

"CANADA'S
APPLE
CAPITAL"



Kelowna

BRITISH COLUMBIA



COMPLIMENTS OF
Visitors and
Convention Committee



of the



KELOWNA
CHAMBER OF COMMERCE

1470 MILL STREET KELOWNA, B. C.

BRITISH COLUMBIA

Kelowna, British Columbia Canada

Canada's Apple Capital

The Regatta City

Location

Situated on the shores of 80 mile long Okanagan Lake, midway between the cities of Penticton on the South and Vernon on the North. Kelowna is 80 miles North of the United States boundary on Highway 97. Vancouver is 286 road miles to the West and Calgary, Alta. is 385 miles to the East. The city is the hub of the fabulous Okanagan Valley.

The city was incorporated in 1905, the name Kelowna is a corruption of the Indian word meaning Grizzly Bear. The history of the area as far as the white man is concerned dates back to the fur brigades in the early 19th century. Father Pandosy of the Oblate Order established a mission near the city in 1858. The apple trees he planted so thrived that in 1892 the first commercial orchards were planted and today Kelowna is the focal point of the largest fruit growing district in Canada. One-third of all apple shipments in Canada emanate from this city — thereby deriving the name — Canada's Apple Capital.

Climate

Moderate and equable with long, sunny summers and comparatively short, mild winters. Average annual sunshine is over 2000 hours. Average precipitation is 12.2 inches annually. Elevation is 1130 feet above sea level. Average July temperature is 70 degrees with generally cool nights and hot sunny days. Average January temperature is 29 degrees above. The first snow is generally experienced in late December with intermittent falls until late February. The weather however is generally mild, as otherwise, it would damage the abundant fruit orchards. The Okanagan Valley has been called "The Banana Belt" and "The Arizona of Canada" due to the mild, dry climate and many people who suffer from arthritis, asthma and other respiratory ailments find relief here.

Population

Kelowna City boundaries were extended in 1960. Estimated population is now 13,500 with an additional 17,500 within a 15 mile trading radius.

Form of Government

Mayor and six aldermen.

Area

Increased by extension of boundaries in 1960 from 1525 acres to 3703 acres.

Parks

Six with four on the lakeshore. The largest being City Park, 31.5 acres of unblemished beauty, one block from city centre. The myriad colors of the flowers and shrubs are an invitation to linger awhile on the spacious lawns beneath the shade of the many trees or sit on the tree shaded benches on the beach. The Aquatic building is located here together with 5000 seat Ogo-pogo Stadium, home of Canada's Greatest Water Show, the Kelowna International Regatta. There is also a restaurant, grandstand for baseball and football. Lawn bowling greens, tennis courts and outdoor checkers complete the many attractions of this park of enchantment. Picnic facilities are also available.

Civic Centre

One of the most modern and compact centres in Canada and only one block from the heart of the city. On it are located the City Hall, Court House and B. C. Government Building as well as the Police Administration Building and Community Theatre, Memorial Arena, Curling Rink, Regional Library, Community Health Centre, Yacht Club, Museum, Chamber of Commerce and Tourist Bureau. The area is beautifully landscaped and in addition has a 650 car free parking lot.

Trade Area

31,000 people within a 15-mile radius are served by Kelowna businesses. 1962 estimated retail sales in Kelowna were \$22,518,000.00.

Stores and Shops

Excellent stores and shops of all descriptions are available in downtown Kelowna. A new \$1,500,000.00 shopping centre was opened in 1959. Our shops and stores are second to none and the most discriminating visiting shopper will find a friendly welcome.

Water

Unlimited supplies of water from Okanagan Lake — reasonable rates. Chlorinated and fluoridated.

Sewage and Garbage Disposal

One of the most modern sewage disposal plants in B. C. Landfill garbage disposal.

Utilities

City owns the electrical distribution system and purchases wholesale from the West Kootenay Power and Light Company. Natural Gas supplied by Inland Natural Gas Co. Ltd.

Policing

Royal Canadian Mounted Police.

Assessed Valuation

Land — (1963) — \$9,455,373.00. Improvements \$29,892,086.00. Total \$39,347,459.00.

Taxes

Based on 75% for improvement and 100% for land. 1962 Mill Rate — 42.

Fire Protection

10-full-time firemen with 35 trained volunteers. Six fire prevention vehicles, 1 ambulance, 1 rescue vehicle and 1 utility station wagon and chief's car.

Communications Media

Kelowna Courier: Published daily excepting Sunday; serving the Central and North Okanagan areas, Peachland to Enderby. Circulation, 6,000.

Kelowna Capital News: Weekly Advertiser, published Wednesdays.

CKOV — 630 kilocycles (oldest station in the Okanagan Valley).

CHBC-TV Okanagan Television System — Main office and studios located in Kelowna, Channel 2, with eleven rebroadcasting stations serving the entire Okanagan and Similkameen Valleys and the Revelstoke area.

Black Knight TV — By coaxial cable CBS in United States, Channel 4.

Transportation

Mission Stage and Silver Green Stages for city and outlying area. Western Canadian Greyhound. Adequate taxi services available.

Railways

Canadian National and Canadian Pacific.

