



Committee of the Whole

penticton.ca

Committee of the Whole
to be held at
City of Penticton, Council Chambers
171 Main Street, Penticton, B.C.

Tuesday, August 7, 2018
Recessed from the Regular Council Meeting at 1:00 p.m.

1. **Call Committee of the Whole to Order**
2. **Adoption of Agenda**
3. **Delegations and Community Recognition**
 - 3.1 Sovereign's Medal for Volunteers
Presented to Brigid Kemp 1-3
 - 3.2 Q2 Economic Development Update 4-45
Jen Vincent, Economic Development Specialist
Dennis Jacobsen, Windward Software
Russ Turner, Skaha Rock Adventures
Joe Chwachka, Pro Builders Supply
4. **Adjourn to Regular Meeting of Council**



Sovereign's Medal for Volunteers Médaille du souverain pour les bénévoles

Brigid Kemp

Penticton, British Columbia

Brigid Kemp has been a Community Volunteer Income Tax Program coordinator for over a decade. She also contributes her time to the Salvation Army, the City of Penticton's transportation advisory committee, the United Way, and the BC Federation of Retired Union Members. Through the Penticton and District Community Response Network, she addresses the issues of abuse and neglect among vulnerable adults.

Brigid Kemp

Penticton (Colombie-Britannique)

Brigid Kemp est coordonnatrice du Programme communautaire des bénévoles en matière d'impôt depuis plus de dix ans et travaille comme bénévole pour l'Armée du Salut, le comité consultatif sur les transports de la Ville de Penticton, Centraide et la Fédération des syndiqués retraités de la Colombie-Britannique. Par l'intermédiaire du réseau d'intervention communautaire du district de Penticton, elle lutte contre les mauvais traitements et la négligence envers les adultes vulnérables.



Fact Sheet

Office of the Secretary to the Governor General

SOVEREIGN'S MEDAL FOR VOLUNTEERS

The Sovereign's Medal for Volunteers recognizes the exceptional volunteer achievements of Canadians from across the country and celebrates a wide range of voluntary contributions.

As an official honour created by the Crown, the Sovereign's Medal for Volunteers is part of the Canadian Honours System. The program has incorporated and replaced the Governor General's Caring Canadian Award, which was created in 1995, by then-Governor General the Right Honourable Roméo LeBlanc.

The Chancellery of Honours, part of the Office of the Secretary to the Governor General, administers the program.

Nomination Process and Eligibility Criteria

The Sovereign's Medal for Volunteers recognizes living Canadians who have made a significant, sustained and unpaid contribution to their community, in Canada or abroad. Non-Canadians are also eligible if their contribution brings benefit or honour to Canadians or to Canada.

Nominations for the Medal for Volunteers are accepted throughout the year by the Chancellery of Honours and reviewed by an advisory committee, which makes recommendations to the governor general. Existing Caring Canadian Award recipients will subsequently receive the medal to complement their award.

Nominate a friend, neighbour or member of your community who deserves this unique honour by visiting caring.gg.ca.

Description of the Medal

The Sovereign's Medal for Volunteers consists of a silver circular medal that is 36 mm in diameter with a suspension ring. The obverse depicts a contemporary effigy of the Sovereign, circumscribed with the inscription in capital letters of the Canadian Royal Title and the word "CANADA", separated by two maple leaves. The reverse bears a large and a small heart interlaced, set with five maple leaves on the outer edge of the large heart which is surmounted by a coronet bearing three maple leaves. The edge of the reverse is decorated with a sunburst pattern. The medal is suspended from a ribbon that is 32 mm in width, the edges of which shall consist of 9.25 mm deep red stripes and the centre of which shall consist of five 1.5 mm gold stripes interspersed with four 1.5 mm blue stripes.

Questions concerning the Sovereign's Medal for Volunteers can be sent to caring-entraide@gg.ca or by calling 613-991-6185 or 1-800-465-6890 (toll-free).



Obverse / Avers

Reverse / Revers



CANADIAN HERALDIC AUTHORITY
SYMBOLISM
OF THE ARMORIAL BEARINGS OF THE
**SOVEREIGN'S MEDAL
FOR VOLUNTEERS**

Insignia: The obverse depicts a crowned image of the Sovereign, in whose name the medal is bestowed. The reverse indicates the ideas of caring and generosity, represented by the two hearts. The sunburst pattern of the rim symbolizes the time that volunteers are giving and their actions. Inspired by the Scottish *Luckenbooth* brooches traded in North America in the 17th century, this design is a modern version of a traditional emblem with roots in Canadian history.

