



Imagine Excellence

I've had the privilege of working in kitchens around the world, learning from incredible chefs, exploring global flavours, and seeing firsthand what excellence can look like at the highest level.

And yet, I can say this with complete confidence: what we have here in the Okanagan is special. This is home.

It's where farmers, winemakers, artisans, and hospitality leaders come together to create something truly extraordinary. It's a place where the land, the people, and the culture are deeply connected.

Now, imagine what's possible if we bring all of that together in one place.

A place where students don't just learn in classrooms, but in a living, breathing environment. Where they grow, prepare, serve, and innovate, gaining worldwide experience that shapes confident, creative, and highly skilled professionals. Where "globally inspired, locally created" is a daily practice.

That's what the Centre for Food, Wine and Tourism will be. A living lab. A place that reflects the very best of the Okanagan, and helps take it even further.

The timing couldn't be more important. With Kelowna's recognition as a UNESCO City of Gastronomy, the world is starting to see what we've always known: this region is a global destination for food, wine, and tourism, with an incredible potential for excellence.

Now we have an opportunity — and a responsibility — to build something that matches that moment.

Because in the years ahead, the Okanagan will need leaders. Innovators. Creators. People who understand not only how to cook or serve, but how to connect land, culture, and community into unforgettable experiences.

And I truly believe we have one of the most exciting opportunities in the country to do exactly that.

Imagine ten years from now. Graduates from this Centre leading award-winning kitchens, thriving businesses, shaping sustainable food systems, and representing the Okanagan on the world stage.

Imagine a region that continues to grow not just in reputation, but in resilience, supported by people who were trained right here, with a deep understanding of what makes this place so unique.

That's the future we can build together.

And I couldn't be prouder to be part of it.

Chef Ned Bell, Creative Advisor for the
Centre for Food, Wine and Tourism



Elevating Food, Wine and Tourism



The Okanagan is a bountiful region of striking landscapes and vibrant communities. Nurtured by passionate people, full of gratitude for all that it provides.

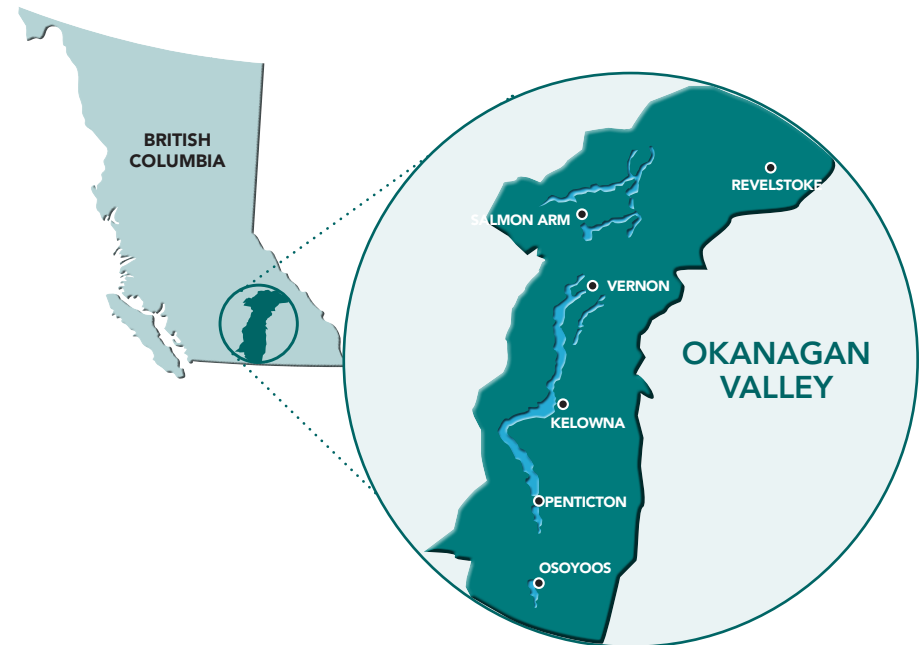
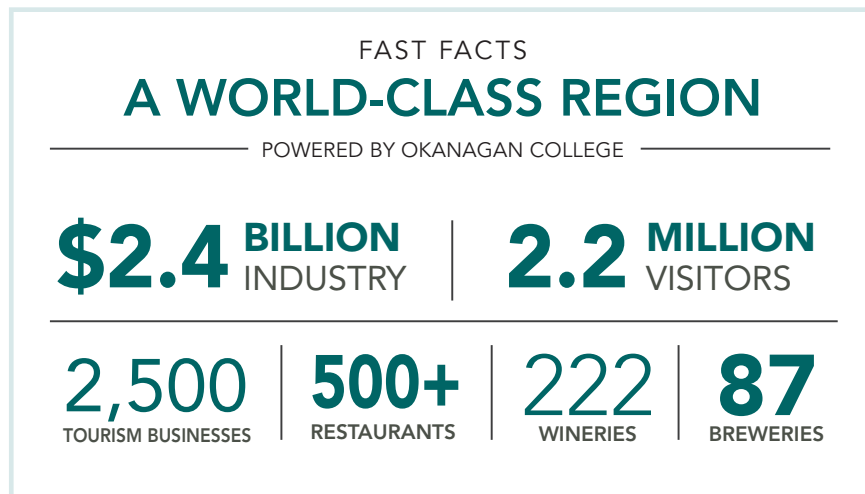
For thousands of years, the Syilx Okanagan and Secwépemc Peoples have stewarded the land. With a profound connection to the land and water, they seek to protect it for future generations.