Airport

Kelowna Airport located 10 miles north on Highway 97. 5,350 feet, paved runway. Daily flights to and from Vancouver via Canadian Pacific Airlines.

Highways

Highway 97 from Mexico to Alaska. The shortest route between continental United States and Alaska. All highways in the area are paved.

Schools

Kelowna is headquarters for School District No. 23, which comprises an area within a 17 mile radius of the City. There are 34 schools in the District. Nine are located in Kelowna — seven Elementary, one High School and one Junior High School, with a total enrolment of 2500 students. Outside of the City are four Junior-Senior High Schools and twenty-two Elementary Schools. Total school population is 6150 with a staff of 250.

National Employment Office

Located at 536 Bernard Avenue, Kelowna, B. C.

Churches

There are 31 churches, of all religious denominations in Kelowna and immediate area.

Service Clubs and Organizations

Gyro, Kinsmen, Kiwanis, Lions, Rotary and Soroptimist as well as fraternal organizations such as Eastern Star, Elks, I.O.D.E., I.O.O.F., Knights of Columbus, Masons, Shriners, Pythian Sisters and Rebecca Lodge. A strong and active Chamber of Commerce and Junior Chamber of Commerce as well as a Toastmaster Club, Kelowna Club and Yacht Club.

Arts and Music

Kelowna is rich in cultural development including art, music, live theatre and hobby crafts. A number of annual exhibitions of oil and water paintings are given by local artists and visitors. Local bands and choirs have received recognition far beyond B. C. A new 650 seat Community Theatre was completed in 1962.

Museum

A fine museum with many items of area and provincial interest and particularly noted for the large collection of native birds and animals.

Kelowna International Regatta

Canada's Greatest Water Show held annually since 1906. The second week in August sees top Canadian and American swimmers, divers and stars of other aquatic events competing. Spectacular and colorful night shows with intricate water numbers by the Aqua Rhythms provide a different and never-to-be-forgotten experience for the first time visitor. Exhibition and comedy diving have featured such outstanding professionals and Olympic stars as Pat McCormick, Joaquin Capilla, Hobart Billingsly and Eddie Cole. The only Olympic standard 10 meter diving tower, west of Toronto, with the exception of Empire Pool, Vancouver is located in the Aquatic Pool.

Ogopogo

Myth or fact? The skeptic says myth, but there are increasing numbers of persons, sober, honest citizens, who claim to have seen Ogopogo disporting himself in Lake Okanagan.

Long before the white man came the Indians worshipped a monster which appeared at intervals in the lake. The story has persisted and, indeed in later years, more and more citizens have reported seeing Ogopogo. In a two-year period twenty-one reputable citizens have seen our lake monster.

The general descriptions agree: Twenty feet long with a heavy snake's body; a horse or a goat's head, well bearded; travelling at fast speed or lazily sunning himself.

We're fond of Ogopogo. Some day, we too, hope to see him. Better still, get a photograph of him! In the meantime, it's nice to know he's there keeping a ben-evolent eye on his favorite city.

Recreation

Truly an all-year playground. Living on the shores of 80 mile long Okanagan Lake has made water sports one of the major recreational activities during the long summer. It is estimated that there are over 800 boat owners in Kelowna with every type of craft and horse-power motor. There are excellent concrete boat launching ramps at city centre and along the Lakeshore. Swimming, diving, water skiing and jumping, fishing in the 25 lakes in the area with the fighting Kamloops trout as the main game fish. Golf on one of the most sporty and scenic 18 hole courses in the Interior. Well watered greens and fairways keep the course in excellent shape at all times. Hunting, tennis, horseback riding, lawn bowling, cricket, baseball under the lights and football all have their devotees. Winter sports include hockey, basketball, skating, curling, bowling, badminton, square dancing, and of course, skiing at nearby Black Mountain Ski Bowl.

Kelowna and area is mosquito controlled to add to the pleasure of your holiday or visit with us.

Visitor Accommodation

There are 5 hotels and 36 motels in the immediate area as well as several tent and trailer parks many of them on, or close to the lakeshore. There are many fine restaurants in the city to satisfy the most fastidious gourmet.

Financial

Six Banks, two Investment Companies and one Trust Company.

Industries

Kelowna is headquarters for B. C. Tree Fruits Limited, the grower-owned sales agency for the \$25,000,000.00 a year fruit industry. Lumbering is also a major industry with the largest sawmill and plywood plant in the Interior located here and employing over 500. A locally-owned Winery uses the grapes grown in abundance in the area, machine shops, packing and canning plants, garages, bakeries, printers, nurseries, etc. are but a few of the so-called secondary industries. The tourist industry is a substantial and growing industry in this all-year playground. Kelowna is becoming more and more popular as a Convention centre.

Health Facilities and Hospital

A Regional General Hospital (accredited) with 170 beds. There are 35 doctors on the attending staff and 11 dentists. Kelowna is also headquarters for the South Okanagan Health Unit.

RUTLAND

Located on Highway 97 some 4 miles north of Kelowna. Population 5000.