The ribbon uses the vice-regal colours of blue and gold, which are taken from the pin of the Governor General's Caring Canadian Award, which the Sovereign's Medal for Volunteers has replaced. The five gold stripes evoke the fingers of a hand, present in the Governor General's Caring Canadian Award emblem. The deep red colour is associated with royalty.

Original concept of Claire Boudreau, Chief Herald of Canada, and Darcy DeMarsico, assisted by the heralds of the Canadian Heraldic Authority.

Painter: Cathy Bursey-Sabourin, Fraser Herald

Public Register of Arms, Flags and Badges of Canada, Volume VI, page 535, 15 July 2015.

AUTORITÉ HÉRALDIQUE DU CANADA
SYMBOLISME
DES EMBLÈMES HÉRALDIQUES DE LA
**MÉDAILLE DU SOUVERAIN
POUR LES BÉNÉVOLES**

Insigne : Sur l'avvers figure le profil de la souveraine au nom de laquelle est décernée cette médaille. Le revers souligne la compassion et la générosité, représentées par les deux cœurs. Les rayons symbolisent le temps que donnent les bénévoles, ainsi que leurs actions. Inspiré par les broches écossaises de style *Luckenbooth*, négociées en Amérique du Nord au 17^e siècle, ce dessin est une version moderne d'un emblème traditionnel qui est ancré dans l'histoire canadienne.

Le ruban utilise les couleurs vice-royales, le bleu et l'or, qui proviennent de l'emblème du Prix du gouverneur général pour l'entraide, ici remplacé par la Médaille du souverain pour les bénévoles. Les cinq bandes dorées évoquent les doigts de la main, qui figurent sur l'emblème du Prix du gouverneur général pour l'entraide. La couleur rouge foncé est associée à la royauté.

Concept original de Claire Boudreau, héraut d'armes du Canada, et de Darcy DeMarsico, assistées par les héralds de l'Autorité héraldique du Canada.

Artiste-peintre : Cathy Bursey-Sabourin, héraut Fraser

Registre public des armoiries, drapeaux et insignes du Canada, volume VI, page 535, 15 juillet 2015.

Bruce Patterson
Registrar / Garde de l'armorial

ECONOMIC DEVELOPMENT

QUARTERLY REPORT



Q2 - 2018



Outline



- **Progress Reporting: Key Result Areas (KRA's)**
- **Key Project Updates:**
 - Business Highlights Strategy
 - Priority Clusters
 - Okanagan Agricultural Innovation Centre
 - Economic Development Partnership Agreement
- **Economic Indicators: What does the data say?**
- **Penticton in the News: Coverage & Accolades**
- **Megaphone: Meet Penticton Business Owners**

KEY RESULT AREA GOALS – Q2

2018 OPERATIONAL PLAN



COMMUNICATION

- ✓ Economic Development Dashboard Website Research
- ✓ Business Highlights Strategy
- ✓ External Community Exposure
- ✓ Reporting on Business Climate Survey



COLLABORATION

- ✓ Drafting of an Operational Partnership Agreement
- ✓ Smart Cities Challenge: Support for Community-led Process



RETENTION & EXPANSION

- ✓ Drafting of Priority Industry Clusters



ATTRACTION

- ✓ PentictonWorks.com
- ✓ StartHereOkanagan.com
- ✓ Start Here Okanagan Magazine planning



EXCELLENCE

- ✓ Quarterly Reporting
- ✓ Support for Business License Modernization
- ✓ Professional Development

KEY PROJECT UPDATES





BUSINESS HIGHLIGHTS STRATEGY

LEVERAGING OUR STORIES FOR
COMMUNITY SUCCESS



BUSINESS HIGHLIGHTS STRATEGY

LEVERAGING OUR STORIES FOR COMMUNITY SUCCESS



Key Points

- Business Climate Survey indicated a strong desire for the City to aggregate and distribute success stories about Business in Penticton
- Penticton's businesses have great stories to tell
- Strategic pitching of stories can greatly lift Penticton's external image
- Identifying business success stories is of great interest to the local market as well

Daycare wins nat'l award

Colin Dacre - Jun 20, 2018 / 3:18 pm



Photo: OK College

The Little Learners Child Care Centre at Okanagan College's Penticton campus has been selected as one of the country's most sustainable new buildings.

