

## Special Parks and Recreation Advisory Committee Meeting

to be held via Zoom and in person in Council Chambers

Tuesday, June 16, 2026

at 9:30 a.m.

1. **Call Special Committee Meeting to Order**

*We acknowledge that Penticton, where we live and work, is on the traditional lands of the Syilx People in the Okanagan Nation.*

2. **Adoption of Agenda**

3. **Adoption of Minutes**

3.1 Minutes of the April 22, 2026 Special Parks and Recreation Advisory Committee Meeting

Recommendation:

*THAT the Parks and Recreation Advisory Committee adopt the minutes of the April 22, 2026 Special meeting as presented.*

4. **New Business**

- Collyer 4.1 Draft Esplanade Renewal Plan  
*THAT the Parks and Recreation Advisory Committee receive into the record the memo dated June 16, 2026 titled "Draft Esplanade Renewal Plan";  
AND THAT the Parks and Recreation Advisory Committee recommend that Council endorse the Draft Esplanade Renewal Plan (Attachment A).*

- Laven 4.2 Penticton Trade and Convention Centre Hotel Update  
Staff Recommendation  
*THAT The Parks and Recreation Advisory Committee receive into the record the memo dated June 16, 2026 titled "PTCC Attached Hotel Project Update".*

4.3 **Next Meeting**

The next Parks and Recreation Advisory Committee meeting is scheduled to be held on July 22, 2026 at 9:30 a.m. via Zoom and in person in Council Chambers.

5. **Adjournment**

**Parks and Recreation Advisory Committee Meeting**  
held via Zoom and in person in Council Chambers  
Wednesday, April 22, 2026  
at 9:30 a.m.

- Present:** Sue Fraser, Chair  
Marc Tougas, Vice-Chair  
Juliana Buitenhuis  
Laura Carleton (via Zoom)  
Joanne Grimaldi (via Zoom)  
Don Mulhall (via Zoom)  
Chris Sayles
- Staff:** Kelsey Johnson, General Manager of Community Services  
Scott Boyko, Public Works Manager  
Sheri Raposo, Land Manager  
Hayley Anderson, FOIPPA and Records Management Specialist
- Regrets:** Isaac Gilbert, Councillor  
Cameron Baughen

1. **Call to Order**

The Chair called the Parks and Recreation Advisory Committee to order at 9:38 a.m.

2. **Adoption of Agenda**

**It was MOVED and SECONDED**

THAT the Parks and Recreation Advisory Committee adopt the agenda of April 22, 2026 as presented.

**CARRIED UNANIMOUSLY**

3. **Adoption of Minutes**

3.1 Minutes of the February 24, 2026 Special Parks and Recreation Advisory Committee Meeting

**It was MOVED and SECONDED**

THAT the Parks and Recreation Advisory Committee adopt the minutes of the February 24, 2026 Special meeting as presented.

**CARRIED UNANIMOUSLY**

3.2 Minutes of the March 19, 2026 Special Parks and Recreation Advisory Committee Meeting

**It was MOVED and SECONDED**

THAT the Parks and Recreation Advisory Committee adopt the minutes of the March 19, 2026 Special meeting as presented.

**CARRIED UNANIMOUSLY**

4. **New Business**

4.1 License to Use Agreement Renewal

Re: 185 Lakeshore Drive West

**It was MOVED and SECONDED**

THAT the Parks and Recreation Advisory Committee recommend that Council authorize staff to proceed with the renewal of a five-year License to Use Agreement for Bishops Snow and Marine Ltd. (operating as Pier Water Sports) for the use of approximately 0.55 acres of Rotary Park foreshore and the associated building at 185 Lakeshore Drive West for water-based recreational purposes.

**CARRIED UNANIMOUSLY**

4.2 Field Engagement and Assessment Overview

**It was MOVED and SECONDED**

THAT the Parks and Recreation Advisory Committee received into the record the report dated April 22, 2026 titled "Field Engagement and Assessment Overview".

**CARRIED**  
**Laura Carleton, Opposed**

4.3 Park Land Protection & Use Policy

**It was MOVED and SECONDED**

THAT the Parks & Recreation Advisory Committee receive into the record the report dated April 22, 2026, titled "Park Land Protection & Use Policy Update";  
AND THAT the Parks & Recreation Advisory Committee endorses the draft CP #2026-03 Park Land Protection & Use Policy as outlined in the report.

**CARRIED UNANIMOUSLY**

5. **Next Meeting**

The next Parks and Recreation Advisory Committee meeting is scheduled to be held on July 22, 2026 at 9:30 a.m. via Zoom and in person.

6. **Adjournment**

**It was MOVED and SECONDED**

THAT the Parks and Recreation Advisory Committee adjourn the meeting held on April 22, 2026 at 10:10 a.m.

