



Mission

Uptown, Down to Earth: To grow and strengthen Rutland's hard-working business community through authentic connections and strategic opportunities.

Vision

Rutland Proud: To attract and expand development, business and prosperity with pride and purpose.

**Uptown.
Down to Earth.**



URBA ASSOCIATE MEMBERSHIP AVAILABLE

Interested in becoming an Associate Member of the Uptown Rutland Business Improvement Association (URBIA)?

Associate memberships are perfect for professional individuals, businesses, property owners or organizations that are not located within the physical boundaries of the URBIA and would like to be part of the thriving and supportive business community URBA has to offer. Home based and remote businesses will be accepted.

Associate Members do not receive a vote at the Annual General Meeting.

Benefits of Associate Membership:

- Listing on the URBA website with reciprocal link on associate member's website
- Receive URBA e-newsletters and group emails
- Serve on URBA committees
- Attend URBA After Hours and other events (grow your business network)
- Advertising opportunities – to be involved in various advertising ventures URBA undertakes ie. various Kelowna print & digital media

Annual Membership Fee: \$199

urba

Uptown Rutland

BUSINESS ASSOCIATION

April
2023

Board of Directors

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Kelowna General Hospital Foundation — Rutland Thrift

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Mara Lumber Building Centre

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urba Uptown Rutland BUSINESS ASSOCIATION

WINGS KELOWNA

PRESENT
AFTER HOURS
MAY 2 / 5-7 PM
590 HWY 33 W
Tickets:

urba Uptown Rutland BUSINESS ASSOCIATION

9 & DINE

presented by **Canco** cancopetroleum.ca

Hole-in-one sponsor **WMB** WILSON M. BECK INSURANCE SERVICES

Wine sponsor **LEGACY** KITCHENS

THURSDAY JUNE 29
TEE TIMES START @ 3:30PM
BLACK MOUNTAIN GOLF CLUB

\$125 Includes:
9 Holes
Power Cart
Dinner
Okanagan Wine

Join us for Dinner + Networking \$45

Hole Sponsorships Available \$199

CONTACT:
KAREN BEAUBIER
EXECUTIVEDIRECTOR @UPTOWNRUTLAND.COM
250-451-9861

9 Holes, Dinner, and Networking Single Option

\$125

Dinner and Networking Option

\$45

9 Holes, Dinner, and Networking Foursome Option

\$500

Faces of Rutland: Meet your Rutland Politicians

The community of Rutland has claimed the hearts of many over the years. Among its advocates are business owners, doctors, lawyers, teachers and politicians who work tirelessly to improve the community and the lives of its residents. They are just a few of the politicians who have been caring for Rutland for years in hopes of seeing the community continue to flourish.

Norm Letnick and Renee Merrifield are MLA's — Member of the Legislative Assembly for the province of B.C. Tracy Gray is the member of Parliament representing Kelowna-Lake Country,, in the House of Commons for the government of Canada

Meet Norm Letnick

Norm Letnick was elected as MLA Kelowna-Lake Country back in 2009 after sitting on Kelowna's City Council for the 2005-2008 term.

Letnick believes Rutland is a wonderful community, made special by its residents who are "hard working and friendly."

Over the years he has applauded the "increased migration of families and redevelopment of older properties" which he believes continuously make Rutland an "even better place to live, work and play."

Alongside his position as a public servant, he has maintained many personal relationships with Rutland's residents and imparted a great impact on the community through his contributions towards the new urgent primary care center, passing lane on Walker's Hill, soccer dome at RSS, intersection improvements on Highway 97 and so many more projects.

In fact his favorite memory in Rutland occurred in one of the years he was helping out at the annual Christmas light up. "A lady came to me and thanked me for saving her daughter's life by getting her the services she needed," he explains.

His top priority and dream for Rutland includes a new middle school, which he believes "would be a huge boost to Rutland's self image," and essential in "providing appropriate facilities for our children to learn in."



101-330 Hwy 33 West
250.765.8516

Meet Renee Merrifield

Renee Merrifield has been an MLA representing Kelowna-Mission since 2020.

She's witnessed Rutland grow by leaps and bounds and has established some of her most important relationships in this uniquely diverse community which she describes as a mixture of "agriculture and entrepreneurial spirit."

She admires the entrepreneurial spirit of Rutland's residents, and is especially fond of Olympia Pizza for its one of a kind dishes and enduring spirit.

"The stories of the people I meet on a daily basis are my fuel!"

As a representative of the people, she aims to amplify these voices and stories.

"I work every day to make sure lines of communication are open for the residents of Rutland that I serve... it is always a pleasure to take their voices with me to Victoria!"

She's always had a desire to be of service and give back to the community that has been so supportive of her growing up.

"I am grateful to have been entrusted with the opportunity to make a difference," says Merrifield.

She hopes she can play a role in pushing Rutland closer to being a community where "attainable housing is available for young people and families to build a life—where the streets and parks are safe for all to enjoy."



102-2121 Ethel St
250.712.3620



102-1420 St Paul St. 250.470.5075

Meet Tracy Gray

Tracy Gray has been representing the people of Rutland since her 2014-2018 term on Kelowna City Council and she continues to do so in Ottawa as an MP for the riding of Kelowna-Lake Country.

For Gray, Rutland is "all about the people... [the] community spirit comes through in its people, murals, places, and activities which all make Rutland a very special place."

"The strong connection to each other and community spirit always fill my heart. People in Rutland fiercely stand up for the betterment of the community," she explains.

Gray maintains a "boots-on-the-ground" approach in the community, participating in local events, and volunteering "to connect with many people... hear their concerns and ideas and bring them to Ottawa."

Like Letnick and Merrifield, Gray has also been witness to the development and growth in Rutland. She finds its Business Improvement Area (BIA), which has grown to over 200 participating businesses, to be one of the most notable developments in the community and believes that "the development of this strong formalized business group has helped to continue to develop Rutland into a unique community."

Her dream for Rutland is centered in its values, history and growth.

"Upholding and valuing Rutland's history is important while also meeting and addressing the needs of its growing number of residents and businesses. Having kids grow up and being able to continue their education here and then stay in our community to work, give back, and raise their families is good for our community," says Gray.

She'd also like to encourage people in and around the area to go check out the many great farms, businesses, community activities and more that Rutland has to offer!

Member Profile

Harmeet Grewal from Letaya Salon & Spa



Harmeet Grewal, Owner 330 Hwy 33 250.765.7400

Can you tell us about how you got our business started? How long has your business been in Rutland?

I took over this business five years ago; the previous owners ran this location for 13 years. They were strictly doing hair, but after I took over, I added all the services: waxing, facials, laser hair removal, and even medical facials.

What is your favourite thing about Rutland? What's your favourite mural?

I love Rutland. Everything is so convenient and close by. You can find everything you're looking for within a 15-minute drive. There's a strong sense of community.

My favourite mural is Tyler Toews' "Love Blossoms."

What motivates your work?

I was 17 when I became fascinated hair and aesthetics; I've been extremely fascinated since childhood. I say, "Do what you love!"

How has Rutland supported your business?

People are very nice here. When they know that I'm here, word of mouth has been huge. I'm fortunate to have a location on the highway.

What is unique about your business?

I've heard from so many clients that they haven't been able to find eyebrow threading in the area, so when they find out that I provide that service they often come for that.