BUSINESS HIGHLIGHTS STRATEGY

LEVERAGING OUR STORIES FOR COMMUNITY SUCCESS



Strategic Approach

- Involve the business community in sourcing stories
- Showcase the opportunities in Penticton for economic investment
- Support local businesses and entrepreneurs by celebrating home-grown success
- Strengthen civic pride and encourage new business and entrepreneurship
- Shift perception that Penticton is a seasonal tourist town
- Proactive media relations with key regional & national channels

PUTTING DOWN ROOTS

Tourism has always been important in the Thompson Okanagan but now more people are moving in to work and invest



KATYA HOLLOWAY

Visionaries and virtual workers are moving in to Penticton, changing the face of this lakeside Okanagan city. Take a stroll through the downtown core today and its recent densification is evident

sustainable farming is creating waves, as seen in the rise of new businesses such as Penticton's Roche Wines. Older wineries are catching on too, with Kelowna's Mission Hill recently revealing plans to transition its Okanagan vineyards to organic.

"There has been more of a shift from conventional to

STRATEGIC BUSINESS STORYTELLING

LEVERAGING OUR STORIES FOR COMMUNITY SUCCESS



Core Messaging

- Penticton has a vibrant business community, anchored by established industries
- Penticton is growing and becoming a hub of innovation and growth
- Penticton is attracting new energy, entrepreneurs and economic investment
- Penticton offers a sought-after work-life balance
- In collaboration with the business community and other stakeholders, the City of Penticton is profiling and celebrating home grown business success



Tyson Still, vice president and marketing development manager of Wine Crush with some of the products and the raw material (left) that goes into them at the Brunswick Street production facility. The company recently won the best concept Small Business BC Award. Mark Brett/Western News

The Okanagan shines in foodie finalist list

Western Living has released their 2018 list of finalists

SYDNEY MORTON / May. 20, 2018 9:36 a.m. / ENTERTAINMENT



The Okanagan has made the list, claiming six spots on the Foodies of the Year shortlist.

Western Living has released their 11th annual FOTY finalist list which featured 6 of the Okanagan's finest. The list scours Canada's West to find businesses with an "unstoppable passion for food." Highlighting chefs, restaurateurs, farmers

