



URBA Blurbs
May 1, 2026

Uptown Rutland

BUSINESS ASSOCIATION

- URBA at the Vaisakhi Parade
 - Business CCTV Registry
 - New Features at Ben Lee Park
 - Community Call-Out: Rutland Middle School Cultural Diversity Celebration
 - Is your business accurately listed with URBA's online member directory?
-



URBA at the Vaisakhi Parade

URBA was proud to take part in the Kelowna Vaisakhi Parade on April 25, joining thousands of attendees at the Okanagan Sikh Temple for a day of celebration, culture and community connection.

Our tent stayed busy all day, with families stopping by to spin the URBA prize wheel, enjoy treats and learn more about the businesses that make up our Rutland BIA. The activation created a strong opportunity to showcase local businesses and connect with the community in a meaningful way.



A sincere thank you to our participating URBA members who contributed coupons, gift cards and prizes: Nails by Upashna, Pita Pit, Basha Donair, Florals by Lee, Kumon Math and Reading Centre of Rutland, Kelowna Chiefs, Trulli Italian, Manohar Vegetarian Bakery and Beem Credit Union. Your support helped amplify the visibility of Rutland businesses and made our presence a success.

Events like Vaisakhi highlight the strength and diversity of our community, and we're grateful to be part of it.



New Business CCTV Registry: Have you considered registering your business's security camera?

The City of Kelowna, in partnership with the Kelowna RCMP, has launched a new voluntary Business CCTV Registry to support community safety.

This program allows businesses to register the location of their security cameras so police can quickly identify where footage may be available if an incident occurs nearby. This helps reduce investigation time and improves response efficiency—without the need for time-consuming canvassing.

Participation is entirely voluntary and privacy-conscious. Registering does not provide police with live access or automatic footage sharing—businesses maintain full control of their systems at all times.

Recommended by the Mayor's Task Force on Crime Reduction, this initiative reflects a collaborative, practical approach to supporting safer business environments across the city.

The program is now live. Businesses are encouraged to learn more and register through the City of Kelowna website.

Register your Business



New Features at Ben Lee Park

Families are invited to celebrate the opening of new water features at Ben Lee Park on **Saturday, May 2, from 1 to 3 p.m.**

A short ribbon-cutting ceremony will kick off the event, followed by a Park & Play pop-up featuring lawn games and inflatables (weather permitting). Attendees will also be able to explore the new interactive water features, including an activity tower, splash blasters, a water weaver, tidal wave and activator posts—designed for a wide range of ages.

This investment by the City of Kelowna enhances local parks and creates more opportunities for families to gather, play and stay active close to home. We hope to see

you there as we make the most of the sunny weather at Ben Lee Park.

Please note: water features will be turned on for this event only and will reopen for the season on the May long weekend.

Community Call-Out:

Rutland Middle School Cultural Diversity Celebration

Rutland Middle School is planning its first Cultural Diversity Celebration this June and is inviting local organizations and businesses to get involved.

The event will highlight the rich cultural diversity within the school community through hands-on, interactive learning. Community partners are encouraged to participate by leading short, 20-minute cultural learning stations—sharing traditions such as art, dance, music, games, language or storytelling.

The school is also welcoming culture-focused food donations to help create a shared celebration for students.

This is a meaningful opportunity to connect with local youth, share cultural knowledge and strengthen ties within the Rutland community.

Interested in participating or learning more? Connect with Rutland Middle School's Principal, James Green at James.Geen@sd23.bc.ca



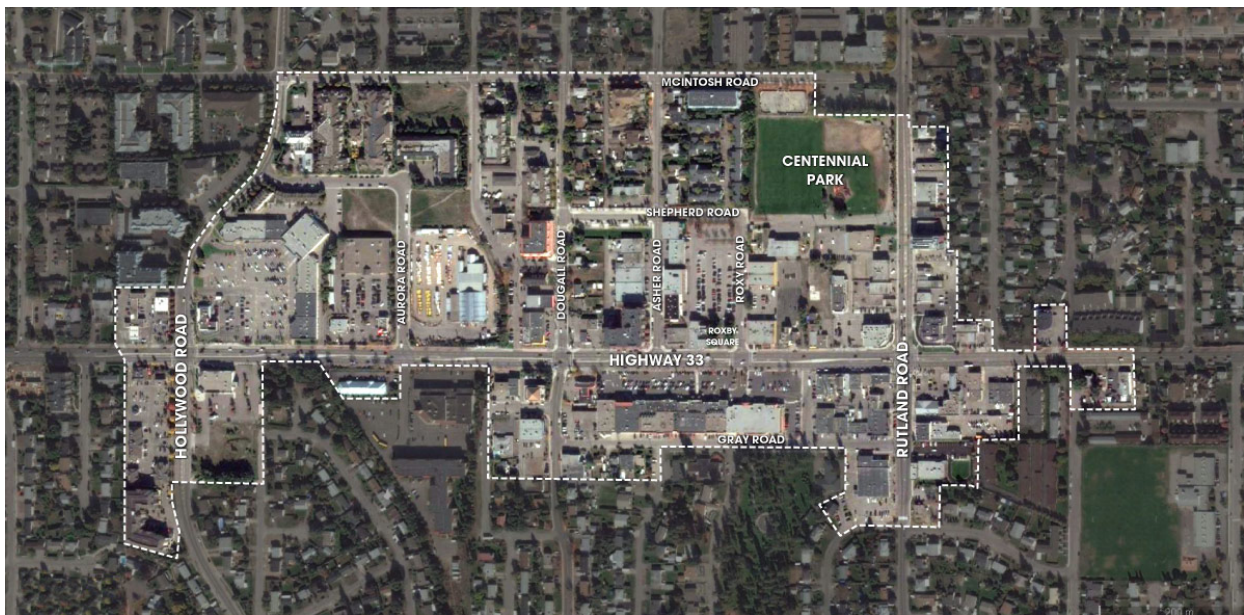
Is your business accurately listed with URBA's online member directory?

We aim to represent every business in our district and ensure our directory reflects the full Rutland BIA community.

Take a moment to review our updated member list and the BIA boundary map below. If your business is located within the URBA boundary but isn't currently featured, we'd love to hear from you.

Keeping our directory accurate helps strengthen visibility for local businesses and ensures you're included in our marketing, promotions and community initiatives.

[View Directory List](#)



If we missed you, please email communications@uptownrutland.com so we can get your business added.

URBA ASSOCIATE MEMBERSHIP AVAILABLE

Annual Membership Fee: \$199

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

Associate memberships are perfect for professional individuals, businesses, property owners or organizations that are not located within the physical boundaries of the URBA BIA 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.

[Click here to learn about the benefits of Associate Membership.](#)

Click Here to Purchase

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.

Contact:

250.451.9861 executivedirector@uptownrutland.com

Uptown Rutland Business Association
ourrutland.ca



[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!