

South Okanagan Events Centre Complex

South Okanagan Events Centre
Penticton Trade and Convention Centre
Okanagan Hockey Training Centre
Memorial Arena

Operating Budget 2026

The SOEC Complex is managed under contract by Oak View Group. The budget includes these four facilities:



**SOUTH OKANAGAN
EVENTS CENTRE**



**PENTICTON TRADE
& CONVENTION CENTRE**



**OKANAGAN HOCKEY
TRAINING CENTRE**



**MEMORIAL
ARENA**

Staffing

Below is the staffing structure within the SOEC Complex:



General Manager & RVP
Dean Clarke



Asst. General Manager
Kevin Webb



Department Directors
8 Positions



Full-Time Salaried
38 Positions



Part-Time Hourly
511 Positions

Part-time hourly positions are within Food & Beverage, Operations, Housekeeping, Box Office, Marketing, and Events Departments. Generally utilized event-by-event, though some positions work full-time hours.

What We Provide | South Okanagan Events Centre (SOEC)

The SOEC is a multifaceted hub of entertainment, culture, and community engagement offering diverse options. The SOEC serves as a vital gathering place for events of all sizes and community sports, creating significant cultural, social, and economic impact for Penticton.

- **Live Concerts**
- **Sporting Events**
- **Theatre Productions**
- **Public Indoor Walking Track**
- **Public Cooling/Warming Centre**
(Extreme Weather)
- **Penticton Vees WHL Hockey**
- **BC Hockey Hall of Fame**
- **BC Family Day**
- **CSSHL Hockey Western Championships**
- **Penticton High School Graduation**
- **Recreation Hockey**
- **Okanagan Hockey Group**
- **Penticton Minor Hockey**
- **Between the Lakes Pow Wow**
- *And more!*

What We Provide | South Okanagan Events Centre (SOEC)



What We Provide | Penticton Trade & Convention Centre

The Penticton Trade and Convention Centre (PTCC) is mandated to attract conventions, special events, trade and consumer shows, and meetings to the City of Penticton to promote a diverse and thriving economy. Ideally suited for conventions sized 150 to 650 delegates with a trade show component, the Convention Centre continues to retain existing associations' Okanagan rotations and as well as grow its convention business with new clients.

- **Meetings**
- **Conventions**
- **Banquets**
- **Concerts**
- **Special Events**
- **Trade Shows**
- **Consumer Shows**
- **High School Graduations**

2025:

14 Conventions

- Four (4) NEW conventions
- Two (2) National Associations
- One (1) National Corporate

2026:

10 Conventions *(currently)*

- Two (2) NEW conventions
- Repeat conventions include:
 - BC Water Waste Association
 - Canadian Pupil Transportation Conference
 - BC Municipal Safety Association & Public Works Association of BC (joint conference)

What We Provide | Penticton Trade & Convention Centre

Penticton Trade and Convention Centre works closely with the Meet In Penticton Convention Bureau to attract and secure new meetings and conventions. Together in 2025 we've participated in four major industry trade shows, hosted familiarization tours (tours of Penticton for prospective meeting planners and executives) to showcase our hotels and venues. We have collaborated on marketing initiatives that highlight Penticton's unique value for meeting and convention planners. This partnership drives measurable results including:

- **New leads and RFPs**, growing convention business in Penticton
- **Increasing overnight stays and delegate experience**
- **Strengthening awareness and reputation for Penticton** as a desirable meeting and convention destination

What We Provide | Penticton Trade & Convention Centre



What We Provide | Okanagan Hockey Training Centre

The Okanagan Hockey Training Centre at the South Okanagan Events Centre Complex specializes in ice hockey related events, including training camps, tournaments, and youth development programs.

- **Okanagan Hockey Academy Training**
- **Okanagan Hockey Academy Summer Camps**
- **Penticton Minor Hockey**
- **Canadian Sport School Hockey League (CSSHL) Western Championships**
- **Recreational Hockey**
- **Local and Provincial Hockey Tournaments**
- **Figure Skating**
- **Extension Space for Complex-Wide Events at SOEC Complex**



What We Provide | Memorial Arena

The Memorial Arena at the South Okanagan Events Centre Complex is a multi-purpose facility that mainly hosts hockey related activities such as training camps and tournaments. Additionally, it caters to lacrosse training and events and provides space for dry-land activities.

- **Okanagan Hockey Academy Training (On-Ice and Dry-Land)**
- **Okanagan Hockey Academy Summer Camps**
- **Penticton Minor Hockey**
- **Canadian Sport School Hockey League (CSSHL) Western Championships**
- **Recreational Hockey**
- **Local and Provincial Hockey Tournaments**
- **Figure Skating**
- **Lacrosse Training, Games, and Tournaments**

2025 Achievements | SOEC

- **Successfully hosted the CSHL Western Championships**, welcoming a record number of teams and spectators.
- **Implemented all WHL Penticton Vees agreement requirements** ahead of season start.
- **Sold-out Bachman-Turner Overdrive concert**, one of the year's top-grossing events.
- **Hosted the Vancouver Canucks Training Camp**, attracting strong attendance and national media coverage.