BUSINESS HIGHLIGHTS STRATEGY

LEVERAGING OUR STORIES FOR COMMUNITY SUCCESS



Q2 Media Coverage

MAY

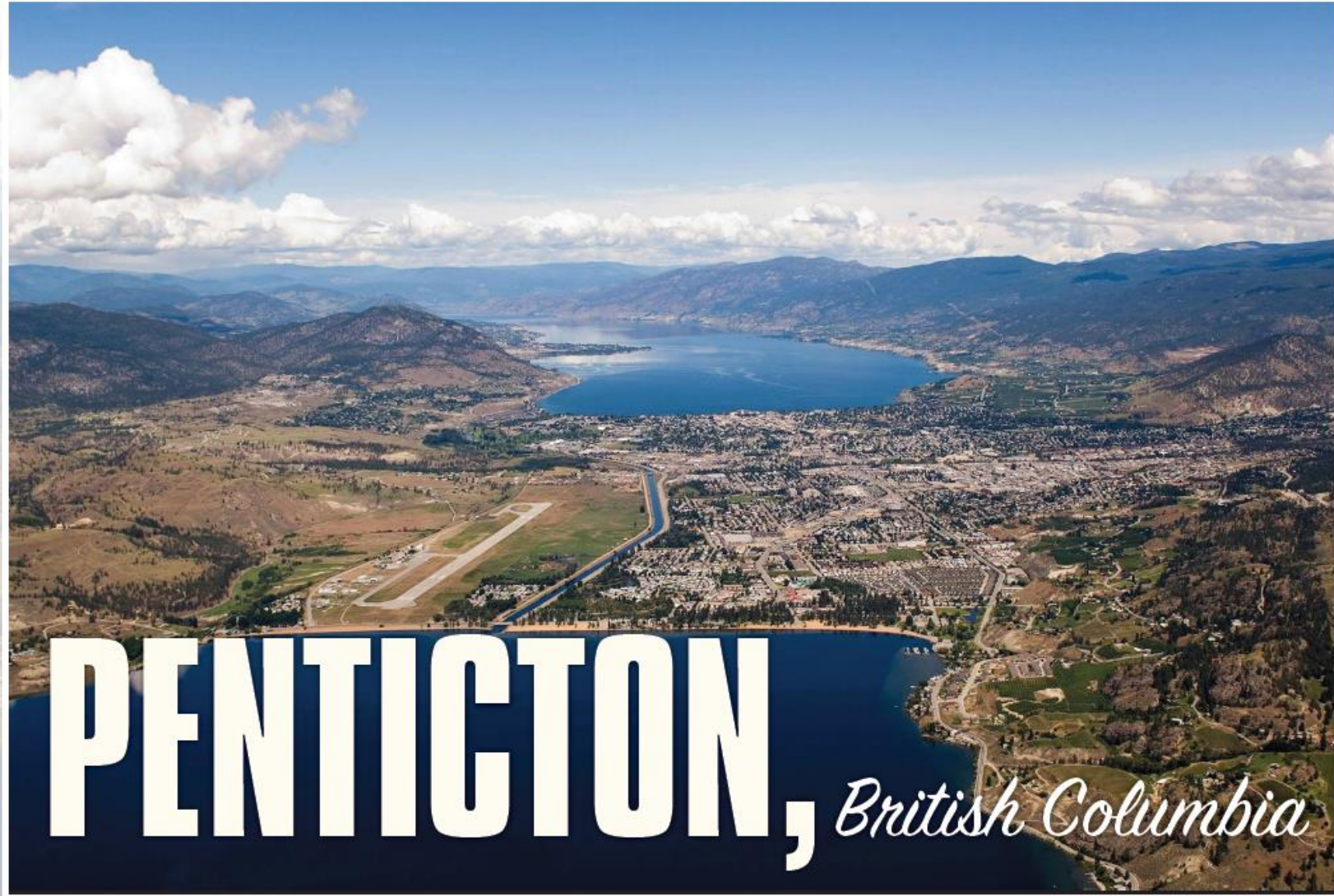
PUBLICATION	TOPIC	LINK
BCEDA Economic Snapshot	Economic Development successes	Snapshot: Economic Development in British Columbia
Penticton Western News	Program launch	City wants local business success stories
Castanet	Program launch	City wants your good news
Invest in BC Magazine, published by Business in Vancouver	Virtual workers, revitalization & viticulture	Putting down roots
Penticton Western News	Western Living Foodie Awards	Penticton businesses nominated for Top 10 Foodies honours
Castanet	Western Living Foodie Awards	Local spots up for 'Foodies'
Penticton Western News	Western Living Foodie Awards	The Okanagan shines in foodie finalist list

JUNE

PUBLICATION	TOPIC	LINK
Penticton Western News	Greenest daycare in Canada	Little Learners daycare in Penticton wins national award
Castanet	Greenest daycare Canada	Daycare wins national award
Summerland Review	Manufacturing	Best Of: Penticton Foundry strives to be different in their industry
604now.com (Vancouver blog)	Penticton's varied tasting rooms: not just wine	Let's raise a glass to BC tasting rooms: 5 reasons to drink up Penticton

Business View Magazine

2018
June/July issue



A PLACE TO STAY FOREVER

Located in the lovely Okanagan Valley of south-central British Columbia, Penticton lives up to its mantra of being an innovative, adventurous waterfront city focused on sustainability, community, and economic opportunity. The municipality is surrounded by two fresh water lakes and rolling mountains, and enjoys over 2,100 hours of sunshine, annually, and only 15 inches of rain. A wide variety of recreational activities, retail services, public education facilities,

AT A GLANCE PENTICTON, BRITISH COLUMBIA

WHAT: A city of 34,000

WHERE: In the Okanagan Valley of the southern Interior of British Columbia, Canada

WEBSITE: www.penticton.ca

BUSINESS HIGHLIGHTS STRATEGY

LEVERAGING OUR STORIES FOR COMMUNITY SUCCESS



More Storytelling Channels

- ✓ Quarterly Reporting: Business News & Megaphone sections
- ✓ Social media sharing of good news & accolades
- ✓ Start Here Okanagan Magazine: October/November



LET'S RAISE A GLASS TO BC TASTING ROOMS: 5 REASONS TO DRINK UP PENTICTON

604 Now | @604now | June 29, 2018

FOOD



Photo: Hillside Winery

G+ P in

Outdoor wine-sipping season, otherwise known as summer. And if there's one thing better than a cold drink on a patio, it's sampling that drink in the midst of a sunny vineyard.

