

Penticton launches interactive business toolkit website

(Penticton, BC – September 6, 2018) – Searching for market research involving Penticton’s economy and customer demographics just got a whole lot easier for local businesses, developers and entrepreneurs. A new interactive toolkit website launched today by Penticton’s Economic Development department provides valuable local data in a convenient one-stop shop - PentictonBizToolkit.com.

The purpose of the Penticton Business Toolkit is to provide how-to information so that businesses can ask the right questions, analyze data correctly, and make better-informed business decisions. The website leverages data from sources such as Statistics Canada, BC Stats, and the Canadian Housing and Mortgage Corporation on key economic indicators as well as locally collected data from the City of Penticton’s Development Services Department.

In addition, the site takes an educational approach, offering guidance on ways to incorporate data related to demographics, land use, industry trends, transportation and more into the decision-making process. Users can generate customized reports of market information, interactive maps and data. The Penticton Business Toolkit also links to supporting resources, including online mapping and key business support organizations.

“The new website solves an important pain point for local business,” said Anthony Haddad, Penticton’s Director of Development Services. “In the past, it has been a challenge for local businesses to track down the local statistics they need to back up business plans. The business tool kit solves this problem by providing relevant data in one place and in a user-friendly fashion. We look forward to customizing the site more in the coming months to tailor the information even further to local business needs.”

Penticton’s Chamber of Commerce welcomed the new resource. Kim Kirkham, Executive Director of Penticton & Wine Country Chamber of Commerce, said, “The new site offers the right data in the right way. It’s easy to navigate and find the answers to the questions entrepreneurs, businesses and developers are looking for when it comes to starting or growing a business in Penticton. I have no doubt that the wide range of data available will be invaluable to new and potential Chamber members.”

The new Business Toolkit was developed in partnership with award-winning Canadian technology firm, Localintel. This project follows the recent announcement of the Penticton Economic

Development Partnership, which brings together 12 local organizations to share information and work together toward a common goal of business revitalization.

The City of Penticton's Economic Development Department provides information and services to help businesses launch, invest and grow. The Penticton Business Toolkit is one of several new initiatives launched by the Economic Development Department in 2018 as part of its 2018-2022 Strategic Plan, which was informed by the business community and key stakeholder groups. To learn more and to access the newly launched site, visit PentictonBizToolkit.com

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