BIG O TIRES®
AND SERVICE CENTERS

# 2023 AGM

# 2023 AGM - MARKETING PRESENTATION

- Big O Tires - Our brand asset
  - The invention of ‘the brand’
  - What is a brand?
  - Impacts of brands
  - What is brand value and why is it important?
  - Team Big O
  - The Big O SWOT
  - Taking ‘Advantage’ of the threat
  - Our ‘Advantage’

2022 AGM

# 2023 AGM - MARKETING PRESENTATION

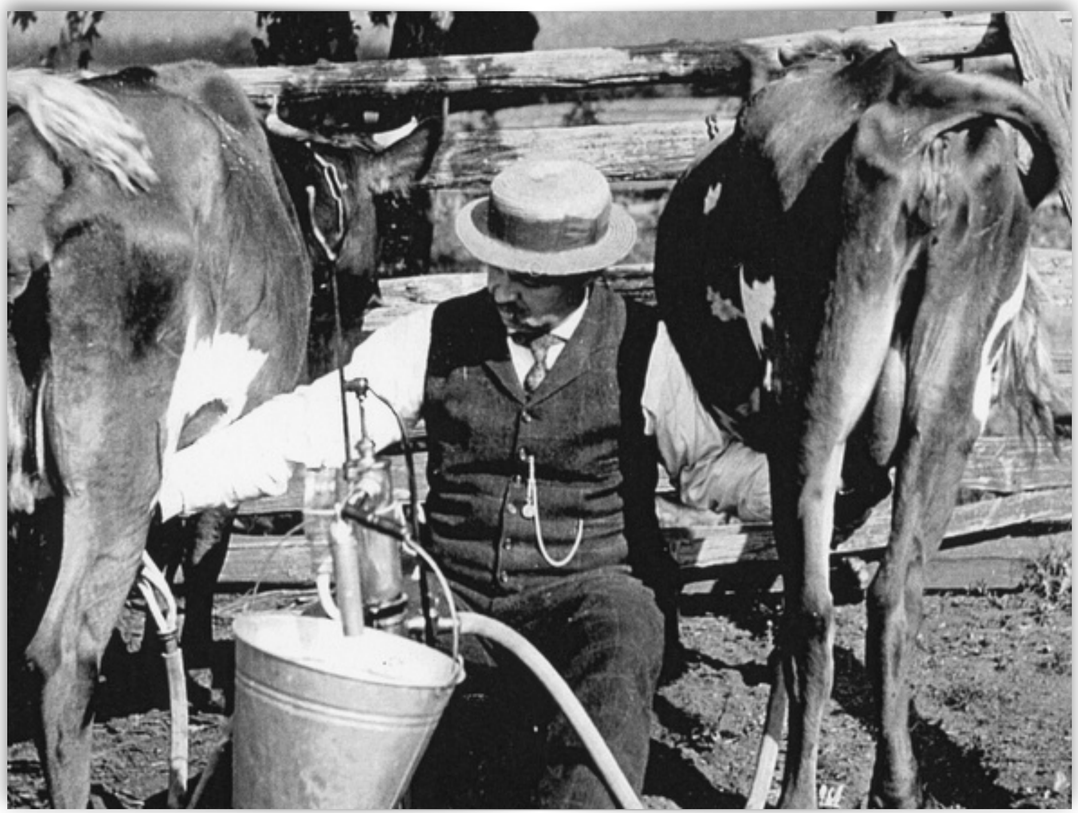
- Fall Preview
  - Stingray/Acuity/Youtube
  - CTV/BBB
  - Facebook/Email Marketing
- Web Services
- Tire Connect - New Add-ons
- The Big Idea
- CPO
- Mark Jennings-Bates & Nic Down
- Budget for 2023/2024

2022 AGM

# 2023 AGM - MARKETING PRESENTATION

## The Invention of the Brand

- In the beginning, products were produced and distributed locally
- Trust, credibility and confidence were easily earned
- Producers had little competition



# 2023 AGM - MARKETING PRESENTATION

## The Invention of the Brand

- With advent of the industrial revolution competitive products could be produced en masse through factories and distributed much farther

- While mass produced products were cheaper, they struggled to gain share against locally produced, trusted products



# 2023 AGM - MARKETING PRESENTATION

## The Invention of the Brand

- This man changed everything. His name was James Walter Thompson - or as he became better known, J. Walter Thompson



# 2023 AGM - MARKETING PRESENTATION

## The Invention of the Brand

- Thompson, recognized mass produced products were shipped in crates and barrels, ‘branded’ with the companies’ names

- By embellishing these ‘brands’, making them more appealing, companies could more easily connect with customers and build trust



# 2023 AGM - MARKETING PRESENTATION

## The Invention of the Brand

- And thus, the modern age of branding was born!

- Larger brands, becoming the catalyst for building consumer relationships, soon became as effective at building trust, credibility and confidence in the marketplace as their ‘locally’ produced counterparts.






# What is a brand?

A brand is the accumulation of all things that contribute to the distinct and cohesive identity of a company, product, service or organization through **which consumers can build meaningful relationships.**

# 2023 AGM - MARKETING PRESENTATION

## The Impact of Brands

- Brands transcend product & price
- Consumers rarely shop for products today, instead consumers shop for brands they trust.
- Brands are are reflective of a relationship any business or organization builds with its consumers.




1L - $2.79




1L - $3.49




1L - $3.99




1L - $3.99




1L - $5.79

Difference = **$1.80 - $3.00**

This is the value of branding

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# 2023 AGM - MARKETING PRESENTATION

**“Brand value is used in the marketing industry to describe brand worth, based on the implication that the owner of a well-known brand can generate more money than the owner of a less-known brand.”** - Statista

**“Having a better product or a larger sales force is not brand equity. Brand equity is that incremental value that accrues to a product when it is branded.”**

- V. Srinivasan, Adams Distinguished Professor in Management at the Graduate School of Business, Korea University

# 2023 AGM - MARKETING PRESENTATION

Kellogg School of Management conducted a study with some of their MBA students. The professor asked the first group of students what they would expect to pay for a pair of good-quality, 18-karat gold earrings. He asked a second group how much they would pay for the same product, but added the words “from Tiffany.” He asked a third group the same question, but changed “from Tiffany” to “from Wal-Mart.” The results were striking. The average price for the **unbranded earrings was $550**. With **Tiffany branding, the average price increased to $873**, a jump of almost 60%—an increase due solely to the addition of the brand name. **With the Wal-Mart branding, the price expectation fell to just $81**, a decline of 85% from the unbranded example and a decline of 91% from the Tiffany brand.