A beautiful area, ideal climate and scenery. Served by fine water from mountain streams. There are upwards of 30 Stores and Service Outlets to serve you covering everything from shoe repairs to large general stores and heavy machine depots and machine shops. There are five schools and one High School, two wholesale meat packing plants, two Fruit and Vegetable packing plants and one sawmill including box factory. Seven churches of all denominations are located here. For recreation a fine Park Swimming Pool, Baseball Diamond and Ski Bowl.

An excellent Volunteer Fire Brigade with new and up to date equipment affords an important safety factor. Our taxes are among the lowest in the Valley. Natural gas is available. The area is served by C.N. and C.P. Railways and local Bus and Greyhound Bus Lines.

Our Chamber of Commerce welcomes you.

WESTBANK and LAKEVIEW HEIGHTS

Located just across the Okanagan floating bridge, The Westbank and Lakeview Heights countryside offers many scenes of unexcelled beauty every season of the year, and is fast becoming the finest residential and resort area in the valley. Being immediately south of the City of Kelowna it offers the investor many opportunities.

The village of Westbank is composed of about 30 businesses to serve you, including, service stations, motels, grocery stores, coffee shops, dry goods, sporting goods, building supplies, bank, sawmill, etc., five churches, post office, elementary and high schools and a very well equipped fire department.

Fruit growing is our major industry, which is packed and shipped from two local packing houses. Many acres of grapes have recently been planted in the Westbank area.

For the visitor we offer two public parks, (one at Lakeview Heights and one at Westbank), lake shore tenting areas, lake shore resorts, and road side motels.

Full boating facilities are available at Westbank including, breakwater, launching ramp, and marina. FISHING IS ALWAYS GOOD IN OKANAGAN LAKE and in close by higher lakes. Many hunters are drawn to our area for the plentiful deer and upland birds.

For the potential resident we offer six newly developed lake shore subdivisions.

OUR CHAMBER OF COMMERCE WELCOMES YOU TO THE SUNNY SIDE OF THE LAKE.

WINFIELD - OYAMA and OKANAGAN CENTRE

This delightful district is located midway between Kelowna and Vernon on Highway 97, surrounded by Okanagan, Kalamalka (The Lake of Many Colors) and Woods Lake. Kalamalka and Woods Lake are joined together by a navigable canal, which makes it possible for one to go by boat from the south end of Woods Lake to the north end of Kalamalka, a distance of 18 miles through the most colorful waters of the North American Continent.

Tourist Facilities and Accommodations

Excellent motel accommodations are found in these areas, on the Highway and Resort Motels on the shores of Woods and Kalamalka Lakes, Camping and Trailer space with modern facilities, Launching Ramp and Boat Marina can be found on sandy beaches.

Fishing

Okanagan, Woods and Kalamalka Lakes are noted for excellent Kokanee (landlocked salmon) fishing. Oyama, Beaver, Postill Lakes and many more are within an hour's drive and are noted for fine trout fishing.

Service Clubs, Schools, Churches

Royal Canadian Legion, Independent Order of Foresters, Farmers Institute. Churches of all denominations centrally located. There are Elementary Schools and a modern Junior-Senior High School.

There are residential Doctors, Notary Public and Real Estate Office. Also grocery, hardware, drug, electrical, automotive shops, barber, beauty parlor, cafes, coffee shops and bank.

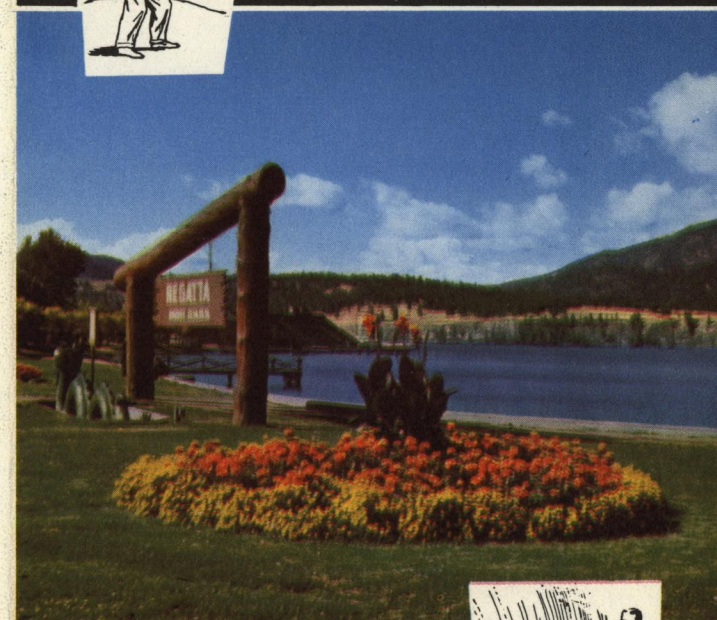
We are situated in the heart of the McIntosh apple country. Scenic drives through beautiful orchards, overlooking the shimmering lakes. Blossom time begins first week in May. Cherry harvest starts in July with Apricots, Peaches, Grapes, Pears, Apples till late fall.

The District and its new Chamber of Commerce extend a warm welcome to everyone. Further information contact Secretary of Chamber of Commerce, Winfield, B. C.

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