Others have added to this rich heritage. Farmers. Vintners. Chefs. Hoteliers. Entrepreneurs. Innovators. Together, they are shaping a world-class destination.

Kelowna's 2025 designation as Canada's first UNESCO City of Gastronomy confirms our global status. It creates an opportunity to elevate and grow our region's food, beverage, and hospitality industries.

Sustaining this momentum will require more than recognition. It will require talent. Innovation. Leadership. Investment.

It starts with education. It starts at Okanagan College.



Canada's only UNESCO City of Gastronomy

Kelowna's designation as a UNESCO City of Gastronomy marks a defining moment for our region—a recognition of what we've built together, and a catalyst for continued growth.

Global Recognition

Cultural Exchange

Community Pride

Sustainable Development



A Legacy of Vision and Stewardship

A Place Where Abundance Meets Opportunity

The Stewart family shaped the modern Okanagan, seeing not only what the region was but also what it could become.

From Richard Stewart's early leadership in the community, advocating for the College and serving on its Board, to the family's ongoing support of education, their actions reflect a belief that when people thrive, the region does too.

As founders of Stewart Brothers Nurseries, Quails' Gate Estate Winery, and BACAS Family Wines, they invested in land, in people, and in possibility, helping build the excellence of the Okanagan's wine industry.

That legacy continues to be recognized today; in 2026, Quails' Gate received the Canadian Wine Industry Award of Distinction, the highest peer honour in the country.

Through the **Centre for Food, Wine and Tourism**, that same spirit of vision continues, bringing land, learning, and innovation together to write the next chapter of the Okanagan.

Because what happens at Okanagan College happens to the Okanagan.



"My dad believed education creates opportunities for people to lead independent and fulfilling lives. He saw education as a transformative investment. If you share that belief, we invite you to join us in creating those opportunities for the next generation."

— **Ben Stewart,**
BACAS Estate Family Wines,
Former MLA for Westside-Kelowna



Embracing Full Potential

Tourism and hospitality fuel the Okanagan's economy, shape our identity, and define the experiences we're known for.

But we are facing critical challenges.

Labour shortages. Climate pressures. Fragile food systems.

These pressures are already affecting businesses, crops, and the visitor experience.

At the same time, demand continues to grow.

The question is not whether the Okanagan will evolve, but whether we are prepared to lead that evolution.

Together, we can.

If we nurture innovation.

If we build talent.

If we prepare the next generation to lead.

"The Okanagan is unique. For students, just like visitors, the experience is truly from field to fork and grape to glass. And Okanagan College is the heart of the region, opening doors to opportunity, supporting innovation, and helping build a more sustainable future for all of us.

When OC thrives, the Okanagan thrives. We welcome you to be part of what comes next."

— **Dr. Neil Fassina**, President, Okanagan College



The Challenge



Water Scarcity & Sustainability

Limited water supply and growing demand put pressure on communities, businesses, and the environment.