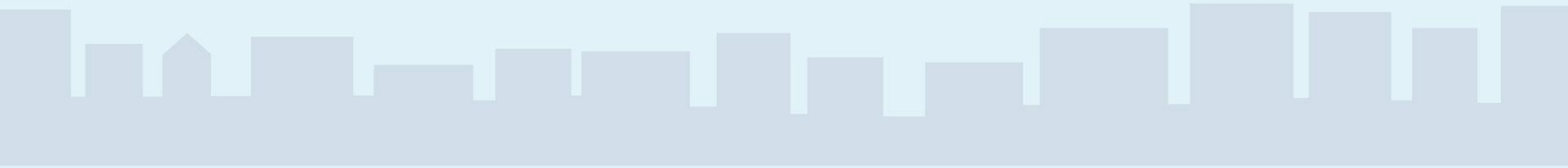
Not only is Penticton a hot spot for touring award-winning wineries, you'll find specialty drinks for all ages (yes, kids too!). More than 50 tasting rooms are within short reach, including wineries, craft breweries, distilleries, cideries and even a craft fizzery (soda).

Sip your way through summer with this tasty sampling of all Penticton has to offer.





PENTICTON ECONOMIC DEVELOPMENT PARTNERSHIP AGREEMENT UPDATE



ECONOMIC DEVELOPMENT PARTNERSHIP

AGREEMENT UPDATE



Progress so far:

12 Local and Regional Leadership Organizations

- Intention of Partnership
- Community Benefit of the Partnership
- Benefits to each Organization
- Economic Indicators
- Meeting Format & Schedule

3 meetings to develop Partnership

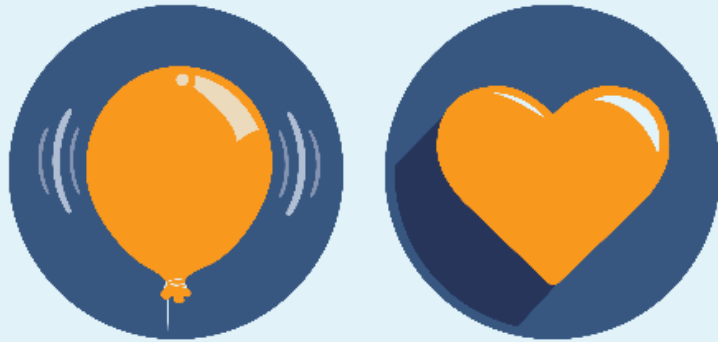
- Council presentation on August 21st 2018





PRIORITY ECONOMIC CLUSTERS

DRAFT REPORT UPDATE



Q2 Activity

25 Stakeholder interviews representing the following clusters:

- Wine, Beer, Spirits
- Tourism, Events, Arts & Culture
- Professional Sports Services
- Manufacturing
- Construction
- Private Health / Seniors' Care
- Retail and Wholesale
- Business, Finance and Management
- Food and Beverage