**CARRIED UNANIMOUSLY**

Certified Correct:

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Hayley Anderson  
FOIPPA and Records Management Specialist



# Memo to Committee

penticton.ca

**Date:** June 16, 2026  
**To:** Parks and Recreation Advisory Committee  
**From:** Steven Collyer, Housing & Policy Initiatives Manager

File No: RMS/6520-20

**Subject:** Draft Esplanade Renewal Plan

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## Staff Recommendation

THAT the Parks and Recreation Advisory Committee receive into the record the memo dated June 16, 2026 titled "Draft Esplanade Renewal Plan";

AND THAT the Parks and Recreation Advisory Committee recommend that Council endorse the Draft Esplanade Renewal Plan (Attachment A).

## Background

The Esplanade Renewal Plan carries out one of the top priorities of the Parks and Recreation Master Plan (2018) by creating a master plan for Esplanade Park, including the marina area, using a comprehensive public engagement process. Aging facilities, expiring leases, and lack of a coordinated vision for the area led to this area plan being developed.

In November 2024, Council approved funding to create an area plan for public lands in the Esplanade area, including the marina, tennis courts, and Esplanade Park.

Staff completed two rounds of extensive public engagement to develop the plan. Phase 1 set the vision and direction of the plan (May-June 2025), while Phase 2 sought feedback on updated concepts designed in alignment with what was heard in Phase 1 (Nov-Dec 2025).

On June 9, 2026, Council received the Draft Esplanade Renewal Plan and directed staff to refer the draft plan to Council committees, user groups, and make it available for public review before bringing back the plan and any updates to a future Council meeting.

Staff have presented this project to the Parks and Recreation Advisory Committee (PRAC) on three previous occasions, with PRAC's resolutions included below:

*July 23, 2025:*

4.2 Esplanade Renewal Plan Project Overview

**It was MOVED and SECONDED**

THAT Parks and Recreation Advisory Committee receive into the record the report dated July 23, 2025 titled "Esplanade Renewal Plan Project Overview".

**CARRIED UNANIMOUSLY**

*October 22, 2025:*

4.1 Esplanade Renewal Plan: Phase 1 Engagement Summary and Project Update

**It was MOVED and SECONDED**

THAT the Parks and Recreation Advisory Committee receive into the record the report dated October 22, 2025 title "Esplanade Renewal Plan: Phase 1 Engagement Summary and Project Update".

**CARRIED UNANIMOUSLY**

*February 24, 2026:*

4.1 Esplanade Renewal Plan: Phase 2 Public Engagement Results and Next Steps

**It was MOVED and SECONDED**

THAT the Parks and Recreation Advisory Committee receive into the record the report dated February 24, 2026 titled "Esplanade Renewal Plan: Phase 2 Public Engagement Results and Next Steps";

AND THAT the Parks and Recreation Advisory Committee recommend to Council the following next steps to be incorporated into the draft plan in response to Phase 2 public engagement results:

- Designate the eastern natural beach as a "non-motorized watercraft beach" to support compatible uses in that location over the plan horizon;
- Begin engineering design work towards creating a formal trail connection between the Esplanade and KVR trail;
- Initiate a process to enable the development of a new building to support community and commercial uses (i.e. restaurant/retail/community meeting space), replacing the Yacht Club offices and current clubhouse/Rusty Anchor restaurant;
- Investigate relocation options for the Penticton Tennis Club to provide improved facilities and focus the current area on non-motorized boat usage, trailhead amenities, and enabling more public access to the area.

**CARRIED UNANIMOUSLY**

Since PRAC's recommendation and Council's direction in March 2026, staff have updated the concept illustrations based on Phase 2 engagement feedback, gathered high-level cost estimates for implementation projects, and compiled the materials into a draft plan package (Attachment A).

The four key components staff were directed to include in the plan have been incorporated in the following ways:

Key Component	Implementation Actions
Engineering design work on trail connection between Esplanade and KVR trail.	<ul style="list-style-type: none"> <li>• Staff have engaged an engineer to complete the design and cost estimating for this top priority project.</li> <li>• Staff are applying for Trans Canada Trail grant funds to support this project.</li> <li>• Council will consider trail funding options at a future meeting or through budget deliberations.</li> </ul>
Process to enable marina facilities redevelopment.	<ul style="list-style-type: none"> <li>• Staff are working on preparing a report to Council seeking direction on next steps, in conjunction with the final Esplanade Renewal Plan.</li> <li>• Background work is underway to prepare for this process.</li> </ul>
Relocation options for Penticton Tennis club to provide improved amenities.	<ul style="list-style-type: none"> <li>• Staff have worked in collaboration with Penticton Tennis Club to investigate relocation options on other City-owned properties with opportunities for enhanced facilities.</li> <li>• The collaborative work has identified several potential options to further consider, including McLaren Park, Skaha Lake Park, Power Street, and Munson Mountain.</li> <li>• Preliminary cost estimates show a range in impact for new courts (not including any amenities) at these locations from \$1.25M to \$2.0M.</li> <li>• Further work is needed to narrow down an alternate location, including engagement with the Parks and Recreation Advisory Committee, for this medium-term initiative.</li> <li>• The draft plan recognizes the need to have the amenity replaced prior to removing it from the Esplanade area.</li> </ul>
Designate the eastern beach for non-motorized watercraft.	<ul style="list-style-type: none"> <li>• The updated concept illustrations show a new launch and improved access to this beach for non-motorized watercraft users.</li> <li>• More space is envisioned for access, launch, water-based clubs and vendors, as well as paddle sport storage.</li> </ul>

### Financial Implication

All work on the Esplanade Renewal Plan has occurred within the approved project budget.

