

Task Force Recommendations and Cost Estimates

IMMEDIATE RECOMMENDATIONS						
PRIORITY	Recommendation	Actions	Responsibility	Cost Estimate	Staff Lead	Who benefits?
H	1. Enhance Penticton's Image	<ul style="list-style-type: none"> ➤ General community beautification (cleanup, lighting/banners, ambassadors) 	<ul style="list-style-type: none"> ➤ City of Penticton 	\$15,000	BL / AH	<ul style="list-style-type: none"> ➤ Community ➤ Businesses
H	2. Shop / Spend Local	<ul style="list-style-type: none"> ➤ Marketing campaign to get locals to spend and shop local ➤ Continue with Love Local Campaign 	<ul style="list-style-type: none"> ➤ City of Penticton ➤ Chamber ➤ DPA 	\$15,000 (contract)	AH	<ul style="list-style-type: none"> ➤ Business community ➤ Hospitality, Retail
M	3. Free Downtown Parking Events	<ul style="list-style-type: none"> ➤ Select 'slow business' days for free downtown parking ➤ Consider augmented hours to allow free parking in the morning for locals 	<ul style="list-style-type: none"> ➤ DPA / City – Communications ➤ Bylaw 	Approx. \$12,500 (5 events @ \$2,500 per day)	BL / AH	<ul style="list-style-type: none"> ➤ Downtown businesses
L	4. Provide Operational Support for Businesses	<ul style="list-style-type: none"> ➤ Partner with Chamber / DPA to assist businesses in applying for government funding programs ➤ Work with businesses to develop COVID safety and Reopening plans ➤ Specific focus on supporting and encouraging entrepreneurs 	<ul style="list-style-type: none"> ➤ EcDev ➤ DPA ➤ Chamber ➤ PIDA 	\$20,000 (contract)	AH	<ul style="list-style-type: none"> ➤ Business community
H	5. City Hall – Open for Business Campaign	<ul style="list-style-type: none"> ➤ City Hall outreach to local stakeholders ➤ Red Tape Reduction / Process enhancement ➤ City Hall to partner with business to assist with recovery programs and opportunities ➤ Customer Service - What can we do better? 	<ul style="list-style-type: none"> ➤ City of Penticton 	\$5,000 (contract)	BL / AH	<ul style="list-style-type: none"> ➤ Development industry ➤ Business community

EVENTS / OUTDOOR USE RECOMMENDATIONS

PRIORITY	Recommendation	Actions	Responsibility	Cost Estimate	Staff Lead	Who benefits?
H	6. Increase Public Space Downtown with Temporary Road Closures	<ul style="list-style-type: none"> ➤ Create opportunities for businesses to expand seating areas and use of public space by closing road to vehicle use 	<ul style="list-style-type: none"> ➤ City ➤ DPA 	\$15,000 (additional operating costs to make this happen)	AH	<ul style="list-style-type: none"> ➤ Businesses
H	7. Create a Dine-Out / Outdoor Picnic Program	<ul style="list-style-type: none"> ➤ Support local businesses by creating a COVID-Safe local 'Dine-Out' program within City public spaces and parks ➤ Enhance public spaces and parks with picnic tables / chairs for use for this program 	<ul style="list-style-type: none"> ➤ City ➤ DPA ➤ Chamber 	\$15,000 (contract / capital)	AH	<ul style="list-style-type: none"> ➤ Service industry ➤ Hospitality
M	8. Support SOEC Recovery – Big Show Attraction	<ul style="list-style-type: none"> ➤ Create a fund to enable greater risk to be taken to attract larger acts to the SOEC that will provide a bigger benefit for the business community (once COVID Restrictions lifted) 	<ul style="list-style-type: none"> ➤ City of Penticton ➤ Spectra 	\$250,000 (Spectra)	AH	<ul style="list-style-type: none"> ➤ Community ➤ Businesses ➤ Accommodators
M	9. Partnerships / Grants that support Innovative Business ideas	<ul style="list-style-type: none"> ➤ Partner with local businesses to create events and activities supporting locals and visitors with COVID Restrictions lifted 	<ul style="list-style-type: none"> ➤ City of Penticton ➤ DPA ➤ Chamber 	\$40,000 (business grants)	AH	<ul style="list-style-type: none"> ➤ Business