Fragile Local Food Systems

Seasonality and reliance on imports create vulnerability and limit the strength of local food systems.



Extreme Weather Impacts

More frequent and severe extreme weather events disrupt operations and impact local production.



**Stronger businesses.
A resilient economy.
A thriving community.**



Workforce Shortage & Skills Mismatch

High unemployment but too few workers with the right skills—resulting in unfilled jobs and slower growth.



Tourism Resilience

Seasonal fluctuations and economic uncertainties make it harder for tourism businesses to plan, invest, and grow.

Centre for Food, Wine and Tourism



Okanagan College is the Solution

To meet this moment, we need more than incremental change. We need a new kind of learning environment.

In 2027, Okanagan College will open a place where it all comes together, grounded in the Okanagan, where the region becomes part of the learning experience.

The \$61.5-million **Centre for Food, Wine and Tourism** will be Canada's first purpose-built hub integrating food, beverage, tourism education, and applied research.

A living lab.

A gathering place.

A launchpad for talent, innovation, and industry collaboration.

OUR VISION: To be the Canadian leader in food, beverage, and tourism education, fuelling talent and innovation and elevating our region's reputation worldwide.



Photo: Michelin Guide

"Receiving a scholarship showed me that people believed in my potential. My time at Okanagan College, along with the experience I gained working in restaurants, helped shape my path and pushed me forward. It made me see there was a bright future ahead for me in gastronomy."

— **Brian Wawryk**, OC alumni and Michelin Star Chef at Traube Restaurant in Germany.

Principles Rooted in Okanagan College's Unique Learning Ecosystem



Honouring Place and Reconciliation

This Is Where Tomorrow Starts



Imagine a Place Designed to Inspire

Where students are drawn to learn, industry comes to collaborate, and innovation takes shape every day.

We need your support to make it a reality.

With \$56 million secured from the Government of British Columbia, we are seeking \$10 million in philanthropic investment.

To bring this vision to life, we are investing in:

Where we learn matters: We will raise **\$5.5 million** to complete and equip the \$61.5-million Centre.

What we learn matters: A further **\$4.5 million** will support innovation and learning opportunities:

- **Curriculum Innovation and Expertise: \$1.5 million** to bring world-leading expertise and blend it with Okanagan flair.
- **Applied Research and Partnerships: \$2 million** to tackle our most pressing challenges, convene thought leaders, and strengthen our economy.
- **Student Supports: \$1 million** for bursaries and awards to support inclusive access, and competition funds, so students can expand their horizons and be inspired by the best.



We are building more than a facility.
We are building the future.



From Fundamentals to Creativity

The Okanagan has always been a place where things take root — where ideas, talent, and community come together to create something greater.

Today, we are building on that foundation.

Our curriculum will progress from essential skills to advanced diplomas and specialized training, with learning extending beyond the classroom into the Centre's kitchens, restaurant, and event spaces, as well as local farms, vineyards, breweries, hotels, and tourism experiences. **The Okanagan is our college.**



Okanagan College will partner with Niagara College to offer their Winery and Viticulture curriculum, customized for our region, opening the door to further collaboration in food, agriculture, and tourism training.

For decades, **Jane Hoffman** has witnessed and played a fundamental role in the Okanagan's transformation. Through her work connecting people from all over the world to some of the region's most exceptional homes and landscapes, Jane has developed a deep understanding of what makes this place so distinctive and so desirable.

That perspective fuels her belief in what's ahead. As the Okanagan continues to grow in recognition and ambition, she sees an opportunity to elevate it even further, nurturing talent, strengthening industry, and building on the excellence that defines this region.