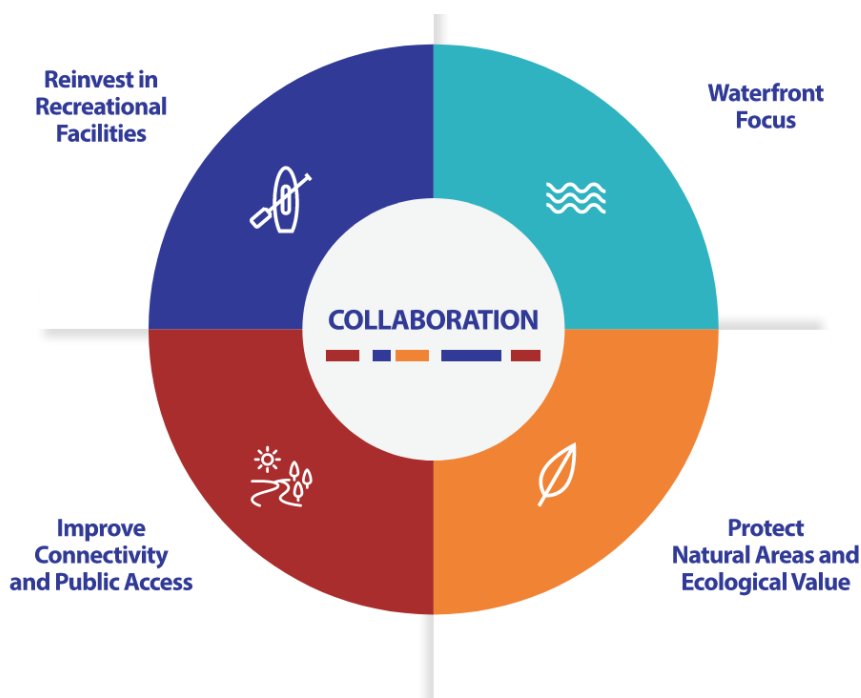
The cost estimates in the draft Esplanade Renewal Plan represent anticipated ranges for implementing the priority projects, in 2026 dollars. Inflation over time and the extent of features provided in each project will impact the final costs. Potential funding sources are listed and grant opportunities will be pursued to reduce expenses, where eligible grant funds are available.

Individual projects will be funded through future Council budget deliberations and decisions. Up-to-date cost estimates will be provided at that time, recognizing this plan has a 25-year horizon and cost fluctuations occur over time.

### Analysis

The Esplanade Renewal Plan incorporates public feedback and input from the Parks and Recreation Advisory Committee.

The plan objectives are shown in the graphic below:



The Esplanade Renewal Plan contains implementation policies describing how these objectives will be carried out over the plan’s 25-year horizon.

Specific projects in the plan will help realize this vision. The project sheets include descriptions, priority levels, and cost estimates. These will be further refined as individual projects advance, and are funded through future Council budget deliberations, with the opportunity for grant funding to lower the costs of many projects.

Overall, the Esplanade Renewal Plan is an actionable plan for renewal and reinvestment in this underutilized waterfront area and natural park, while respecting the environmental values, cultural heritage, and recreation needs of the community. This plan sets a vision rooted in community interests to enhance this unique area of the city for generations to come.

### Next Steps

The key comments and ultimate recommendation from the Parks and Recreation Advisory Committee will be shared with Council when they consider a decision on the ‘final’ Esplanade Renewal Plan, expected this summer.

Implementation will be carried out through specific projects and policies contained within the plan, pending future budget deliberations and decisions by Council.

The Parks and Recreation Advisory Committee will continue to be involved with reviewing major projects in the Esplanade area as they are carried out over the horizon of the plan, in accordance with the committee's Terms of Reference.

### **Alternate Recommendations**

The Parks and Recreation Advisory Committee may choose to make an alternate recommendation to Council, if the committee feels certain changes are needed in the plan. If this is the case, the committee may choose the alternate recommendation.

