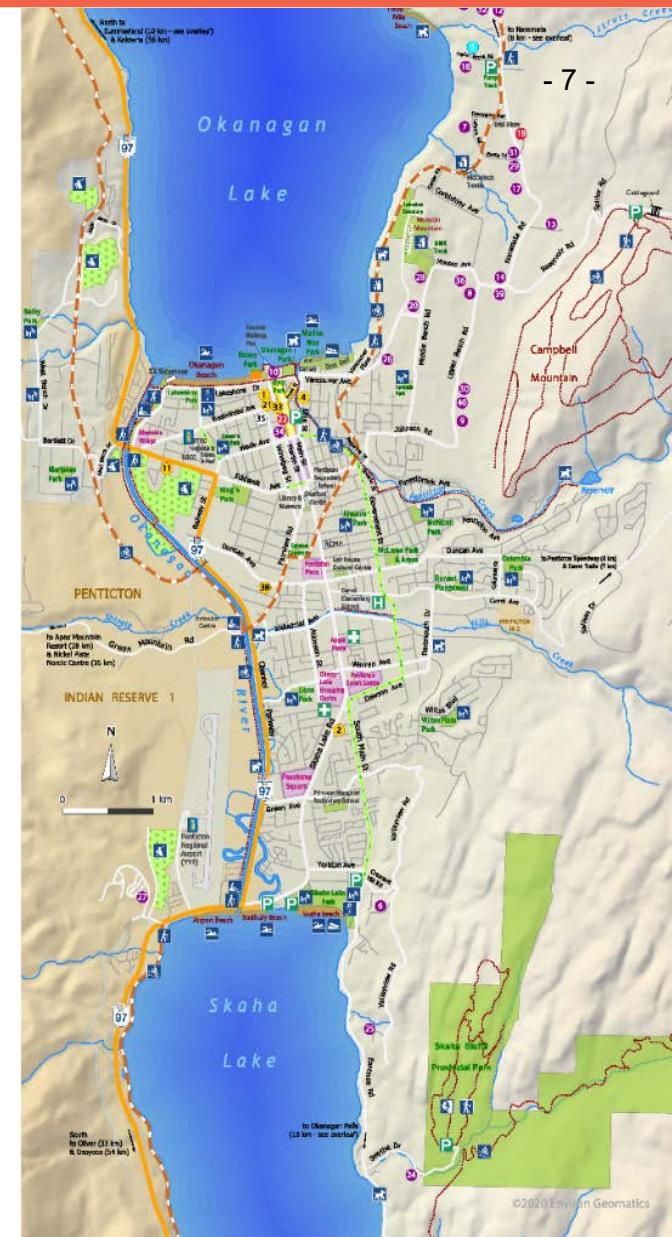
VISIT
Penticton

City of Penticton
Municipal
Boundary

**Bottle Neck Drive,
Sun-Oka Beach,
Kettle Valley
Steam Train,
Summerland &
Trout Creek**

**Naramata
Bench,
Naramata
Village, Kettle
Valley Rail Trail,
Three Blind
Mice, Chute
Lake**

**Okanagan Falls and Area
Wineries, Kettle Valley
Lakeside Trail, District
Wine Village**



What Do We Do?

GOAL

Build Consumer Awareness of
Penticton as a Preferred
Destination

VISIT
Penticton

@visitpenticton

TOTA



DESTINATION
BRITISH COLUMBIA™

WELCOME TO WINE COUNTRY

Take a two-day wine-filled journey through British Columbia's South Okanagan Valley. *By Joanne Savari*



THE OKANAGAN VALLEY is a place of dramatic contrasts. Formed by glaciers and volcanoes, it's a destination where lakeside beaches meet bluffs and steep hillsides striped with vines give way to valley floors speckled with stone-fruit orchards. It's long been a playground for city dwellers in Vancouver and Calgary, who pop over for weekend jaunts, but now, its wineries and farm-to-table restaurants are calling to travelers from all over the world.

If you fly into the valley, you will land at Kelowna International Airport, the region's urban, modern hub. From there, drive south and watch the strip malls quickly fade in the rearview as wine country unfolds in front of you.

DAY 1

Drive: Golden Mile Bench, Osoyoos

TAKE A DRIVE: Pick up your rental car and drive south on Highway 97. It's less than a two-hour drive from Kelowna to Osoyoos if you don't stop. But where's the fun in that?