# 2023 AGM - MARKETING PRESENTATION

## Why we need to be team players

- Each one of us is the ambassador of our brand
- What we do impacts both the positive and negative value of the brand - for the whole team!
- You may not need another homerun, but the team may!



# 2023 AGM - MARKETING PRESENTATION

5.1 Recognizing the value of standardized marketing plans to the furtherance of our goodwill and the public image of the System, you agree as follows:

(a) to participate in our corporate marketing program (the "**Marketing Program**") and to make contributions to the Marketing Program fund (the "**Program Fund**") in accordance with the Manual;

(b) we will send you written notice advising of the amount of the contribution to the Program Fund required of you and a date by which payment must be made;

(c) you understand and acknowledge that the Program Fund is intended to maximize general public recognition and acceptance of the Marks for the benefit of the System as a whole and that we undertake no obligation in administering the Program Fund to insure that any particular Dealer benefits directly or pro rata from the marketing.

# 2023 AGM - MARKETING PRESENTATION

## Brand Strengths vs Brand Weaknesses

### STRENGTHS

- Recognized brand
- Multiple stores (independent operations)
- Brand management
- Online presence (websites & SM)

### WEAKNESSES

- Falling behind online to online competitors
- Less control of branding/ messaging than traditional franchise models (stores have greater independence)
- Brand control resides in US

# 2023 AGM - MARKETING PRESENTATION

## Brand Opportunities vs Brand Threats

### OPPORTUNITIES

- New store growth potential
- Brand flexibility
- Building messaging online (cheaper, easier to compete)
- Develop online ecommerce
- Flexible coop marketing budget

### THREATS

- Online competitors growing (online market becoming stronger)
- Brand can be ‘pulled’ by US master brand

# 2023 AGM - MARKETING PRESENTATION

2.3 You understand and agree that the correct display of the Marks is important to the public recognition of all Big O Tire Stores and to the success of the businesses of all Dealers. We reserve the right to specify the form and manner in which you must use and display the Marks from time to time. If we give you written notice that we do not approve of any advertising, marketing or other materials imprinted with the Marks (including uniforms, packaging, sales slips, receipts, notices, and other forms and materials ("**Materials**")) you must cease using such Materials as soon as practicable. Notwithstanding this §2.3, you must not use any of the Marks on any Materials that cannot be changed within 3 months (for example, the Yellow Pages) without our prior written approval. You acknowledge that Big O US owns the Big O US Marks and that Big O US has the right:

(a) to specify the form and manner in which you may use and display any of the Big O US Marks;

(b) require you to cease using any Materials imprinted with any of the Big O US Marks; and

(c) require you to cease using any of the Big O US Marks.

# 2023 AGM - MARKETING PRESENTATION

## Taking Advantage of the threat

- We need to protect our brand equity from a possible rescinding of the brand by the US company
- We currently own the Advantage Tires brand
- By integrating and associating the Advantage name into our marketing messaging, we have the opportunity down the road to transition Big O Tires to Advantage Tires
- Integration can and should be subtle - language in messaging, sub-branded initiatives, etc.

Advantage GUARANTEE

Advantage WINTER TIRE REBATES

# 2023 AGM - MARKETING PRESENTATION

- For example, we can introduce the Big O Tires Advantage ‘printed’ guarantee.
- This can be detailed, actually outlining the guarantees/ warranties we offer or…
- It can be more generic and serve as an additional marketing tool to give to customers (as per the sample to the right)



BIG O TIRES AND SERVICE CENTERS

Advantage

GUARANTEE

**With *every* tire sold and *every* service performed at one of our British Columbia Big O Tires stores, we gaurantee that:**

- Every repair, maintenance and install will exceed the internationally recognized Motorist Assurance Program (MAP) -The industry’s gold standard to which all BC Big O Tires stores are certified and adhere.
- We will always strive to keep our prices competitive and when conducting service work on your vehicle, never perform or charge for work that isn’t absolutely necessary.
- We will continually keep up-to-date on the latest techniques and protocols for vehicle repair, ensuring your vehicle is always repaired using the most up
- When possible, we will always use quality OEM parts supplied to us by leading, nationally recognized auto-parts partners like NAPA and Lordco.
- With stores throughout British Columbia, no matter which Big O Tires store your work was conducted, any one of our stores will take care of you, wherever you travel.
- **We will work harder than our competitors to stand behind our work, always guaranteeing *you* have the advantage, *wherever the road takes you!***

# 2023 AGM - MARKETING PRESENTATION

- We should begin to discuss the merits of setting ourselves up for a possible future transition




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# 2023 AGM - MARKETING PRESENTATION

- By transitioning to a new, wholly owned brand, we can:
  - Control our brand messaging
  - Control our operations structure
  - Expand our network nationwide increasing our volume buying power
  - Introduce a fresh, new product to the marketplace while building on the equity we have already earned through 45 years as Big O Tires stores



# 2023 AGM - MARKETING PRESENTATION

Fall Campaign

- New rebate specials have been uploaded to websites
- Creative theme for Fall: "Advantage Big O”
- Campaign runs: Oct 10 - Dec 10
- Featured suppliers include: Michelin, Yokohama, BF Goodrich, Pirelli, Continental & Maxxis
- We will use a combination of:  Digital website advertising, retargeting, Youtube advertising
- Total Digital (website) advertising commitment = $75,000
- Total Youtube advertising commitment = $45,000



# 2023 AGM - MARKETING PRESENTATION

## Stingray Acuity Online Advertising

- Vancouver stores = 3,323,862 Display + 709,095 Video
- Fraser Valley (Chilliwack/Agassiz) stores = 511,364 Display + 109,090 Video
- Victoria store = 255,682 Display + 54,545 Video
- Mid Island stores = 511,364 Display + 109,090 Video
- Powell River store = 255,682 Display + 54,545 Video
- Prince George store = 255,682 Display + 54,545 Video
- Okanagan (West Kelowna & Vernon) stores = 511,364 Display + 109,090 Video
- TOTAL GUARANTEED IMPRESSIONS:  5,625,000 Display + 1,200,000 Video
- Budget: $75,000



# 2023 AGM - MARKETING PRESENTATION

Youtube Advertising

- Targeting vehicle owners based on Youtube and Google data
- 5kms store radius geotargeting
- TOTAL GUARANTEED IMPRESSIONS:  175,000 true views
- Budget: $35,000

2022 AGM

# 2023 AGM - MARKETING PRESENTATION

BBB/CTV Promotion

Program features:

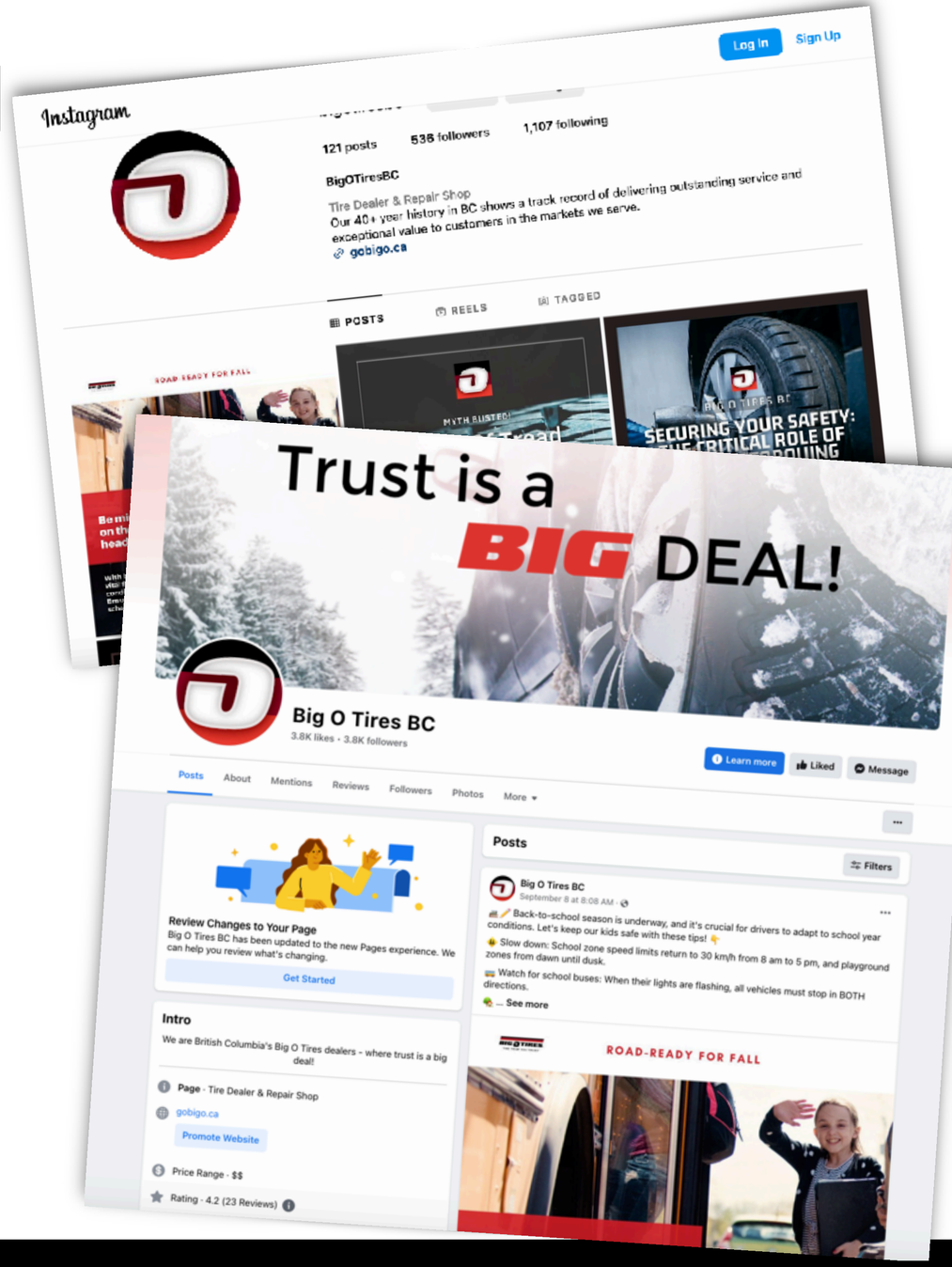
- 40 x 7 second closed caption ads in  CTV News (CTV Morning Live News, News at Noon, 5pm, 6pm, and 11:30pm)
- 2 million impressions province-wide
- September 26 - December 25
- Bonus: Schedule of ‘unskippable’ digital ads across Bell media news sites
- BBB members in good standing only
- Seasonal cost: $4,150

- We will continue this quarterly program through 2024

# 2023 AGM - MARKETING PRESENTATION

Social Media

- This year, we've added Instagram marketing along with our Facebook program. (increased to nearly 4k followers on Facebook)
- We will continue to manage weekly posts, & monthly flash contests
- In the Spring (2024) we will again host another Spring major Facebook contest, partnering with Yokohama Tires
- We will continue to build and mine our email marketing database email blasts including safe driving content supplied by Mark Jennings-Bates' Driver Training Academy (which we sponsor)



# 2023 AGM - MARKETING PRESENTATION

* Web Services - Discussion re: changing service providers

- We currently pay Downtime $44,000 for web/social media services. These include:

  - Web hosting
  - Monthly site maintenance/monitoring (broken links, updates, etc)
  - Monthly site security
  - SSL certificate renewals
  - Annual renewal of all plug in and theme licenses
  - Social Media content marketing support (Corporate Facebook/Instagram pages)

2022 AGM

# 2023 AGM - MARKETING PRESENTATION

Tire Connect - Review & Preview

> **"Ignoring online marketing is like opening a business but not telling anyone."**
>
> **- Anonymous**

2022 AGM

- **8 - 9 out of every 10 people** buying tires will be coming to yours and/or other tire sites

# 2023 AGM - MARKETING PRESENTATION

Tire Connect - Review & Preview

## Big O Canada - All locations Overall Results

| Tire Retail | August 2021-August 2022 | August 2022-August 2023 | YOY Change% |
|---|---|---|---|
| Tire Searches # | 167,042 | 180,334 | 8% |
| General Leads | 20,261 | 24,255 | 20% |
| Actionable Leads | 509 | 744 | 46% |
| Calls | 144 | 191 | 33% |
| eComm orders | 0 | 165 | NA |
| Average tire price | $293.47 | $312.10 | 6% |

| Appointments | Actions | Tires | Revenue |
|---|---|---|---|
| August 2021-August 2022 | 266 | 967 | 266,097 |
| August 2022-August 2023 | 348 | 1,267 | 387,013 |

- Overall Volume across all locations has greatly increased
- General leads saw a significant increase
- Actionable leads are also up significantly
  Orders are have increased for locations that have it enabled
- Average tire price saw a slight increase
- Appointments have increased 30% for a value over $120k

| Store | Searches Aug 2022-2023 |
|---|---|
| Big O Tires Victoria | 38,352 |
| Big O Tires - Port Coquitlam | 51,833 |
| Magnum Tire Sales Ltd. DBA Big O Tires PG | 19,814 |
| Big O Tires Broadway | 38,322 |
| Big O Tires Richmond | 13,903 |
| Big O Tires - Cloverdale | 3,501 |
| Big O Tires - Port Kells | 6,774 |
| Big O Tires Tsawwassen (Delta) | 1,775 |
| SURREY CENTRE AUTO REPAIRS / BIG O TIRES SURREY | 2,341 |
| BasicSmart Autowork Inc ( Big O) | 394 |
| Big O Westbank | 2959 |