1. THAT the Parks and Recreation Advisory Committee recommends the following changes be implemented in the draft Esplanade Renewal Plan prior to Council endorsing the plan:
  - a. *(list from committee)*

### **Attachments**

Attachment A – Draft Esplanade Renewal Plan

Respectfully submitted,

Steven Collyer, RPP, MCIP  
Housing & Policy Initiatives Manager

Concurrence

General Manager of Development Services  <i><b>BL</b></i>
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# Memo to Committee

penticton.ca

**Date:** June 16, 2026  
**To:** Parks and Recreation Advisory Committee  
**From:** Blake Laven, General Manager of Development Services  
**File No:** RMS 0540  
**Subject:** PTCC Attached Hotel Project Update

## Staff Recommendation

THAT The Parks and Recreation Advisory Committee receive into the record the memo dated June 16, 2026 titled "PTCC Attached Hotel Project Update".

## Background

Council directed staff in 2024 to include a question(s) on the 2026 municipal election ballot related to supporting a hotel attached to the Penticton Trade and Convention Centre (PTCC). The hotel is intended to support the PTCC in attracting large conferences and conventions that the community misses out on because the facility does not have an attached hotel.

Advancing an attached hotel is complicated by two land use constraints. A portion of the property is subject to a historic indenture that restricts permitted uses and excludes hotel development. In addition, nearby lands are dedicated parkland, which similarly does not permit hotel construction restricting where a potential hotel footprint could be. Addressing both of these constraints would require approval from electors.

Over the past year, the City has been focused on raising awareness of the project, educating the public on these land use restrictions, and communicating the importance of an attached hotel. Work has also been underway to explore how a hotel could be appropriately sited within the area, taking into account direction from the North Gateway planning work done in 2022 and 2023.

This work remains ongoing.

The purpose of this memo is to provide the Committee with an update on key project milestones, since the last update to the Committee on March 19, as Council approaches a decision on how to proceed with a potential referendum question.

The Committee at the March 19<sup>th</sup> meeting passed the following resolution:

"THAT Committee advise the City to be transparent with the Community if there is any potential impacts to park land, how the potential loss of park land will be either replaced, or preferably enhanced or increased."

**CARRIED UNANIMOUSLY**

## Engagement Update

The initial round of public engagement was completed in March and April 2026, with a goal of raising awareness of the initiative, educating the public on the land use issues and getting feedback to help inform the question that would be included on the ballot in October.

The engagement approach included the following activities:

- Dedicated page on the City's Public Engagement platform, Shape Your City Penticton
- Open Houses
- Stakeholder engagement
- Survey

The results of the survey and engagement phase indicate a strong understanding of, and support for, the conference industry's role in the local economy. They also highlight a more limited understanding of the importance of an attached hotel to the PTCC, alongside a clear passion for parkland and its protection.

Additionally, more minor themes identified through the survey include considerations related to parking, traffic, and infrastructure, the broader economic benefits of the initiative, and the historical context of the indenture and its original intent to limit the use of the lands to non-commercial purposes.

The survey results are attached to this memo as Attachment A.

The report includes the following conclusion:

*"The engagement process provided valuable insight into community perspectives regarding the future use of lands associated with the Penticton Trade and Convention Centre.*

*Feedback indicates that respondents are generally aware of the broader North Gateway Plan and recognize the role of the convention centre in supporting the local economy. At the same time, there is confusion about how an attached hotel would provide added economic benefit, as well as mixed views regarding potential land use changes, particularly those involving park space and future development.*

*A strong and consistent theme throughout the feedback is the importance of protecting public space, including parkland and recreational amenities. Respondents also emphasized the need to ensure that any future changes deliver clear and meaningful community benefits.*

*Overall, the feedback reflects a range of perspectives, highlighting both opportunities and concerns. These findings will help inform next steps as the City continues to evaluate land use options and consider a potential referendum related to these lands."*

The next phase of engagement will occur after Council has selected the referendum question(s). It will focus on informing and educating the voting public, ensuring they have a clear understanding of the issues so they can make well-informed decisions.

## *Economic Analysis*

An economic analysis is currently underway to review the benefits of a hotel to the City and the community. Staff are currently reviewing a draft of the third party report, but it was not available at the time of the drafting of this memo.

The draft report highlighted some potential financial benefits, including:

- \$2 million in economic activity
- 70-90 FTE and \$4 + million in yearly payroll
- \$300-\$450 k in development fees
- \$750 k-\$1 million in development costs charges
- \$75-\$100 k in lease payments to the City
- 250-330k a year in property taxes

## *Architectural design work – explorations*

To assist with the public engagement and planning, an architectural firm has been engaged to explore how a hotel could fit on the subject lands. Three separate explorations have been conducted:

### **Exploration 1: OFF TRUST AND PARK LAND**

This concept was designed to avoid encroachment on trust land, dedicated parkland, and existing buildings. It relies on the narrow strip of non-trust land along Power Street, with the hotel footprint compressed between the right-of-way and the trust land boundary. The option proposes a six-storey building that shares access from Power Street with the PTCC and utilizes the existing parking lot for development, with parking shared between the PTCC and the community centre. Hotel servicing and loading would be accommodated via the existing PTCC parking area.

Due to the negative outcomes of this option including unviable accessibility for the loading area, this option cannot be pursued.



