



Council Report

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Date: March 3, 2026 **File No:** RMS/325 Power St/PTCC Hotel

To: Anthony Haddad, City Manager

From: Blake Laven, GM of Development Services

Subject: **Penticton Trade and Convention Centre Attached Hotel – Engagement Strategy**

Staff Recommendation

THAT Council endorse the Penticton Trade and Convention Centre (PTCC) Attached Hotel Engagement Strategy as outlined in the report dated March 3, 2026.

Strategic priority objective

Livable & Accessible: The City of Penticton will proactively plan for deliberate growth, focusing on creating an inclusive, healthy, and vibrant community.

Background

A hotel directly attached to the Penticton Trade and Convention Centre (PTCC) has long been recognized as a critical amenity to help the facility reach its full potential. Since opening in 1965, the PTCC has been central to Penticton's evolution into a year-round destination, building on the city's established summer appeal. The facility continues to deliver strong economic value, with a 2025 study estimating the convention sector's total impact to the local economy at \$98 million. As competition for conventions and conferences across British Columbia intensifies, ongoing investment in the infrastructure that supports this industry is essential to maintaining and growing Penticton's market position. An attached convention hotel would significantly strengthen the PTCC's competitiveness, attracting higher-profile events and generating broader tourism and economic benefits.

In 2022, Council adopted the North Gateway Redevelopment and Investment Strategy, a community-informed plan that outlines a bold vision for the district surrounding the PTCC and South Okanagan Event Centre. The plan anticipates 1,200 new residential units, 400 new hotel rooms, new ice surfaces, renewed public spaces, and continued investment in signature facilities, positioning the area as a premier sports, entertainment, and cultural hub. A hotel attached to the PTCC is identified as one of the strategy's key moves to realize this vision ([North Gateway Plan | City of Penticton](#)).

Indenture/trust and park land dedication restrictions

While a hotel attached to the PTCC has long been a goal to support the City owned facility, the land is impacted by two restrictions that require electoral approval as part of the decision making process.

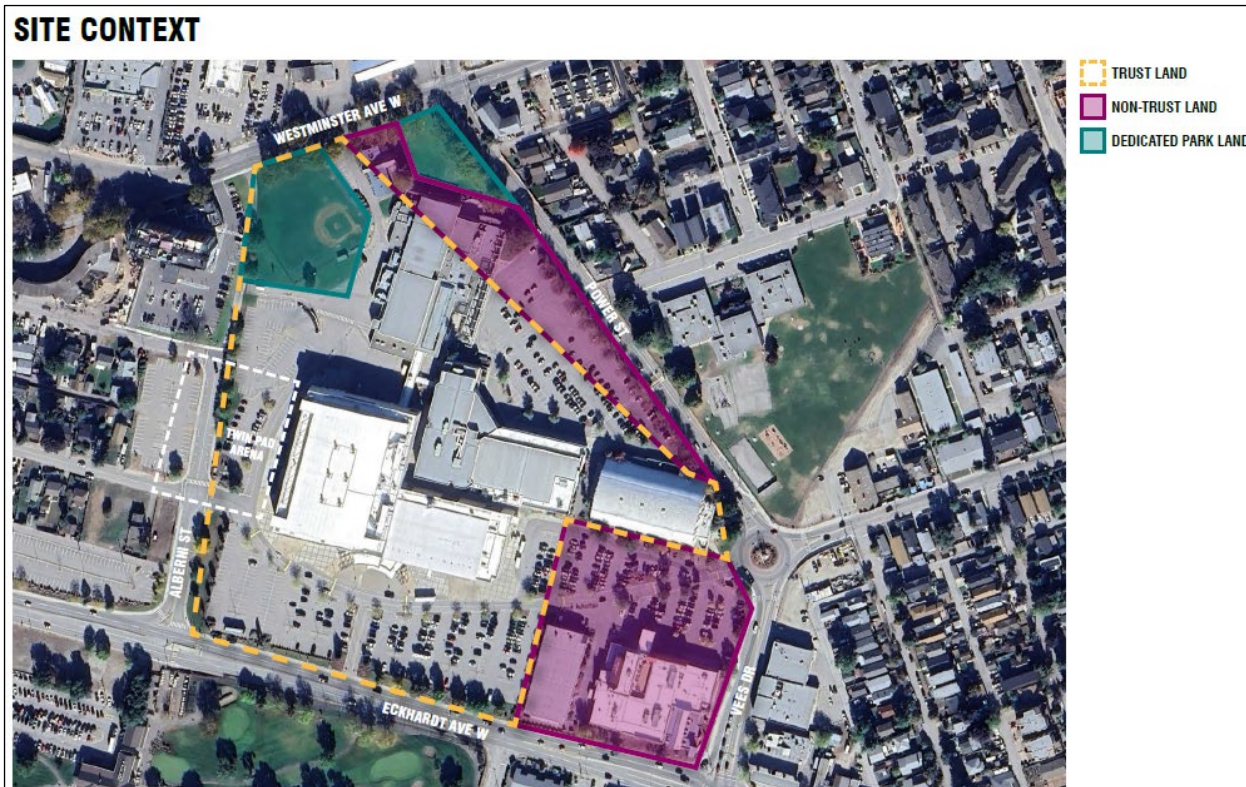


Figure 1: Site context showing areas of the subject property that are impacted by the trust conditions and parkland restrictions

Indenture / trust conditions: A portion of this land was acquired by the municipality in 1912 from the South Okanagan Land Company, a provincially registered company based in Penticton and founded by Lytton and Walter Shatford, who were instrumental in transforming the former Ellis Ranch holdings into the emerging townsite of Penticton. The conveyance stipulated that the lands were to be held for the inhabitants of Penticton and used for “games, sports and athletics, horse racing, park purposes, agricultural and fruit exhibitions, or other public purposes.” The indenture includes a provision permitting the City, with the assent of the electors, expressed in the same manner as voting for municipal council members, to convey, mortgage, lease, assign, or otherwise deal with the lands as it deemed appropriate.