# 2023 AGM - MARKETING PRESENTATION

Tire Connect - Review & Preview

## Commercial look up now available on TireConnect!

**Based on live inventory**

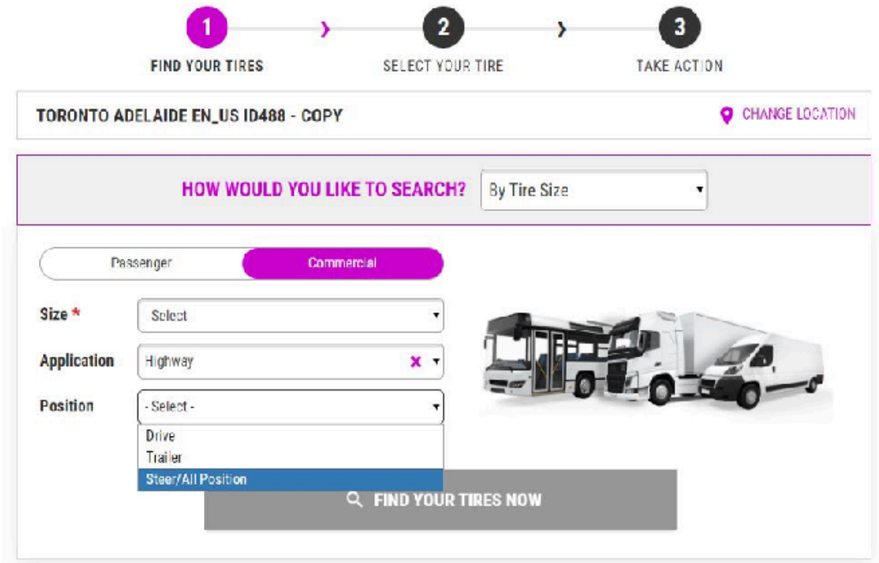
**Search by:**

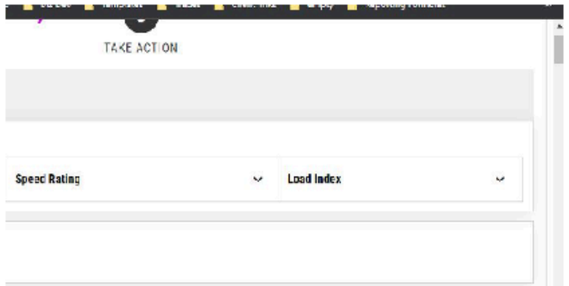
- Size
- Application
- Position

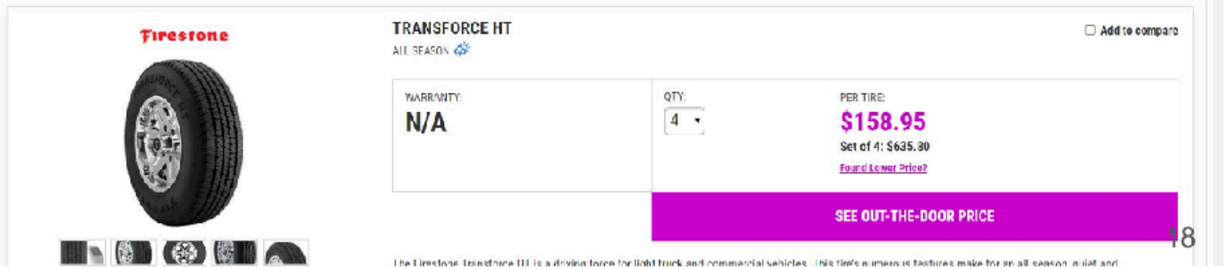
**Choose to:**

- Display pricing
- Or call for quote

*AG/Mining not supported at this time.*






BIG O TIRES AND SERVICE CENTERS

# 2023 AGM - MARKETING PRESENTATION

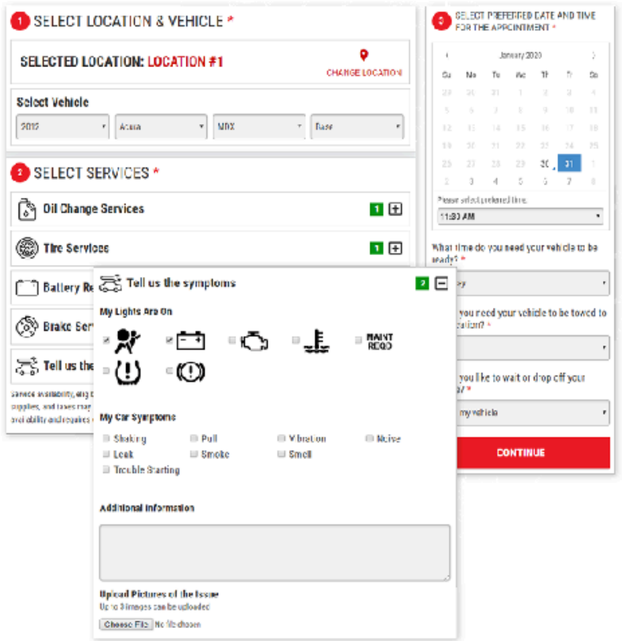
Tire Connect - Review & Preview

## Auto Services

An Example of what adding Auto services can do

The numbers below represent the number of tire only appoints booked vs Auto Services books amongst all dealers ( 1117) who have enabled Auto Services in addition to TireConnect in 2021

| | Tire Only | Auto Services |
|---|---|---|
| **Appointments** | **7437** | **42,190** |




**AutoService by TireConnect is an extremely effective solution to capture automotive service leads.**

**Auto Service makes up a significant percentage of most Independent Tire and Auto Service dealers**

- Increase your automotive service revenue
- Secure service appointment requests 24/7/365
- Easy to use - for you and your customers!

**An effective auto service solution is important:**

- 75% of aftermarket auto repairs are performed by independent shops
- 40% of online service bookings are done after-hours
- 76% of clients use mobile devices to book service appointments

BIG O TIRES AND SERVICE CENTERS

# 2023 AGM - MARKETING PRESENTATION

Tire Connect - Review & Preview

## Wheel & Tire Packages

**We're rolled out our very own Wheels solution!**
**Here's a few reasons to excited:**

- Create Wheel and Tire Packages for a more complete purchase.
- No more complicated third party integrations! Offer a simple shopping experience all in one place.
- Amazing selection of top wheel products available at your customers fingertips.
- Enjoy the familiar, responsive, and easy to use interface as with all TireConnect products.