*Figure 1: Massing diagram of Exploration 1*

## Exploration 2: ON TRUST LAND, OFF PARK LAND

This concept was developed to avoid dedicated parkland by utilizing the area between Bambino Field and the small greenspace at the corner of Power Street and Westminster Avenue. The approach would involve trust land and the Penticton Visitor Information Centre, with the proposed hotel located along the eastern edge of the park to maximize the building footprint.

The concept introduces a new access configuration from Westminster Avenue for the main entrance, while parking would be shared with the PTCC to the south. It contemplates a six-storey building directly connected to the PTCC at one end, with servicing and loading accommodated behind the PTCC.

While technically feasible, this option presents challenges related to economic viability and the functionality of hotel servicing and loading.



Figure 2: Massing diagram of Exploration II

## Exploration 3: ON PARK + TRUST LAND

This concept draws on both park and trust lands to provide greater flexibility in site design. While a portion of park space at Bambino Field would be reconfigured, additional green space is introduced at the north end of the site to help connect the two existing park areas. A new pocket park is also proposed at the terminus of Burnaby Avenue, ensuring compliance with the City's no-net-loss policy for park space.

A new driveway from Westminster Avenue would establish an additional access point, linking to the shared PTCC parking area to the south. The concept includes a five-storey hotel building, directly connected to the PTCC via an internal walkway. Servicing and loading functions are integrated internally, discreetly located between the hotel and the PTCC.

Overall, this option offers the greatest flexibility and the strongest potential for positive design outcomes, including building form, site layout, and the integration of high-quality open space.



Figure 3: Massing diagram of Exploration III



Figure 4: Proposed hotel footprint on Exploration III

The final report from the Arcadis is due imminently and will be presented to Council in July and shared with the Committee thereafter.

### *Ball Field Relocation*

As part of the North Gateway Plan, the relocation of Bambino Field was supported to enable this valuable park space to serve a broader segment of the community. At present, the field is limited to U9 baseball due to its size. While this age group plays an important role in supporting the local baseball program, the field occupies a prominent location that could support more diverse public uses. Its relocation would create opportunities to enhance the park as a vibrant gathering place and better align with the vision for the area.

An analysis of field use, specific to baseball city-wide, is currently underway to determine appropriate options for accommodating the U9 baseball program. Potential approaches include reallocating use to an existing diamond, constructing a new field on City-owned land, acquiring new land, or partnership opportunities such as with the school district. Although this analysis was not complete at the time of preparing this memo, the findings will be shared with the Committee once available.

Staff have met with the South Okanagan Minor Baseball Association (SOMBA) and committed to keeping them informed throughout this process. SOMBA has expressed general support and understanding of the need to accommodate the proposed hotel development, provided that a suitable replacement field is secured to support, and hopefully expand, their programming.

Importantly, staff have committed that they will not recommend repurposing the existing ball field for hotel use unless a viable relocation solution is identified. As the project moves closer to a recommendation to Council, this issue remains unresolved. Staff expect to receive the consultant's report in the near term and are hopeful that a plan will be in place prior to Council considering whether a hotel footprint can impact this parkland.

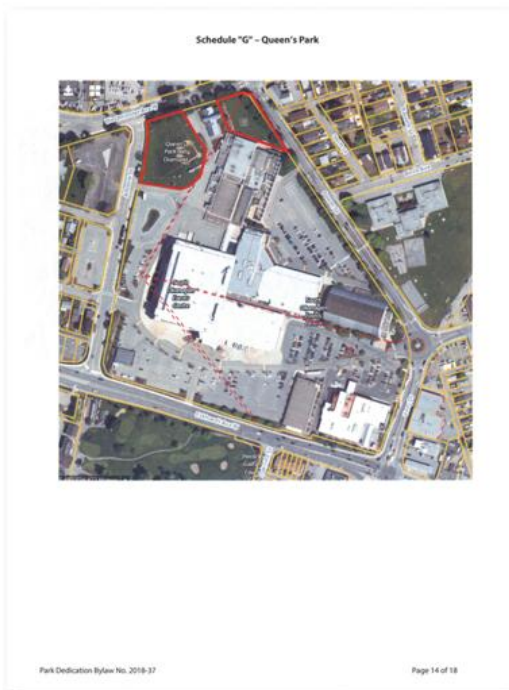
### *Park land reorganization*

The North Gateway Plan includes a policy regarding parkland that emphasizes a no-net-loss approach. In keeping with this policy, staff have been exploring options to accommodate the preferred hotel building footprint while maintaining alignment with the plan.

