

Case Study

City of Kelowna

Modernizing Adult Recreational Sports Management for Over 30,000 Kelowna Residents



The Challenge

Kelowna runs one of Canada’s largest adult co-ed slo-pitch softball leagues, alongside multiple seasonal recreational sports like basketball, soccer, and volleyball. With thousands of teams and participants spread across spring, summer, and fall seasons, the City needed a way to:

- ✓ Manage complex, multi-sport scheduling
- ✓ Centralize communication with captains and players
- ✓ Publish schedules, scores, and standings without manual overhead
- ✓ Reduce reliance on spreadsheets, paper rosters, and fragmented tools

The Solution

Kelowna standardized on TeamLinkt as the operational layer for its adult recreation sports programming. TeamLinkt is used as the system of record for:

- ✓ Scheduling
- ✓ Team app & communications
- ✓ Civic recreation website publishing (results & standings)

The Scale

- **3,000+** teams assembled across all sports
- **~30,000** recreational sport participants
- **Multiple seasons** per year across leagues and skill levels

What Kelowna Uses TeamLinkt For

In the City’s own words, TeamLinkt provides:

“24/7 mobile schedule access, score reporting, standings, captain-to-captain messaging, rostering, team chats, polls, picture sharing, league notifications/emails, attendance tracking and more.”

The Result

The City of Kelowna demonstrates how municipalities can:

- ✓ Run large-scale adult rec programming without added admin headcount
- ✓ Deliver a consistent, modern participant experience
- ✓ Replace fragmented systems with a single operational platform

“In my role as a Community Recreation Coordinator for the city, I’ve relied on TeamLinkt for many years now, and it’s been a game-changer for our recreational sports leagues. This app has simplified team communication, streamlined scheduling, and made managing standings and score collection a breeze, significantly enhancing the overall recreational sport experience in Kelowna.”



Cheryl Browne
Community Recreation Coordinator