**Launching with these suppliers:**

VISION WHEEL

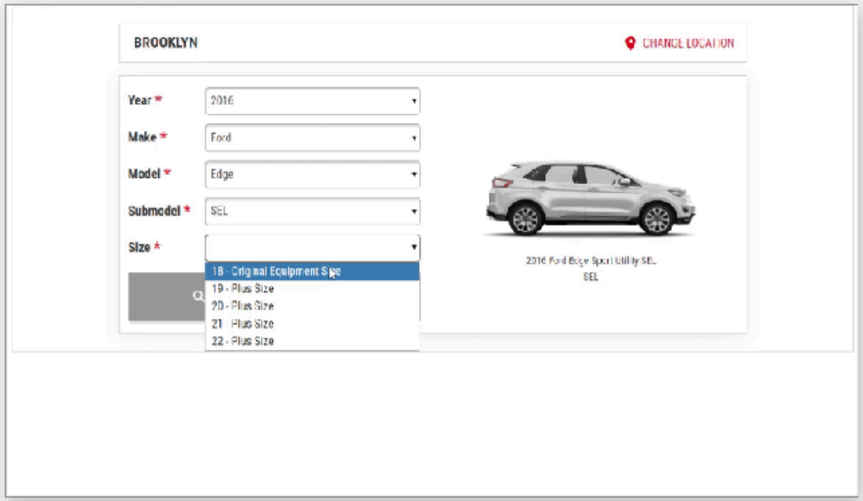
NTD NATIONAL TIRE DISTRIBUTORS

Fast Co

WHEEL PROS

**Highlighted Features Include.**

- Responsive and familiar TireConnect design and UX
- Connect to real time inventory
- Offer OEM and Plus/Minus wheel sizing
- Flexible pricing and required/optional service setting options
- Receive quotes or enable purchasing at checkout
- Check out both Tires & wheels in a unified shopping cart



# 2023 AGM - MARKETING PRESENTATION

Tire Connect - Review & Preview

## SMS Customer Quotes and Store Notifications

Another new feature is the SMS function enabling you to connect with customers using text messages.

Open an immediate line of communications right away.

Enable customers who are shopping online to SMS a tire quote to themselves. At the same time sending a notification to a phone number and store location of your choosing with a follow up request



# 2023 AGM - MARKETING PRESENTATION

BIG Idea

- Concept is to invite submissions from schools (parents, teachers and students) for ‘Big Ideas’ to help improve their community.
- We will test this through the VSB (Vancouver School Board) - 89 Elementary schools, 18 secondary schools and 2 adult educational schools
- A specific theme will be selected in consultation with the school board
- We will accept submissions and promote through our social media channels
- Big O will provide $20k to the selected Big Idea as seed money to help launch it




2022 AGM

# 2023 AGM - MARKETING PRESENTATION

BIG Idea

- We have reached an agreement with the Vancouver School Board to launch ‘The Big Idea’ throughout all Lower Mainland schools in the VSB in Spring 2024
- A memorandum of understanding will be signed in October, the plan for which is to have this become an annual initiative in Vancouver.
- Project design (criteria, web platform, logistics, etc) will be worked on from Nov - Jan between myself and the VSB