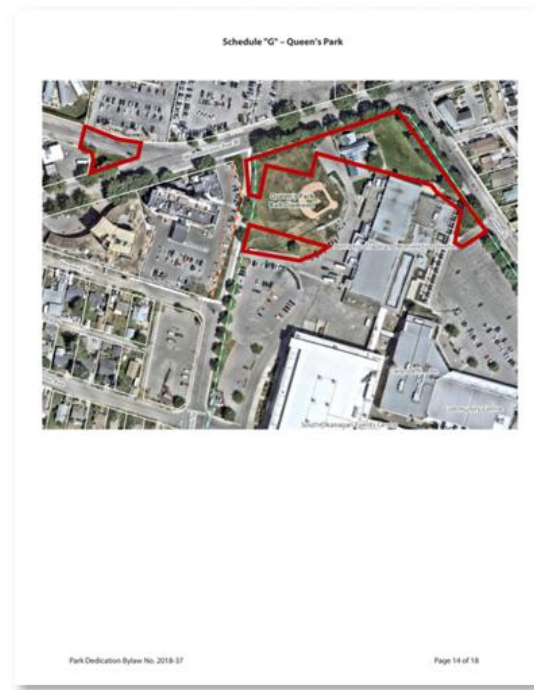
Currently, there are two dedicated park areas: Bambino Field and the parcel located at the corner of Power Street and Westminster Avenue. Staff have prepared concept plans showing how these two areas could be reconfigured by combining them into a more functional and cohesive park space.

To offset any reduction of parkland on the campus properties, staff have also identified an opportunity to dedicate additional park space off-site. This includes a potential road closure at the end of Burnaby Avenue, which could be repurposed into an approximately one-acre pocket park. This location is strategically positioned across from the hotels and would help strengthen connections between the North Gateway area and Riverside Drive.

The following images shows a potential amendment to the Parks Dedication Bylaw Schedule G (Queen Park) that accommodates the hotel footprint outlined in Exploration III:



Current Schedule G



Proposed Schedule G

*Figure 5: Comparison of current Schedule G to a proposed Schedule G accommodating the hotel footprint outlined in Exploration II, with a no-net-loss of parkland*

While the proposal aligns with the North Gateway Plan's no-net-loss parkland policy, the approach would result in a shift of at least some of this space (the baseball field) from 'active' to passive park space. This will be more fully assessed once the proposed solutions for the relocation of Bambino field have been explored.

### Analysis

Staff anticipate bringing a report to Council in July with updates on all of these items, with the expectation that the independent pieces will be finished and staff will be able to make a recommendation to Council on what question to ask during the referendum.

The information in this report is shared for information and is meant as a project update to keep the Committee informed. Staff are not looking for any Committee direction at this time, but welcome feedback on any of the items shared.

An update report will be presented to Council in July, asking for Council direction on the referendum question and whether to move forward with a question on amendments to the park bylaw as well as a question on the indenture, or just a question on the indenture.

After that direction from Council is received, we anticipate a Special Parks Committee meeting to look for endorsement on the approach prior to the referendum question being set at the August 4 Regular Meeting of Council.

## **Attachments**

Attachment A: Penticton Trade & Convention Centre Proposed Land Use Changes Engagement Report

Respectfully submitted,

Blake Laven,  
General Manager of Development Services

**Attachment A:**  
Penticton Trade & Convention Centre Proposed Land Use Changes Engagement Report



**Penticton Trade & Convention Centre Proposed Land Use Changes  
Engagement Report**

April 30, 2026

[1.0 Overview](#)

[2.0 Survey Participation](#)

[3.0 Survey Results](#)

[3.1 Key Themes from Verbatim Results](#)

[4.0 Conclusions](#)

[Appendix A – Phase 1 Engagement Timeline](#)

[Appendix B – Phase 1 Engagement Tactics](#)

[Appendix C – Info Session Info Board Comments](#)

April 30, 2026

2

## 1.0 Overview

The City of Penticton is exploring potential land use changes that could allow for a future hotel attached to the Penticton Trade and Convention Centre (PTCC), if and when market conditions support it.

This work is part of a broader effort to support the long-term viability of the PTCC as a key economic driver, helping attract year-round visitors, support local businesses and strengthen the local economy. The initiative builds on the North Gateway Plan (2022), which envisions the area as a vibrant sports, events and cultural district.

It is important to note that this engagement is focused on land use readiness, not the approval of a specific hotel project. Any future development would require additional approvals, design review and public input.

## Background

The PTCC has played a central role in Penticton's economy since opening in 1965, attracting events, conferences and visitors year-round.

- Convention activity generates approximately \$98 million annually.
- Delegates spend \$700/day.
- A total of 18,498 delegates visited the city in 2024.

However, the absence of an attached hotel limits the City's ability to compete for large-scale conferences, as many event organizers require integrated accommodations. Without this option, the PTCC can be screened out early, limiting its ability to attract many national/corporate events and shoulder/off-season business.

## Purpose of Engagement

This initial phase of engagement is intended to:

- Gather community input on the proposed land use changes
- Understand key questions, concerns and priorities
- Help inform a potential referendum question

## 2.0 Survey Participation

Residents and community members were invited to provide feedback on proposed land use changes related to the Penticton Trade and Convention Centre (PTCC). Respondents were asked to review background information regarding the potential for a future hotel attached to the PTCC, as well as the associated land use considerations, and to share their perspectives on the importance of the convention centre, potential changes to park space, and overall community priorities.