SNAG A COFFEE: Trud through Penticton, a city on an isthmus between Okanagan and Skaha lakes. If you are feeling peckish, stop at **Wayne & Freda** ([wayneandfreda.com](http://www.wayneandfreda.com)) for a justly famous breakfast sandwich called "The Bacon."

PHOTO OP: Continue along the highway past McIntyre Bluff, which marks the start of the South Okanagan. From here, the valley opens wide into a sea of undulating ponderosa pines that give way to sagebrush. Pull over for a photo.

STOP FOR A SIP: Hit the brakes at **District Wine Village** (districtwinetillage.com), a hub of several small, independent wineries. Alternatively, meander to **Covert Farms Family Estate** (covertfarms.com), a 650-acre regenerative farm and winery nestled against the bluff, and take the tour through orchards and vineyards in their cherry-red 1952 Mercury truck. (This is a fantastic option if you're traveling with kids.)

SAVOR A BITE: As you continue south, you'll hit the town of Oliver, aka the "Wine Capital of Canada." Hungry? Find gloriously overrated burritos at **El Sabor de Mexico** (elsabordeMexico.business.site), a turquoise food truck parked next to **Oliver Global Grocers** (oliverglobalgrocers.com), where you can also grab hot sammos for around \$2 each.

TOP: Painted Rock Estate Winery. **MIDDLE:** Wayne & Freda's famous breakfast sandwich. **BOTTOM:** Covert Farms Family Estate.

PHOTOGRAPHY: JESSICA HENNINGSON

PHOTOGRAPHY: ANTHONY

2023 KEY INITIATIVES



Visit **SOUTH OKANAGAN**
THE OKANAGAN YOU REMEMBER



VISIT
Penticton



SCAN HERE



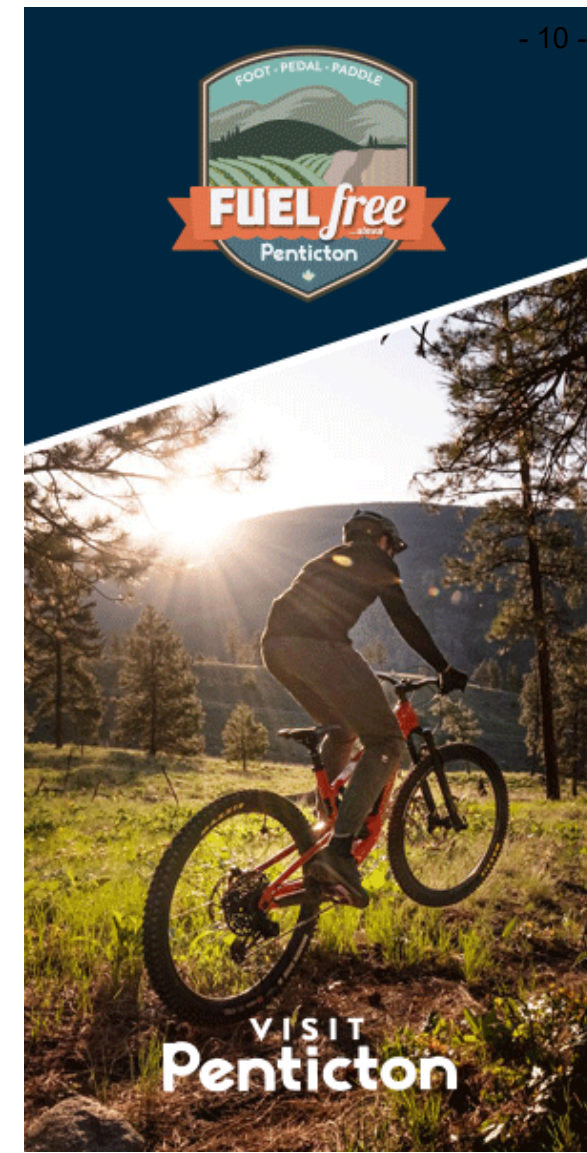
MAKE PENTICTON THE HUB OF YOUR SOUTH OKANAGAN WINE-TOURING VACATION.