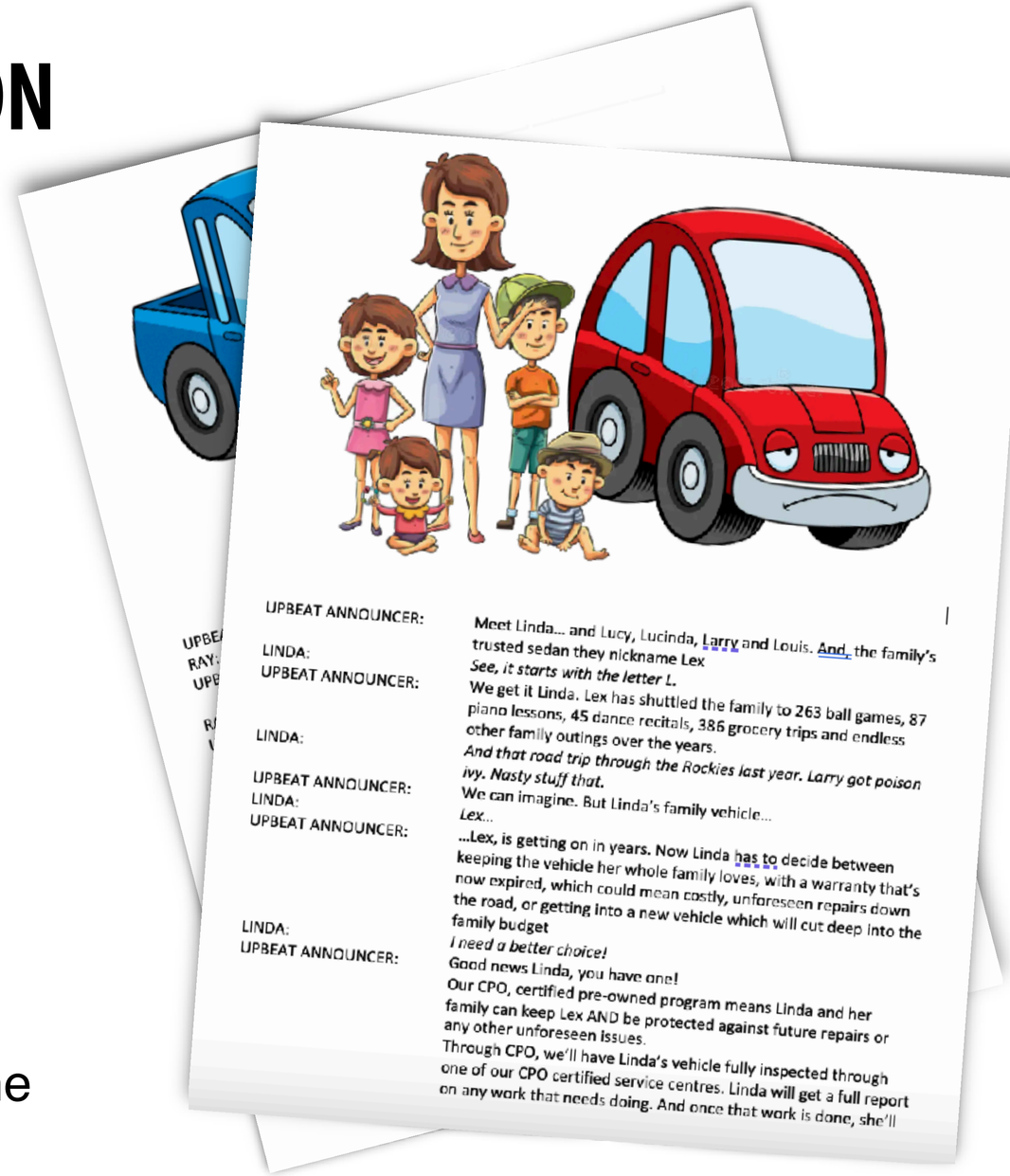



2022 AGM

# 2023 AGM - MARKETING PRESENTATION

CPO - Certified Pre-Owned

- We are working with Darren Chura and Mark Wilson on their CPO (Certified Pre-Owned) initiative to roll out through stores to our customers
- Big O Tires will be designated one of the CPO certified facilities for customers to have their vehicles inspected and repaired through
- I am currently working with Darren on creative tactics, including videos, landing page and display assets to better describe the program to customers
- We hope to launch this online through our websites in the



# 2023 AGM - MARKETING PRESENTATION

Sponsorships

- We will continue to sponsor Mark Jennings-Bates at a reduced rate
- MJB Sponsorship will include sponsorship of his new initiative, Advanced Driving Academy and subsidiary programs
- We will also be sponsoring a Drift Competition Driver, Nic Down.
- Both Mark and Nic will begin funnelling social media content to us




2022 AGM

# ANNUAL MARKETING BUDGET

| | |
|---|---|
| • Fall Coop Stingray (100% COOP) | $75,000 |
| • Fall Coop YouTube | $35,000 |
| • CTV/BBB Program | $16,600 |
| • Social Media Advertising/Content Mktg | $15,000 |
| | $141,600 |

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| | |
|---|---|
| • Store Website hosting/Security/ Maintenance | $28,000 |
| | $30,000 |
| • Propeller Marketing Management Fee | $20,000 |
| • Big Idea | $8,000 |
| • Sponsorships (MJB) | $3,000 |
| • Contest Prizing | $5,000 |
| • Misc (Mailchimp, production, etc) | |

2022 AGM

Thank you AGAIN for continuing to entrust me with the responsibility to help develop the Big O Tires Brand in BC!

# TUESDAY, AUG 15 - 6:45PM

## The Okanagan's Discussion Forum

FAQ | Register | Login

Board index ‹ Regional Topics ‹ Fire Watch 2023

### McDougall Creek wildfire

Post Reply | 611 posts | 1 2 3 4 5 ... 41

**McDougall Creek wildfire**

by canadman » Aug 15th, 2023, 6:47 pm

canadman
Generalissimo Postalot
Posts: 839
Joined: Jun 18th, 2005, 11:22 am

We're at the top of WK Estates and just saw a chopper fly up along the ridge above us and turn in towards rose valley reservoir. Anyone know if anything is going on? Choppers with buckets either fly down this way towards middle of town to land or are flying to drop water FROM here to somewhere... just seemed strange.

"The road to hell is paved with concrete."

**Re: Chopper with bucket over Rose Valley**

by canadman » Aug 15th, 2023, 7:09 pm

canadman
Generalissimo Postalot
Posts: 839
Joined: Jun 18th, 2005, 11:22 am

Now seeing more chopper activity up here.

"The road to hell is paved with concrete."

**Re: Chopper with bucket over Rose Valley**

by Chadsetti69 » Aug 15th, 2023, 7:23 pm

Chadsetti69
Newbie
Posts: 18
Joined: Feb 4th, 2023, 11:40 am

https://wildfiresituation.nrs.gov.bc.ca ... ber=K52767

# TUESDAY, AUG 15 - 7:22PM

CASTANET

Wednesday, Sep 13

‹ city › Kelowna's Homepage | Google | Castanet | OBITS

HOME | BC | CANADA | WORLD | BUSINESS | SPORTS | SHOWBIZ | CLASSIFIEDS

FIRE NORTH OF WEST KELOWNA

## Helicopters, air tankers respond to wildfire north of West Kelowna

Kristen Holliday - Aug 15, 2023 / 7:22 pm



Photo: Nicholas Johansen
BC Wildfire Service are responding to a new wildfire north of West Kelowna.

Helicopters and air tankers have been dispatched to a new wildfire located northwest of West Kelowna.

According to BC Wildfire Service, the fire was discovered at 6 p.m. Tuesday near McDougall Creek and is estimated to be less than a hectare in size.

## Re: Chopper with bucket over Rose Valley

by canadman » Aug 16th, 2023, 9:17 pm



canadman
Generalissimo Postalot

Posts: 839
Joined: Jun 18th, 2005, 11:22 am

Was just out near London Drugs before coming home. Skies have cleared and the plume is VERY visible a
LARGE. I call BS to 32 hectares. I think when they reevaluate it tomorrow I'll bet it's grown considerably.

"The road to hell is paved with concrete."

## Re: Chopper with bucket over Rose Valley

by kgcayenne » Aug 16th, 2023, 9:32 pm



kgcayenne
Walks on Forum Water

Posts: 14876
Joined: Aug 10th, 2005, 6:35 pm

64 Hectares.

"without knowledge, he multiplies mere words."
Insanity is hereditary, you get it from your kids.

## Re: Chopper with bucket over Rose Valley

by canadman » Aug 16th, 2023, 9:36 pm



canadman
Generalissimo Postalot

Posts: 839
Joined: Jun 18th, 2005, 11:22 am

I'd bet it's I'm the 200-300 range at next report tomorrow.

"The road to hell is paved with concrete."

## Re: Chopper with bucket over Rose Valley

by Queen K » Aug 16th, 2023, 9:44 pm



Queen K
Queen of the Castle

Posts: 69118
Joined: Jan 31st, 2007, 11:39 am

> kgcayenne wrote: ↑
> Backing up data to my external...
> Got 'The List'

WEDNESDAY, AUG 16 - 9:17PM

WEDNESDAY, AUG 16 - 10:24PM

e-Subscribe Contact Search

Central Okanagan
EMERGENCY OPERATIONS

News releases Map Be prepared Resou

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BC Wildfire
https://t.co/
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# McDougall Creek Wildfire Evacuation Alerts for West Kelowna and rural Central Okanagan West Electoral Area in effect

Wednesday, August 16, 2023 - 22:24
McDougall Creek Wildfire 2023

**Central Okanagan, B.C.** – The Emergency Operations Centre has been activated to support BC Wildfire Service for the McDougall Creek Wildfire, located approximately 10 kilometres northwest of West Kelowna.

