



Welcome to the Uptown Rutland Business Association!

For over 20 years, URBA has proudly served the businesses and commercial property owners of Rutland as a City-designated Business Improvement Association (BIA). As part of our BIA, we welcome you to URBA. With more than 200 members, URBA is funded through an annual improvement levy collected by the City of Kelowna from commercial properties within the Uptown Rutland area. This levy forms our core operating budget, which we strengthen by securing additional funding from government partners, grants, and community sponsors to deliver programs, advocacy, and initiatives that directly benefit our business community.

Our Vision: RUTLAND PROUD

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

Our Mission: UPTOWN, DOWN TO EARTH

To grow and strengthen Rutland's hard-working business community through authentic connections and strategic opportunities.

Our Purpose

URBA exists to support, connect, and strengthen Rutland's business district. We work to grow the local economy by encouraging investment, development, and vibrant commercial activity. In partnership with our members, we promote existing businesses, increase visibility, and attract new and returning customers to the area. URBA also advocates on behalf of members at the municipal and provincial levels to address shared concerns and advance common goals. Through strategic funding and partnerships, we expand our programs and lead community projects that enhance the business environment and improve the experience for both customers and employees.

What URBA delivers to you:

- Marketing & promotion – social media features, newsletters, and campaigns that keep you informed on issues impacting our business community, highlight upcoming events and spotlight local businesses you should know.
- Business networking – events such as URBA After Hours, that build relationships and collaboration within the business community.
- Advocacy – representing your interests with the City of Kelowna, RCMP, provincial officials and other key stakeholders.

- Community safety and place-making efforts – working to make Rutland a safer, more vibrant place to do business.
- Business directory listing – visibility on ourrutland.ca for residents and visitors.

To get the most from your membership, we encourage you to:

- **Stay in the know with URBA Blurbs**, our biweekly e-newsletter with updates on local business news, events and opportunities. You can subscribe online at ourrutland.ca/resources/newsletters
- **Follow and collaborate with us on social media.** Instagram: @uptownrutland Facebook: @Uptown Rutland Business Association LinkedIn: @Uptown Rutland Business Association
- (We would love to **highlight your business free of charge** through a Business Spotlight. Please email communications@uptownrutland.com to inquire.)
- **Display your URBA window decal** to show you are part of the local business community. Don't have one yet? We are happy to deliver one to you. Please email communications@uptownrutland.com to inquire.
- **Use the URBA logo on your website** to build credibility and local recognition. You can access it at ourrutland.ca/wp-content/uploads/2023/02/nobg.png
- **Visit ourrutland.ca** to explore resources, member listings, upcoming events and community updates.

Contact us

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We are always happy to visit your business, learn more about your needs, and explore how URBA can support your success.

Welcome to URBA – we're glad you're here.