Penticton is perfectly and centrally located just a 20-minute drive from over 80 wineries and 3 incredible wine areas: Naramata Bench, Summerland's Bottleneck Drive and Skaha Lake Okanagan Falls' Heart of Wine Country.

For information on wineries, wine tour companies, where to stay, the incredible selection of local dining options, upcoming festivals and events, and everything else there is to explore in Penticton, be sure to visit www.visitpenticton.com



VISITPENTICTON.COM



Digital & Social Media - Instagram



View insights

Boost post



117 likes

visitpentiction Plan your visit around one of Pentiction's many festivals and events and join in the celebrations. Here are a few to look forward to this spring and summer! 🍷



View insights

Boost post

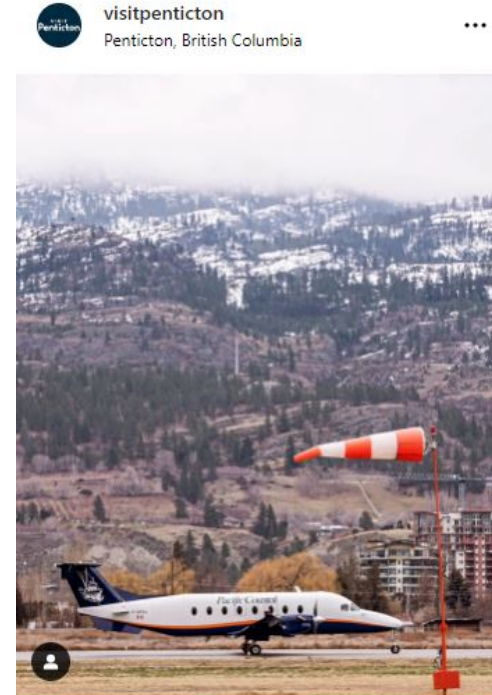


307 likes

visitpentiction At Three Blind Mice, this trail network is so large, we're dividing it into two parts, with the first part featuring some flow. Some of the climbs go on and on. And on. 🚴

Make sure to take a break from the grind and take in the vistas. As the elevation increases, the panoramic views only get better! 🏡

What's the perfect way to end a thrilling day on the Three Blind Mice trails? Pedaling back to @abandonedrailbrewco for an experience nestled right off the KVR Trail! This farm-based brewery harvests their own barley and transforms it into distinctly European beer, crafted by their German-certified Brewmaster. 🍷🍷



View insights

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370 likes

visitpentiction ✈️ Let's fly! Pacific Coastal Air announced they will be running 4 additional flights between Pentiction and Vancouver this winter season!



View insights

Boost reel



Digital & Social Media - FaceBook

Visit Penticton
Published by Tarryn Ashley · January 15 ·

What's your go to Winter beverage?
Drop a 🍷, 🍺, or ☕ in the comments section!

🍷 = A glass of exceptional red wine. Choose your favorite while visiting the District Wine Village in Oliver. A short shuttle ride from Penticton will bring you to this wine lovers paradise with 13 wineries, a brewery, a distillery, and a full service restaurant.
Photo: @districtwinevillage

👉 ... See more




See insights and ads Boost post

👍❤️ 19 7 comments

Visit Penticton
Published by Hootsuite · March 5 ·

Welcome to Penticton hockey players, family and fans! 🏒 The CSSHL Western Championships is taking place in Penticton March 4-19!
Spectators - be sure to get your tournament or day pass to catch the excitement of the CSSHL Western Championship games!
https://www.visitpenticton.com/nm_event/csshl-championships
South Okanagan Events Centre (SOEC) // Canadian Sport School Hockey League // Visit South Okanagan // Okanagan Hockey Group... See more



See insights and ads Boost post


👍❤️ 24 2 shares

Visit Penticton
Published by Hootsuite · September 7, 2023 ·

Bonnie Raitt Fans - it's just 2 more weeks until the **Bonnie Raitt** concert at the **South Okanagan Events Centre (SOEC)**, and we know how excited you are! 🎸

Sept 11: Update - Highway 97 is now open to single lane alternating traffic. Drivers can expect delays of up to 30 minutes during peak travel times.

