EXECUTIVE PROFILE:
HISTORIC O'KEEFE RANCH

Facility Management & Operations Opportunity | Vernon, BC

THE OPPORTUNITY

The Historic O'Keefe Ranch is one of British Columbia's leading heritage tourism destinations, located at the north end of Okanagan Lake along Highway 97. Owned by the City of Vernon, the Ranch is approaching a key transition as its long-term operating lease expires March 31, 2027.

This profile outlines the opportunity for a professional operator to modernize site operations, expand revenue, and steward a high-traffic regional attraction with significant untapped potential.

ASSET OVERVIEW

Location: 9380 Hwy 97N, Spallumcheen, BC (15 minutes from Vernon; 45 minutes from Kelowna Airport).

Site Character: A preserved 1867 Victorian-era cattle ranch (founded the year of Confederation).

Ownership: Land and fixed assets owned by the City of Vernon; currently leased to a nonprofit society.

Key Infrastructure

Heritage Buildings: 1896 Queen Anne Mansion; 1889 St. Anne's Church; General Store; Blacksmith Shop; Meat & Dairy House.

Event & Guest Facilities: 150-seat open-air Pavilion; "Rustlers Table" restaurant with commercial kitchen; Gift Shop.

Collections: 10,000+ artifacts, including rare 1860s Meissen porcelain and original carriages.

Grounds: Rose gardens, cemetery, heritage-breed animal paddocks, extensive boardwalks.

COMMERCIAL POTENTIAL

Proven Revenue Anchors

Rustlers Table Restaurant: Highly rated, year-round operation offering affordable family dining.

"**Field of Screams**" (October): A major regional event demonstrating strong capacity for high-yield seasonal programming.

Glamping Operation (May- September): Accommodations for 2–8 guests, including 8 canvas tents and 2 geodesic domes, composting toilets, and new shower facilities.

Indigenous Tourism Potential: The O'Keefe Ranch is located within the traditional, ancestral, unceded territories of the Syilx (Okanagan) and Secwépemc (Splatsin) peoples and adjacent to the Okanagan Indian Band reserve which has significant historical and cultural ties to the Ranch.

Event and Production Opportunities

Weddings: Pavilion, church, and restaurant provide a turnkey 150-guest destination venue.

Film & TV: Authentic period settings suitable for productions.

Visitor Volume

Historically attracts 30,000+ annual visitors, including roughly 2,500 students participating in educational programs.

STRATEGIC CONTEXT (2027 and on)

Lease Expiry: Current 30-year lease ends March 31, 2027.

City Objectives: Improve long-term asset sustainability, reduce municipal operating subsidies, and strengthen capital asset management.

Gateway Development: The Historic O'Keefe Ranch is located at the Highway 97 gateway to the North Okanagan. Pending gateway development includes a gas station at the junction of Highway 97 and Westside Road (1 km).

Maintenance: 2024 facility condition assessments have identified priority capital projects.

IDEAL OPERATOR PROFILE

An effective operator will demonstrate capability in:

Heritage Asset Management: Respecting conservation standards while improving commercial viability.

Event Logistics: Scaling seasonal festivals and expanding private event bookings.

Revenue Growth: Enhancing gate admissions, food & beverage, retail, and accommodations.

Indigenous Relations: Building relationships with indigenous stakeholders reflecting principles of truth and reconciliation.

CONTACT

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