In practical terms, this means that the municipality could make decisions on the use of the lands beyond the prescribed uses, only through a vote of the electors. Once voter approval is obtained, the City has full authority to determine land use as it does with any other land it owns. Staff note that in 1912, the municipality did not have the zoning powers that it has today, that it would utilize for these types of land restrictions, so indentures with trust conditions were more common ways to ensure future land use at that time.

Park land dedication: In addition to the Indenture restricting the use of the land for a hotel, a portion of the property is included in the Park Dedication Bylaw. Bambino Field and a small area of

greenspace at the corner of Power Street and Westminster Avenue are both dedicated as park land. The park land restrictions would not permit the construction of a hotel on dedicated park land.

The North Gateway Plan was aware of these two restrictions and outlines recommendations for both increasing the amount of usable park space and gives direction to proceed with the process to move forward with the hotel despite these restrictions, as the plan balances the benefits of the attached hotel with policies for improved publicly accessible open space and plaza space and a guiding principle of interconnected park space, boulevards and landscaping tied into improved facilities.

Council direction

Following the adoption of the North Gateway Plan and in support of some of the key implementation steps, Council in 2024 gave direction for staff to include questions on the 2026 municipal election ballot to support a hotel attached to the PTCC. Budgetary approval was also supported in the 2025 and 2026 budget to ensure a robust engagement plan was established so that the Penticton electorate was fully informed about the questions that would be included on the ballot.

This report outlines the engagement plan which is intended to be launched in March and run through to the election day in October, in support of those directives.

Engagement Strategy Overview

Following the City's [Community Engagement Framework](#) (2019), this strategy outlines the planned approach to inform and engage the public ahead of the 2026 municipal election referendum question(s). Consistent with the International Association for Public Participation (IAP2) Spectrum of Public Participation, this initiative falls under the "**empower**" category, as the final decision rests with voters on Oct. 17, 2026.

The strategy is designed to ensure residents have the information, context and clarity needed to make an informed choice, while also supporting Council in refining and finalizing ballot wording that reflects community interests.

Strategic Objective

The goal of this engagement initiative is to support an informed electorate by providing clear, accessible and balanced information regarding the future of the subject lands, including:

- the benefits and community value associated with enabling a future hotel development
- the steps required to remove current land-use restrictions and trust conditions
- the opportunities to adjust and enhance parkland and open space in a way that continues to support community priorities as outlined in the North Gateway Plan and OCP, and
- the broader civic considerations related to the ballot question(s)

This strategy will also gather input that will inform the final referendum question(s) brought forward for Council approval in June.

Audience

The strategy is designed for the general voting public, with additional tailored engagement for key stakeholder groups such as:

- The tourism and hotel sector;
- Parks and recreation organisations and user groups, including minor baseball; and
- Other partners with a direct interest in the site's future use.

Approach

The approach uses a multi-phased engagement and education model that leverages the tools and practices established in previous major City engagements, over two phases as follows:

- **Phase I: Awareness and Input (March–June 2026)**

The focus of this phase is to build broad awareness of the issue, provide foundational information and gather meaningful public feedback to support the development of the referendum question(s). Insights collected during this phase will be presented to Council in June to support selection of the ballot wording, in accordance with statutory timelines.

Communications strategies for this phase include an open house, walking tour, pop-ups at local events like the Home Show and Vees Games and Farmers Market along with digital marketing and social media. Shape Your City will be the hub for all information and engagement information.

- **Phase II: Public Education (June–Oct. 17, 2026)**

Once Council confirms the ballot question(s), the City will shift to a comprehensive education campaign to ensure residents clearly understand what they are voting on. This will include ongoing public-facing communications and targeted outreach to ensure the community has adequate information prior to the election.

Communications tactics for this phase will include an awareness campaign so that residents are fully aware of the project, referendum question, and have the information required to vote on the matter in the upcoming election.

Both phases will use a mix of engagement and communication tactics that reflect the scale and importance of the decision and to ensure residents understand the implications of the referendum, including:

- Dedicated Shape your City Penticton tile, a publicly accessible central depository for all digital information
- Frequently Asked Question (FAQ) sheet

- Architectural diagrams and renderings to help illustrate how the land use restrictions limit the ability to construct a hotel and the potential to reallocate parkland and open space to better benefit the community
- Print and Radio Ads
- Utility Bill Mail Out and Newsletter
- Informational video
- Media releases
- Social media
- Survey questions and feedback mechanisms
- Open house(s) and pop-ups
- Site tours

Financial implication

The work outlined in this report is within the overall budget allocated by Council to support this work. Should a budget amendment be required, as less was spent in 2025 than anticipated and more will likely be spent in 2026, this will be addressed through a quarterly financial report.

Analysis

This report outlines the engagement strategy developed to educate the public on this important issue that will be included in the 2026 ballot. Staff are recommending that Council endorse the proposed engagement strategy as presented.

Alternate recommendations

This report is provided for information only, and no alternative recommendations are proposed at this time. Should Council wish to incorporate additional engagement efforts or tools into the approach, staff will explore these options upon receiving direction from Council.

Attachments

N/A

Respectfully submitted,

Blake Laven,
General Manager of Development Services

General Manager Community Services <i>KJ</i>	General Manager of Corporate Services <i>AMC</i>	General Manager of Infrastructure <i>KD</i>	City Manager <i>SBH</i>
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