



City of Kelowna
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Council Policy

BIA Ambassador Program Funding

ESTABLISHED November 4, 2024

Contact Department: Community Safety Services Branch

Guiding Principle

The Community Safety Plan seeks to create a community where people are safe and feel safe by bringing together a spectrum of government, community organizations, and the public to make a collective and sustained impact. The *Community Charter* provides Council, via bylaw, the ability to establish a business improvement area service and grant money to an organization that plans and implements a business promotion scheme.

Purpose

To establish a grant-funding model and criteria for a Business Improvement Area Ambassador Program.

Application

This policy applies to a Business Improvement Area interested in receiving support towards an Ambassador Program in the City of Kelowna.

Definitions

"Ambassador Program" means an ongoing initiative within the boundaries of a Business Improvement Area to enhance the safety and well-being of businesses and patrons that aims to prevent crime, enhance sense of safety, and improve the overall quality of life by fostering a secure and supportive environment.

"Business Improvement Area" has the same meaning as defined in the *Community Charter*.

"Business Promotion Scheme" has the same meaning as defined in the *Community Charter*

"Non-profit organization" means a society incorporated pursuant to the *Societies Act*.

"Public Space" has the same meaning as defined in Parks and Public Spaces Bylaw No. 10680.

Policy Statements

1. Eligibility Criteria
 - a) The Policy applies to a Business Improvement Area located within the City of Kelowna that has an Ambassador Program as part of their Business Promotion Scheme;
 - b) The Ambassador Program may be established or proposed;
 - c) To be considered eligible, an Ambassador Program must:
 - i. Enhance patron safety and security by providing a visible neighbourhood presence in the Business Improvement Area;
 - ii. Respond to non-emergency incidents from local businesses or patrons, including maintenance and cleaning requests;
 - iii. Provide general assistance and information to local businesses and patrons; and
 - iv. Improve Public Space and exterior business area cleanliness through routine maintenance.
 - d) The Business Improvement Area must be in good standing with the City of Kelowna, which includes:
 - i. No outstanding debts owed to the City of Kelowna;
 1. for example, an unpaid tax, fee, or penalty
 - ii. No previous history of defaulting on a grants, loans, or other financial agreements with the City; and
 - iii. A positive history of City of Kelowna Bylaw and policy compliance, if applicable.
2. Funding Formula
 - a) A Business Improvement Area is eligible to receive:
 - i. An annual set rate of \$100,000; or
 - ii. 25 per cent of the Ambassador Program costs, whichever is greater.

- b) The set rate noted in *Section 2.a.i* will increase by five percent (5 per cent) on January 1 each year, beginning January 1, 2026, as described in the following table:

2025	2026	2027	2028	2029
\$100,000	\$105,000	\$110,250	\$115,762	\$121,550

- c) A Business Improvement Area proposing a new Ambassador Program may be eligible for up to an additional \$40,000 for start-up costs. A new Ambassador Program funding request must be supported by a formal proposal to Council.
- d) Any authorized Ambassador Program funding that has not been expended in the year that the funding was authorized may be made available in the subsequent year, upon written approval by the Community Safety Director in consultation with the Financial Planning Manager.
3. Application Process
- a) Information that demonstrates the ability to meet *Section 1 Eligibility Criteria* must be submitted to the Finance Division by October 31 of each year.
4. Service Agreement Framework
- a) To enhance transparency and accountability, the City may require a service agreement for all or part of the Ambassador Program; if the applicant is successful under the funding criteria;
- b) The service agreement may further refine the Ambassador Program components of the Business Promotion Scheme identified in the Bylaw, which may include additional detail regarding:
- Eligible expenditures or a proposed budget;
 - A defined quantity and quality of services to be provided;
 - Reporting requirements or an evaluation framework; or
 - Financial reporting.
5. Consideration of Approval
- a) It is Council's authority to consider, for approval, Ambassador Program funding as part of the annual Financial Plan process.