2025 Achievements | PTCC

- One of the **best years on record**.
- Expected to close with **150+ events**.
- **14 conventions** total in 2025.
- In May and June specifically, **only four (4) days were event-free**.
- **Four (4) NEW conventions** hosted in 2025.
- From March 1 to June 30, 2025, **the MRDT (Municipal and Regional District Tax) revenues were up 21.5% from 2024**.

Operational Efficiencies | SOEC Complex

- Additional **electric Zamboni** put into service
- Continued replacement of **lighting with LED**
- The **replacement of single use plastics** with more environmentally friendly options
- **Launched an online exhibitor store**, allowing exhibitors to conveniently order power and other event services directly from the PTCC, saving time for both event staff and exhibitors.
- New **on-site herb garden** introduced by the Food & Beverage team, reducing ingredient costs and enhancing menu freshness.
- **Water bottle filling station** was added to the PTCC.
- **Building HVAC technician added** to enhance operational efficiency and reduce contractor costs.

2026 Budget

- Consolidated
- SOEC
- PTCC
- Memorial Arena
- OHG Training Centre

	Consolidated	SOEC	PTCC	Memorial	OHG
EVENT OPERATING INCOME	2,335,952	1,165,124	1,170,828	-	-
TOTAL OTHER INCOME	2,462,988	1,590,431	8,400	352,342	511,815
INDIRECT EXPENSES					
EXECUTIVE	208,455	142,533	41,685	12,119	12,119
MARKETING/SALES	1,042,016	445,066	596,949	-	-
FINANCE	386,385	259,599	94,375	16,205	16,205
EVENTS	322,370	217,579	104,791	-	-
OPERATIONS	2,778,996	1,296,611	562,966	508,582	410,837
FOOD & BEVERAGE	803,273	459,415	343,857	-	-
WHL VEES	1,367,395	1,367,395	-	-	-
BOX OFFICE	247,906	247,906	-	-	-
OVERHEAD	708,669	461,143	177,075	22,752	47,699
INDIRECT EXPENSES	7,865,464	4,897,248	1,921,698	559,658	486,859
NET OPERATING INCOME	(3,066,524)	(2,141,693)	(742,470)	(207,316)	24,955
FACILITY FEE PAID TO CITY	60,048	60,048	-	-	-
NET INCOME (LOSS)	(3,126,572)	(2,201,741)	(742,470)	(207,316)	24,955

Key Budget Changes

Budget changes reflect adjustments to both revenues and expenses driven by evolving event activity, tenant requirements, and operational priorities across the SOEC Complex.

- Addition of the **WHL Penticton Vees** team.
- **Increased revenues and costs** associated with the 34-game WHL regular season schedule.
- **Greater demands on ice time** at the SOEC due to the expanded hockey schedule.
- **Stronger competition for prime dates** at the Penticton Trade and Convention Centre.
- **Expanded Food & Beverage operations** require additional staff for simultaneous events across venues.
- Continued focus on **repairs and maintenance** across facilities.



WHL Vees Inaugural Season Home Opener Game



Key Budget Drivers

Budget drivers represent the primary factors influencing the overall cost structure and financial performance of the SOEC Complex. These drivers reflect the ongoing operational needs required to maintain service levels, infrastructure, and guest experience standards.

- **Integration of the WHL Penticton Vees** increases operational & staffing requirements.
- **Rising labour costs** to support expanded event schedules and service demands.
- **Increased repairs and maintenance** tied to aging facility infrastructure.
- **Higher insurance premiums** for both liability and property coverage.
- **Expanded IT investments** in software, security, and system safeguards.

Upcoming Ticketed Events



The Tea Party, Headstones & Finger Eleven | Nov 25



James Barker Band | Nov 29



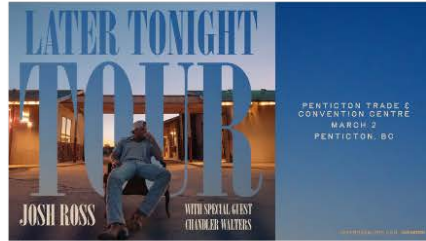
Cirque Musica Holiday Wonderland | Dec 8



Harlem Globetrotters | Jan 27



HARDY - THE COUNTRY! COUNTRY! TOUR! | Feb 20



Josh Ross - Later Tonight Tour | Mar 2



HAIRBALL | Mar 28



The Rock Orchestra by Candlelight | Apr 2



Plus Penticton Vees WHL Home Games, Okanagan Fest of Ale, and more!



Recommendation

THAT Council approve in principle the Oak View Group's 2026 – 2030 Financial & Corporate Business Plan initiatives and proposed budget, subject to final review.