The road may need to be closed again with limited notice if deemed unsafe, according to the the Ministry of Transportation. Heavy rainfall may increase the likelihood of closure.... See more



See insights and ads Boost post

👍❤️ 32 5 comments 4 shares

Community Event Support – Directly from MRDT

Event Marketing Support Annual Budget: \$250,000+

\$100,000 allocated to IRONMAN Canada to cover the cost of hotel rooms for race personnel

\$150,000 allocated to 22 local events

\$40,000 allocated for Gran Fondo & CSSHL (multi-year commitments)

126 National & International media articles **144,864,477 Total Audience Reach**

107 Facebook Posts **192,090 Total Reach**

Professional Photography for Assets for Sharing **11 Events - 1064 Images**

Timeframe: January - December



VISITOR SERVICES – FFS Agreement

Travel Penticton has diversified Visitor Information Services over the past 6 years and has progressed much further than many communities to offer a balance of services, which continued into 2023, including:

- **Main Visitor Centre (888 Westminster Ave W)**
- **Satellite Peach Location VC: Jubilee Pavilion (185 Lakeshore Drive W)**
 - Partnership with Penticton & Wine Country Chamber of Commerce
- **Mobile Visitor Centre**
- **Airport Kiosk**
 - Serviced regularly as part of the Visitor Services offerings
 - Over 1500 pieces of Penticton information taken



WHERE TO STAY

Penticton offers facilities and experiences urban cities are envious of, along with more than 900 hotel guest rooms available in close proximity to convention and conference centres, our vibrant downtown, the entertainment district, outdoor adventure experiences both on water or on land, and numerous tempting and unique off-site activities. Getting a good rest is good for business, and Penticton has plenty of accommodation options to choose from, and we'll help you find the right place at the right price.



HOW TO PLAY

Create memorable experiences for your delegates while you are in the South Okanagan. With more than 80 nearby wineries to choose from, it's easy to book a curated tour with a local guide. Walk the Penticton Ale Trail to the 8 Craft breweries in the downtown area, and enjoy your sips with some amazing farm-to-table cuisine. Enjoy sandy public beaches, the lakeshore promenade, and regional trails to explore by foot, cycle or e-bike. Winter offers adventures with cross country skiing, snowshoeing, downhill skiing or snowboarding at Apex Mountain Resort.



- **PTCC & SOEC**
- **Penticton Lakeside Resort & Conference Centre**
- **Other Penticton Meeting Facilities**

MICE Highlights 2023

- **Over 200 files serviced**
- **44000** Delegate Days
- Independent Spending@ \$325 pp
- **\$14,300,000** Revenue*
**This does not include conference support services; A/V, transportation, decoration, off-site events*
- Focus on Multi-year & rotational events
- Sport & Cultural Event impact not part of MICE statistics
- Significant 'direct-to-planner' contacts
- MICE industry change, looking for smaller & more affordable locations
- ESTI Grant application for economic impact assessment of MICE

2023 Projects

Tourism Economic Impact Assessment – RE-BOOT

- Fulfill the need for a comprehensive assessment for the value of tourism in Penticton & immediate area
- Partnership with City of Penticton
- Create a year-long assessment for visitor origin, volumes, average spend, visit purpose, frequency
- Direct Visitor & Business surveys at key times throughout the year
- Visitor Sentiment & Destination satisfaction
- Business Employment situation survey & analysis
- Crime & Safety survey with tourism business stakeholders
- Break Down the Assessment into **CONSUMER – SPORT/EVENT - MICE**

BENEFIT

- Determine a real value tourism brings to the community for future **COP & Private Business Investment**
- Offer valuable **Economic Development** data for investment in accommodation, food & beverage, recreation and more



CHALLENGES, CONSIDERATIONS & FUTURE

- **Climate Change – Weather Events - Heat Domes, Atmospheric Rivers Drought, Snow Conditions, Big Freeze Events**
- **Forest Fires – Provincial, Regional, Local (International WA, OR, CA)**
- **Highway Closures – Provincial & Regional**
- **STRs - Immediate Bookings & Future Capacity for Major Events/Business Travel/Medical**
- **Economic Impact – Local & Regional – Short / Medium / Long-term**
- **Current Motel/Hotel Inventory vs Future Need**
- **Consumer Sentiment & Perception of our Destination**
- **Consumer Capacity – Inflation, Interest Rates, Cost of Travel etc.**
- **Conferences & Events - Continue to Build Capacity October - May**

Thank you!