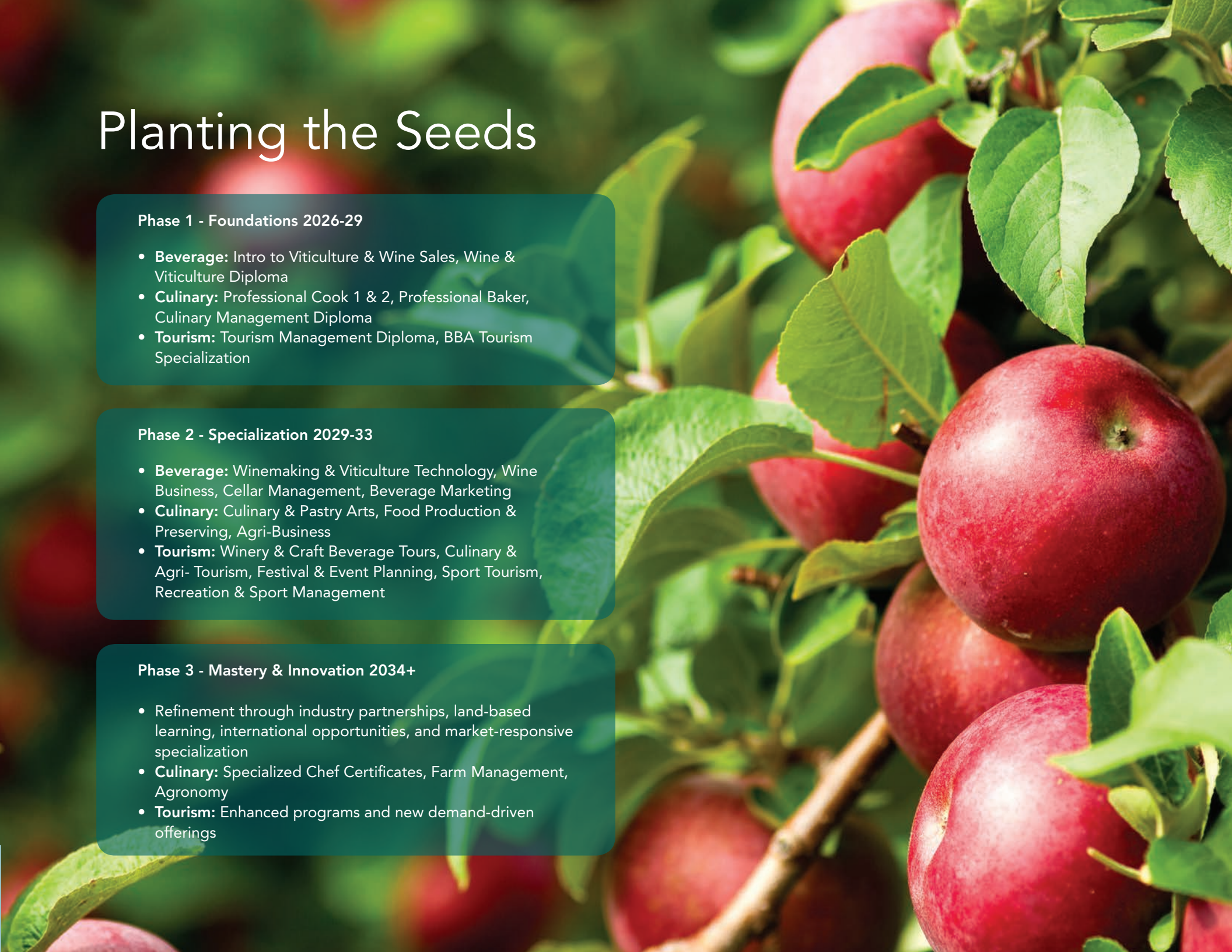
"There's a deep sense of pride that comes from watching the Okanagan evolve, and from being part of a community that cares so deeply about this place.

I've seen what can happen when people invest in it, believe in it, and build with intention. That's what gives me confidence in what Okanagan College is building for the future of the region."

— **Jane Hoffman**, Founder and President,
Unison Jane Hoffman Realty



Planting the Seeds



Phase 1 - Foundations 2026-29

- **Beverage:** Intro to Viticulture & Wine Sales, Wine & Viticulture Diploma
- **Culinary:** Professional Cook 1 & 2, Professional Baker, Culinary Management Diploma
- **Tourism:** Tourism Management Diploma, BBA Tourism Specialization

Phase 2 - Specialization 2029-33

- **Beverage:** Winemaking & Viticulture Technology, Wine Business, Cellar Management, Beverage Marketing
- **Culinary:** Culinary & Pastry Arts, Food Production & Preserving, Agri-Business
- **Tourism:** Winery & Craft Beverage Tours, Culinary & Agri- Tourism, Festival & Event Planning, Sport Tourism, Recreation & Sport Management