FUTURE PLANNING RECOMMENDATIONS

PRIORITY	Recommendation	Actions	Responsibility	Cost Estimate	Staff Lead	Who benefits?
H	10. Develop Promotional Campaigns to: <ul style="list-style-type: none"> • Attract Employees • Promote Local Businesses • Support Tourism industry • Support Events 	<ul style="list-style-type: none"> ➤ Create video / media strategies: <ul style="list-style-type: none"> • Employee attraction for industry sectors • Business promotion • Short and long term Travel marketing • Promote events that can be help now and events that can be held once restrictions lifted. 	<ul style="list-style-type: none"> ➤ Ec Dev ➤ Travel Pentiction ➤ DPA ➤ Chamber ➤ PIDA 	\$20,000 (contract)	AH	<ul style="list-style-type: none"> ➤ Business sector
H	11. Continue Investing in Airport Marketing	<ul style="list-style-type: none"> ➤ Invest further in Airport marketing to support Pentiction as the airport of choice for the South Okanagan and South-Central Okanagan 	<ul style="list-style-type: none"> ➤ Ec Dev ➤ Travel Pentiction 	\$20,000	BL / AH	<ul style="list-style-type: none"> ➤ Community ➤ Business sector
M	12. Continue to Attract Remote Workers	<ul style="list-style-type: none"> ➤ Continue to position Pentiction and the South Okanagan as the Remote Working Capital of Canada 	<ul style="list-style-type: none"> ➤ Ec Dev 	\$10,000		<ul style="list-style-type: none"> ➤ Community
M	13. Resident Attraction & Relocation Campaign	<ul style="list-style-type: none"> ➤ Create a unique campaign with potential for a contest aimed at attracting new residents to Pentiction ➤ Create a competitive advantage as the location of choice to relocate from larger urban centers 	<ul style="list-style-type: none"> ➤ Ec Dev ➤ Travel Pentiction 	\$20,000 (contract)	AH	<ul style="list-style-type: none"> ➤ Business community
M	14. Invest in Regional Marketing Efforts that benefit the entire South Okanagan	<ul style="list-style-type: none"> ➤ Work with South Okanagan municipalities to partner on joint marketing efforts 	<ul style="list-style-type: none"> ➤ Ec Dev ➤ Travel Pentiction ➤ RDOS / Mun. 	\$10,000	AH	<ul style="list-style-type: none"> ➤ Tourism sector ➤ Business community
L	15. Future Proofing Businesses	<ul style="list-style-type: none"> ➤ Emergency Planning / Training ➤ Succession Planning / Training pandemic COVID restrictions 	<ul style="list-style-type: none"> ➤ Ec Dev ➤ Chamber ➤ DPA ➤ C-Futures 	\$15,000	AH	<ul style="list-style-type: none"> ➤ Businesses

HOUSING / CRIME / SOCIAL RECOMMENDATIONS

PRIORITY	Recommendation	Actions	Responsibility	Cost Estimate	Staff Lead	Who benefits?
H	16. Increase RCMP officers and supporting staff	<ul style="list-style-type: none"> ➤ Continue to invest in more RCMP Officers to assist with crime reduction and improving the perception of Penticton as a safe place to live, work and play 	<ul style="list-style-type: none"> ➤ SSAC ➤ Council 	~\$180,000 per RCMP officer	BL / AH	<ul style="list-style-type: none"> ➤ Community ➤ Businesses
H	17. Increase Community Safety Officers	<ul style="list-style-type: none"> ➤ Invest in additional Community Safety Officers (SO) to increase their presence in the community. 	<ul style="list-style-type: none"> ➤ SSAC ➤ Council 	~\$80,000 per CSO	BL	<ul style="list-style-type: none"> ➤ Community ➤ Businesses
L	18. Find out more about how Interior Health Authority are investing in Mental Health initiatives	<ul style="list-style-type: none"> ➤ Request a meeting with IHA to find out what they are doing with regards to investing in mental health initiatives ➤ Identify how IHA can increase their presence in the community 	<ul style="list-style-type: none"> ➤ Council 		BL	<ul style="list-style-type: none"> ➤ Community
M	19. Lobby Provincial Government for a regional Mental Health & Addictions facility	<ul style="list-style-type: none"> ➤ Work with local MLA and MP to identify opportunity for a South Okanagan mental health and addictions facility 	<ul style="list-style-type: none"> ➤ Council 		BL	<ul style="list-style-type: none"> ➤ Community
L	20. Direct Parking Revenue towards Community Safety	<ul style="list-style-type: none"> ➤ Redirect paid parking revenue for 2021 into a Community Safety Fund 	<ul style="list-style-type: none"> ➤ SSAC 		BL	<ul style="list-style-type: none"> ➤ Community
M	21. Lobby Provincial Government for harsher sentences for Prolific Offenders	<ul style="list-style-type: none"> ➤ Mandate Community Impact Statements as part of the BC Court process when sentencing an offender, specifically prolific offenders. 	<ul style="list-style-type: none"> ➤ SSAC ➤ RCMP ➤ City of Penticton 		BL	<ul style="list-style-type: none"> ➤ Community
M	22. Lobby the Provincial Government to rethink BC Housing strategy	<ul style="list-style-type: none"> ➤ Support Council in pursuing BC Housing to rethink their housing strategy in Penticton ➤ Push BC Housing to improve investment in mental health and addictions services and outreach officers. 	<ul style="list-style-type: none"> ➤ City of Penticton 		BL	<ul style="list-style-type: none"> ➤ Community