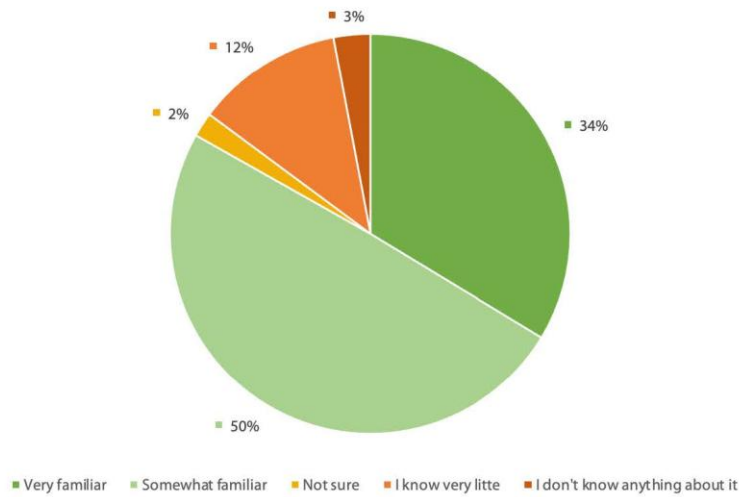
Feedback was collected through an online survey available on the Shape Your City Penticton platform.

### 3.0 Survey Results

The City collected feedback through an online survey. In total, 268 completed survey responses were received.

**Question 1.** How familiar are you with the North Gateway Plan and the future vision of these lands to create a sports, entertainment and cultural district?

Overall, respondents demonstrated a relatively strong level of awareness of the North Gateway Plan. A majority (approximately 84%) indicated they are at least somewhat familiar with the plan, including 34% who reported being very familiar and 50% somewhat familiar. A smaller proportion of respondents indicated limited or no familiarity.



Base: 268 Respondents

**Question 2.** Do you support changing the park space as it is now to better suit the needs of the community in the future?

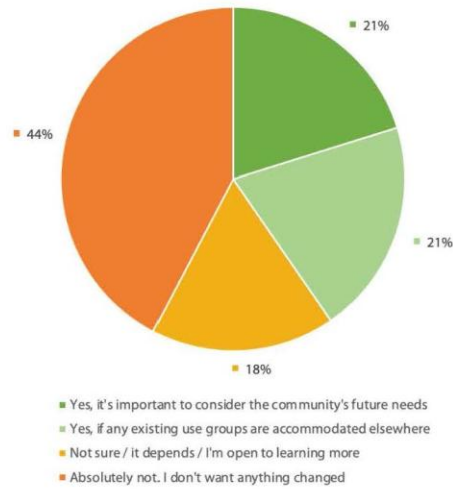
Respondents expressed a strong desire to preserve parkland and green space. Many emphasized that green space is limited, with concerns about permanent loss. Parks were described as essential for recreation, community and wellbeing, as well as overall quality of life.

While 58% of residents are open to enhancing the green space or learning more, 42% indicated they don't want anything changed.

It's clear that any potential concepts must preserve green space, enhance it for all community users and ensure there is no net loss of park space.

April 30, 2026

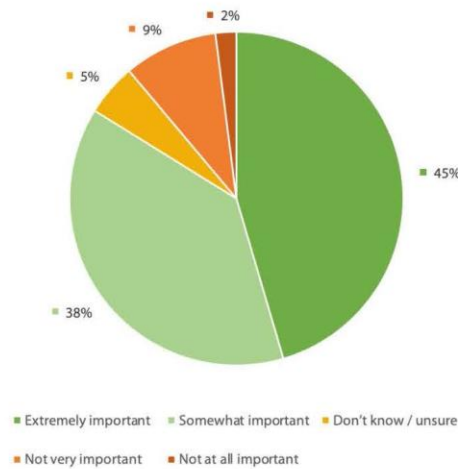
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Base: 268 Respondents

**Question 3.** How important do you feel the year-round convention centre business is to the local economy?

Responses indicate strong recognition of the importance of year-round convention centre business to the local economy. A large majority of respondents (83%) rated it as important, including 45% who said it is extremely important and 38% who said it is somewhat important. In contrast, 11% viewed it as not very important or not at all important, while 5% were unsure.



Base: 266 Respondents

April 30, 2026

5

**Question 4.** Which aspects are most important to you regarding the future use of these lands?

### **3.1 Key Themes from Verbatim Responses**

#### **1. Desire to preserve parkland and green space**

Respondents expressed a strong desire to preserve parkland and green space. Many emphasized that green space is limited, with concerns about permanent loss if redevelopment occurs. Parks were described as essential for recreation, community and wellbeing, as well as overall quality of life.