Evacuation Alerts are in effect for portions of West Kelowna, Westbank First Nation and a portion of the Central Okanagan West Electoral Area.

Residents in the area are advised to be ready to leave their home at a moment's notice. They should be prepared to be away from their home for an extended period of time, make arrangements for pets and pack essential items such as medicines and important documents.

Up to 4,800 properties have been placed on Evacuation Alert in the following communities:

# WEDNESDAY, AUG 16 - 11:59PM



# THURSDAY, AUG 17 - 10:00AM

CASTANET Wednesday, Sep 13

‹ city › Kelowna's Homepage | Google | Castanet | OBITS | AUTO

HOME | BC | CANADA | WORLD | BUSINESS | SPORTS | SHOWBIZ | CLASSIFIEDS | REAL E

**UPDATE 10 a.m.**

According to the latest information from the BC Wildfire Service, the McDougall Creek wildfire remains mapped at 64 hectares in size.

The fire, which was initially spotted late Monday afternoon remains about 10 kilometres northwest of West Kelowna above Rose Valley.

Visibility has remained a challenge due to smoke in the area. Yesterday, the fire was displaying Rank 3 behaviour with pockets of Rank 4, meaning a moderate to highly vigorous surface fire.

Ground crews and air support are again hitting the fire Thursday. Both BCWS and West Kelowna fire crews are working the fire.

Evacuation alerts put in place Wednesday evening for 4,800 properties remains in effect until further notice.



# THURSDAY, AUG 17 - 11:00AM

Go Home

CASTANET Wednesday, Sep 13

‹ city › Kelowna's Homepage | Google | Castanet | OBITS | AUTOM

HOME | BC | CANADA | WORLD | BUSINESS | SPORTS | SHOWBIZ | CLASSIFIEDS | REAL EST



Photo: Madison Reeve

A large plume over West Kelowna from the McDougall Creek wildfire.

**UPDATE 11 a.m.**

The McDougall Creek Wildfire burning above Rose Valley has now grown to 300 hectares in size.

Kamloops fire information officer Taylor Wallace says heavy smoke and poor visibility in the area Wednesday did not allow aircraft to get an accurate reading on the size of the fire. The size is up from 64 hectares this morning.

BC Wildfire says the fire remains approximately 10 kilometres from West Kelowna.

According to Wallace, 21 ground personnel at the fire are working mainly along the northwest flank of the fire where they are seeing Rank 3 fire activity which is a moderately vigorous ground fire.

Three helicopters and air tankers are working from above.

West Kelowna Fire Chief Jason Brolund is touring the fire by helicopter. Castanet will speak with

# THURSDAY, AUG 17 - 12:05PM



# THURSDAY, AUG 17 - 3:06PM






THURSDAY,

AUG 17 - 4:38PM





THURSDAY,

AUG 17 - 5:35PM

2022 AGM



**UPDATE 5:35 p.m.**

Central Okanagan Emergency Operations has issued formal evacuation orders to 143 more properties in the Bartley Road area and 620 properties in the Rose Valley neighbourhood.

"Tactical evacuation is already underway," said the regional district.

An interactive map of evacuation zones is here.

Residents on evacuation order must leave the area immediately.

"To ensure an orderly evacuation of these areas, please follow directions from emergency personnel. Public safety and the protection of critical infrastructure are the primary concerns," said the regional district.

Evacuees should register online or attend the Information Centre at Royal LePage Place, 2760 Cameron Road in West Kelowna.

Central Okanagan Emergency Operations says BC Wildfire will provide an update mid-morning Friday. Additional information will be shared in this story as it is known.

Recently added properties under evacuation order include all properties on Bartley Road north of Shannon Lake Road including:

- Lenz Road
- 1620 Stevens Road
- 1830 Shannon Lake Road

All of the Rose Valley subdivision was also recently added to the Evacuation Order area including:

- Roseridge Crt
- Rosewood Dr
- Rosealee Lane
- Jok Mar Crt
- Rosewood Crt
- Rosemary Crt
- Roseabby Dr
- Rosefield Dr
- Rosealee Crt
- Rose Meadow Dr
- Rose Hill Pl
- Rose Anne Crt
- Rose Tree Rd

Areas north of Westlake Rd and Parkinson Rd were also recently added to the evacuation order area including:

- Pettman Rd
- Bowes Rd
- Blackwood Dr
- Klein Rd
- Valois Crt
- McPhail Crt

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THURSDAY, AUG 17 - 5:45PM

# THURSDAY, AUG 17 - 6:05PM




CASTANET

‹ city › Kelowna's Homepage

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**UPDATE 6:05 p.m.**

The BC Wildfire Service has updated the size estimate of the McDougall Creek wildfire t 1,100 hectares.

The agency did not release any additional details. The fire was estimated a 64 hectares this morning.

**UPDATE 5:35 p.m.**

Central Okanagan Emergency Operations has issued formal evacuation orders to 143 more properties in the Bartley Road area and 620 properties in the Rose Valley neighbourhood