Phase 3 - Mastery & Innovation 2034+

- Refinement through industry partnerships, land-based learning, international opportunities, and market-responsive specialization
- **Culinary:** Specialized Chef Certificates, Farm Management, Agronomy
- **Tourism:** Enhanced programs and new demand-driven offerings

A Timeline to Excellence



2025

Foundations for Success

- Building design
- Program development
- UNESCO City of Gastronomy
- Elevate-Signature fundraiser



2029

Growing What We Know

- Specialized advanced skills training for professionals
- Work-Integrated-Learning expanded with industry and community partners
- Applied research portfolio expertise and portfolio grows

Building the Basics

- Strengthened and modernized core programming
Culinary and Pastry Arts
- Short courses wine and beverage
- Tourism Management Diploma, BBA Tourism specialization
- Chef-in-Residence
- Grand opening Centre and Restaurant



2027





2033

Reputation Established

- OC students win competition medals
- OC hosts competitions
- Industry certification partnerships
- New professional level programming
- Applied Research project outcomes

Community Collaboration

- Expansion of Experts in Residence
- International exchanges expand horizons for students and faculty
- Wine-making facility: learning and research satellite location opens

Delivering Excellence

- Award winning restaurant
- Graduating leaders able to meet dynamic needs of the industry



2032



2036



Your Impact

We're Building a Place Where It All Comes to Life



Imagine a **vibrant hub** where students learn by doing, in state-of-the-art kitchens, tasting, and demo labs.



Picture a **flagship restaurant** showcasing the best of the Okanagan where students refine their skills.



Envision an **event space** hosted by students, with views of the Okanagan valley inspiring big ideas.

This is the **Centre for Food, Wine and Tourism** - a living lab at Okanagan College.

Your investment makes this possible.

Empowering students.
Strengthening local businesses.
Fueling the future of our region.

Together, we will elevate the Okanagan experience.





A Place of Possibility

The Multiplier Effect of Your Investment

Exceptional Hospitality:

Elevated experiences attract more visitors, increasing sustainable year-round tourism.

1

2

3

4

Businesses: Stronger, more resilient businesses with increased revenue and long-term growth.

Individual Talent: Uniquely skilled, workforce-ready graduates, addressing our labour demand.

Regional Economy: Stronger talent fuels stronger businesses, with better reviews, globally recognized region.



Photo: Keith Lacey/Penticton Herald

"We feel a deep responsibility to carry forward what came before us — and an equal excitement to build something new. The Okanagan has always been a place of possibility. For us, it's where legacy and creativity come together to shape the future."

— **Kyle and Carolyn Nixon**, founders of the Nixon Hospitality Group (NHG)

Kyle and Carolyn Nixon are building on a legacy rooted in the Okanagan. As the next generation of a family deeply connected to the region's hospitality landscape, they saw an opportunity not only to carry that legacy forward, but to reimagine it.

Through Nixon Hospitality Group, they have expanded the family's ventures to reflect the region's energy, creativity, and evolving identity, helping redefine downtown as a vibrant, sought-after destination.

Their vision is grounded in a simple belief: that the Okanagan is one of the best places in the world to build something meaningful.



Join Us

Imagine What We Can Build Together

This is our moment to shape the future of the Okanagan and take it to the next level.

When you support Okanagan College, that future takes shape through the people, places, and opportunities that will power the region's growth, prosperity, and resilience.

With naming opportunities available across the stunning new facility, students, industry, and the community will recognize your leadership and vision.

Join us in building the Centre for Food, Wine and Tourism and help define what comes next.



Scan here to check out a **virtual tour** of the Centre for Food, Wine and Tourism and to learn more about ways to give.

You can also visit okanagacollegefoundation.ca



"With your help, we can bring to life a world-class Centre for Food, Wine and Tourism, one that sets a new standard for Canada. Now is the time to be part of it. The momentum is here. We invite you to join us in making it happen."

— **Debbie Robert**, Campaign Chair and Leadership Donor, Okanagan College Foundation.

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