#### **2. Confusion about why an attached hotel is needed**

A significant number of respondents expressed skepticism or opposition to the need for an additional hotel, questioning whether existing capacity is sufficient. Others acknowledged potential economic benefits, particularly related to tourism and convention activity. Comments from some individuals question the economic benefit and how another hotel would provide measurable benefits to the community.

#### **3. The importance of sports fields and recreational spaces**

Many respondents highlighted the importance of maintaining recreational amenities, including sports fields and spaces for community activities. Concerns were raised about the potential loss or relocation of the Bambino ball field and the need to ensure that recreational opportunities remain accessible to residents.

#### **4. Economic considerations and community benefit**

Respondents identified the importance of ensuring that any future development delivers clear and measurable benefits to the community. While many recognized the economic role of the convention centre in supporting tourism, local businesses and jobs, others emphasized the need to balance economic growth with broader community priorities (such as investing in the arts, for example).

#### **5. Parking, traffic and infrastructure**

Many respondents highlighted parking and traffic pressures, expressing concern that additional development could increase congestion without adequate infrastructure.

#### **6. Trust Land and Public Use**

Some respondents referenced the historical context of the land, including its original designation for public use. These comments reflected concern about changing the intended purpose of lands held for recreation, parks or community benefit.

### **6.0 Conclusions**

The engagement process provided valuable insight into community perspectives regarding the future use of lands associated with the Penticton Trade and Convention Centre.

Feedback indicates that respondents are generally aware of the broader North Gateway Plan and recognize the role of the convention centre in supporting the local economy. At the same time, there is confusion about how an attached hotel would provide added economic benefit, as well as mixed views regarding potential land use changes, particularly those involving park space and future development.

April 30, 2026

6

A strong and consistent theme throughout the feedback is the importance of protecting public space, including parkland and recreational amenities. Respondents also emphasized the need to ensure that any future changes deliver clear and meaningful community benefits.

Overall, the feedback reflects a range of perspectives, highlighting both opportunities and concerns. These findings will help inform next steps as the City continues to evaluate land use options and consider a potential referendum related to these lands.

### **Appendix A – Phase 1 Engagement Timeline**

The following summarizes the timeline of the engagement process during Phase 1, which provided residents and community members with an opportunity to learn about proposed land use changes related to the Penticton Trade and Convention Centre (PTCC) and share feedback. Information was made available through the Shape Your City Penticton webpage, supported by background materials and an online survey.

<b>Date</b>	<b>Activity</b>
March 7 & 8	Penticton Home & Reno Show
March 9	PTCC Information Session & Walking Tour
March 9	Survey opens, 'Ask Questions' available on <a href="http://shapeyourcitypenticton.ca">shapeyourcitypenticton.ca</a>
March-April	Pop-up events: Start Here Penticton Job Fair, Penticton Veeps game, TRUE Penticton Expo
April 10	Survey closes

### **Appendix B – Additional Phase 1 Engagement Tactics**

- 2 news releases, emailed to 1,868 registered residents, earning broad media coverage
- 1 online public survey and 261 responses
- Dedicated project page at [shapeyourcitypenticton.ca](http://shapeyourcitypenticton.ca): 1.5K visitors
- Video 1 explainer: 70K views
- Video 2 showing concepts: 13K views
- Online Q&As + fact sheet at [shapeyourcitypenticton.ca](http://shapeyourcitypenticton.ca)
- Newsletter mailed to 17,000+ homes in Penticton
- E-newsletter to Shape Your City subscribers (~5K)
- 2 radio ads
- Newspaper ads (both papers)

April 30, 2026

7

## **Appendix C - Info Session Engagement Board Comments (March 9)**

### **POSITIVES**

All comments on sticky notes:

1. Great to see so much green space retained
2. Moving into the future
3. Well thought out
4. Boost to the local economy. Thoughtful relocation for park land
5. Positive economic impact for the entire city!
6. Community, event, financial benefits
7. Vote for Exploration 3
8. Love the balanced approach to the layout. More convention business, more hotel rooms, more inclusive green space. Yes to this
9. You could connect the PTCC to the hotel and make it a breakfast buffet in the morning
10. Make sure that there is a waterslide and the room next to the pool has a soundproof wall and every room has a good view
11. We need an attached hotel
12. Tourism is projected to bring \$46 billion to B.C. by 2036. Penticton needs to be ready. Yes!
13. Whatever you do, save the trees for the birds
14. 3x the economic impact
15. Boost to the local economy
16. If we want a stronger local economy and for businesses to be cash flow positive year-round, we need stronger shoulder seasons and this helps with that

### **CHALLENGES**

All comments on sticky notes:

1. Comments from same individual: \$75,000 for a spin campaign. Put walkway from Sheraton. Unfair to the Lakeside. Only green space on property. Breaks covenant
2. Where's the no side.
3. No way. The Shatfords and Tom Ellis would be rolling in their graves
4. Parking and traffic flow / congestion
5. Upgrading the convention centre?
6. No hotel