THURSDAY, AUG 17 - 8:00PM


THURSDAY, AUG 17 - 9:15PM

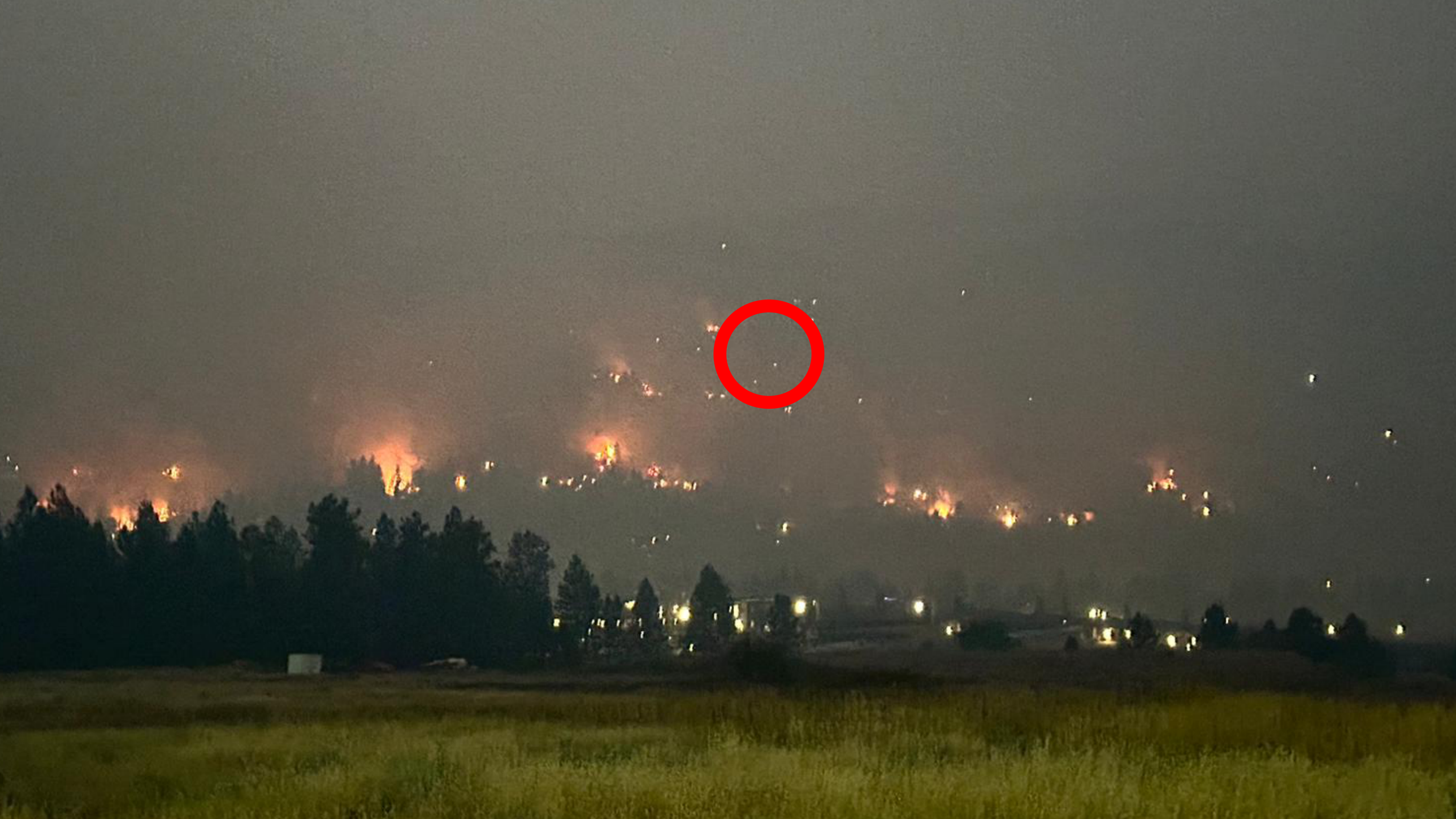
THURSDAY, AUG 17 - 10:22PM

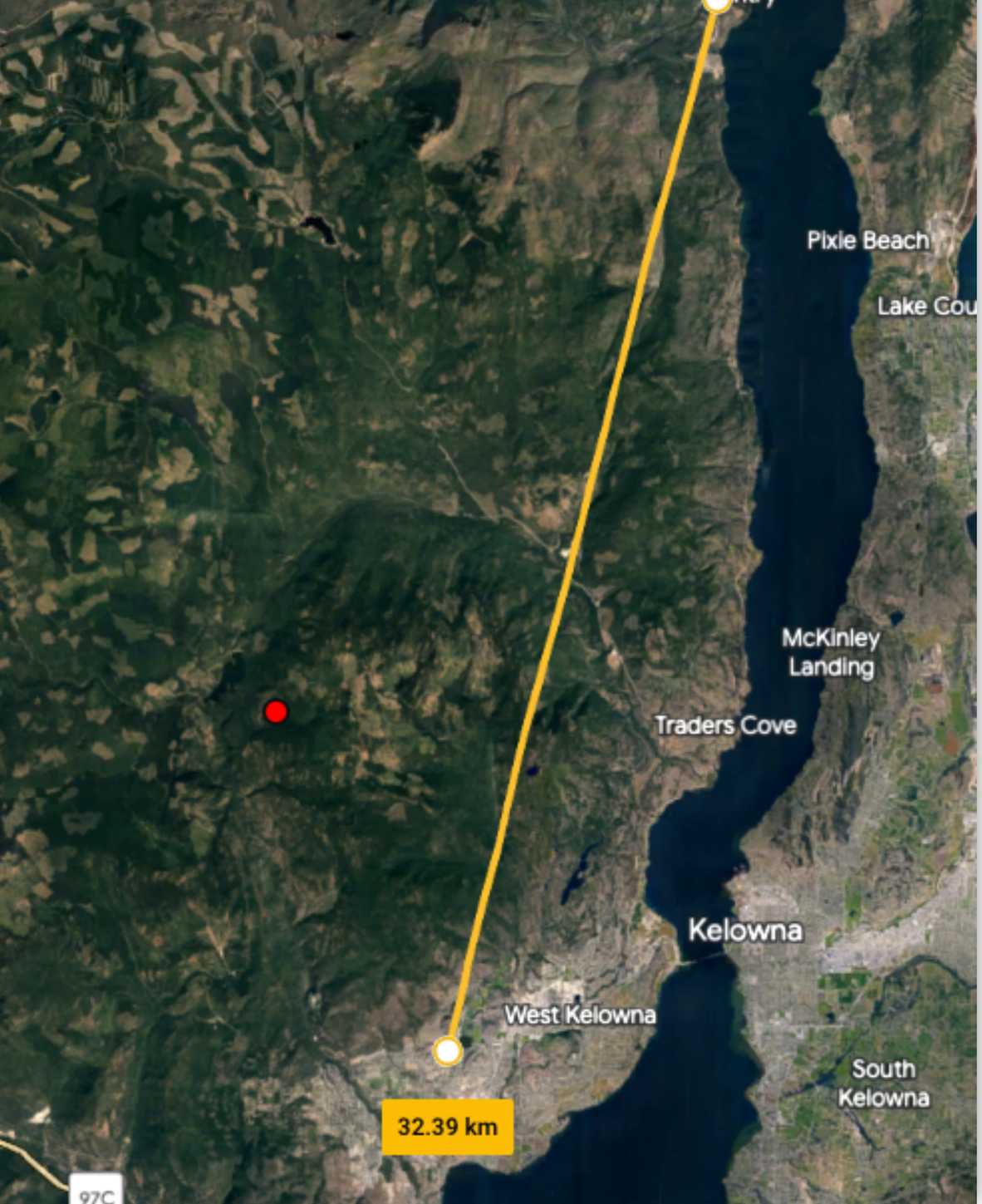

THURSDAY, AUG 17 - UNKNOWN












FROM 64 HECTARES AND 10KMS WEST OF THE CITY AT 10AM ON THE 17TH, THE FIRE TRAVELED 10KMS EAST AND SPREAD OVER 30KMS NORTH AND SOUTH WITHIN 12 HOURS.

300+ HOMES WERE LOST. NEVER UNDERESTIMATE THE SPEED AND POWER OF A WILDFIRE!

