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TOURISM KELOWNA

● Jun 26 - Jul 4, 2026



Prepare for Touchdown Kelowna - Free Webinar

Touchdown Kelowna is set to be the largest sporting event ever hosted in Kelowna, with the Apple Bowl expanding to welcome more than 17,000 spectators per game alongside a full nine-day festival in downtown Kelowna. With an anticipated economic impact in the tens of millions, this is a major opportunity for local businesses to get involved.

URBA, Tourism Kelowna, the Downtown Kelowna Association and the City of Kelowna invite you to attend **the free Touchdown Kelowna Webinar on Wednesday, June 3 from 11–11:45 a.m.**

This informative online session will cover:

- An overview of [Touchdown Kelowna](#) and the accompanying festival
- Opportunities to get involved and drive traffic to your business
- Strategies to leverage this marquee event to boost visibility and engagement
- A walkthrough of the Touchdown Kelowna Toolkit

This event is offered for free via Zoom. Don't miss this opportunity to prepare your business for one of Kelowna's biggest events ever. Please RSVP to secure your spot.

[Register Here](#)



We're back
this
summer!

Join Us June 16th, 5:00pm - 6:00pm at Roxby Square

We know the URBA On Call service has been greatly missed, but we also knew it needed improvements. The Downtown Kelowna Business Association have shared their expertise with us, training and building an URBA On Call team that will bring a respectful and compassionate approach to support businesses with loitering, littering and street disorder in Rutland. We are committed to maintaining a safe, clean and welcoming community for businesses and our community to thrive.

Please join us Tuesday June 16th at 5:00pm in Roxby Square to meet the On Call Staff Team and the large community of support behind this program, who are instrumental in bringing URBA On Call back to our streets and businesses this summer.



We're looking for URBA's next Leader

URBA is seeking an Executive Director to build on its vision of a flourishing business community that is clean, safe, vibrant and filled with energy and opportunity. This is a great opportunity for a seasonal leader to influence positive economic growth and prosperity in Uptown Rutland. Learn more [here](#).



BIABC and NCDA Urge Province to Scrap PST Expansion, Warning Government is “Taxing Safety” for Businesses

We are sharing a statement from the Business Improvement Areas of British Columbia (BIABC) regarding the Province’s proposed expansion of the Provincial Sales Tax (PST) to essential business services, including security.

This is an issue that has significant implications for businesses across British Columbia, particularly at a time when many are already facing rising operational costs and increasing pressures related to public safety, security, and economic uncertainty.

As an organization that works closely with businesses in Rutland every day, we understand firsthand the growing investment many are making to help keep staff, customers, and storefronts safe. The proposed taxation of these essential services adds another layer of cost to businesses already navigating complex challenges.

We encourage members to take a moment to review the statement below and stay informed as conversations around this proposal continue to evolve provincially.

Scroll to May 19th BIABC Media Release

VISION STATEMENT:

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

MISSION STATEMENT:

UPTOWN, DOWN TO EARTH: To grow and strengthen Rutland's hard-working business community through authentic connections and strategic opportunities.

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