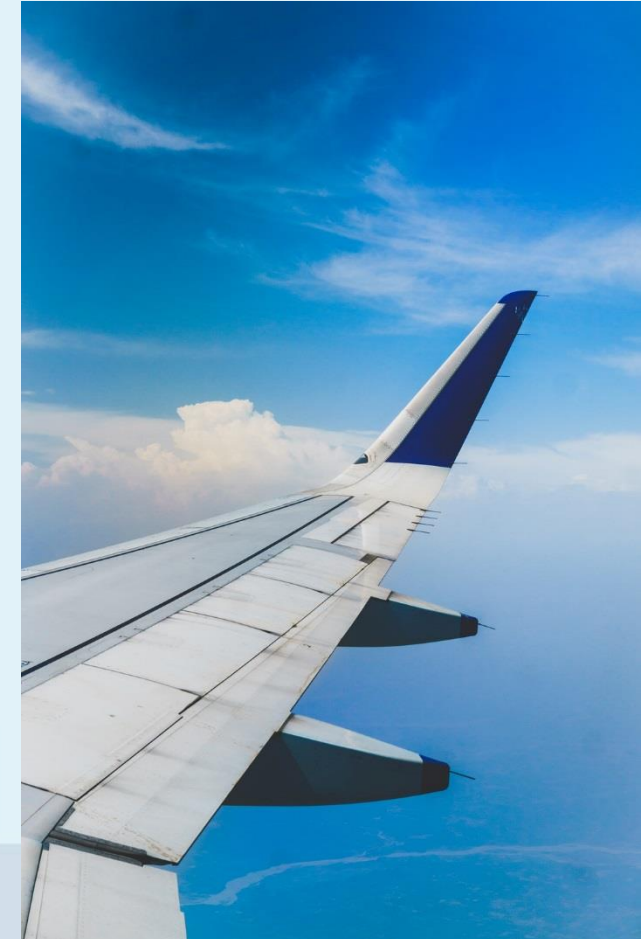
PRIORITY ECONOMIC CLUSTERS

DRAFT REPORT UPDATE



Arising Themes

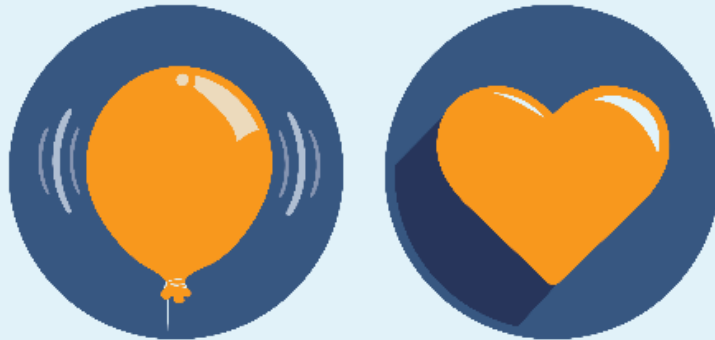
- Businesses are Living Locally – Doing Business Globally
- Many Penticton Businesses are highly tech-enabled
- Good local-level economic data is hard to find





OKANAGAN AGRICULTURAL INNOVATION CENTER

PROJECT UPDATE





PURPOSE OF PROPOSED CENTRE

Ensure South Okanagan agri-centric businesses have access to:

- Business development tools and resources
- New technology and innovation
- Opportunities to increase efficiencies & market competitiveness

With the business plan now complete, the City of Penticton has provided a letter of support to the District of Summerland to seek funding to create a new position of Agricultural Sector Development Strategist to continue this initiative

ECONOMIC INDICATORS



ECONOMIC INDICATORS

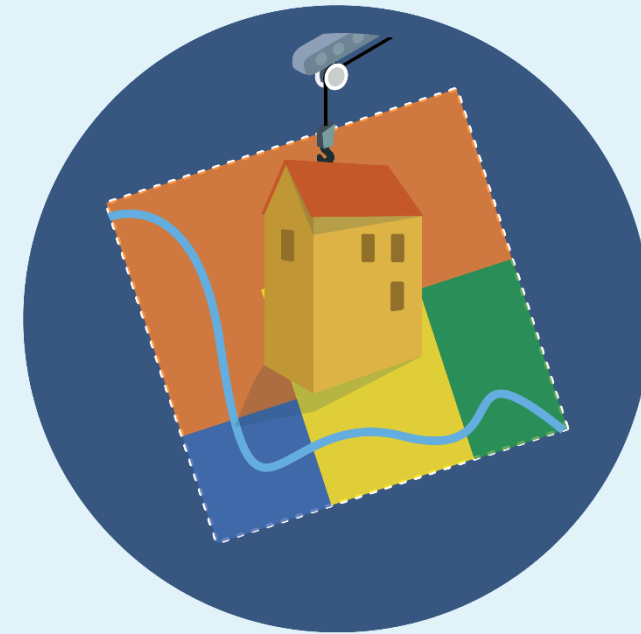
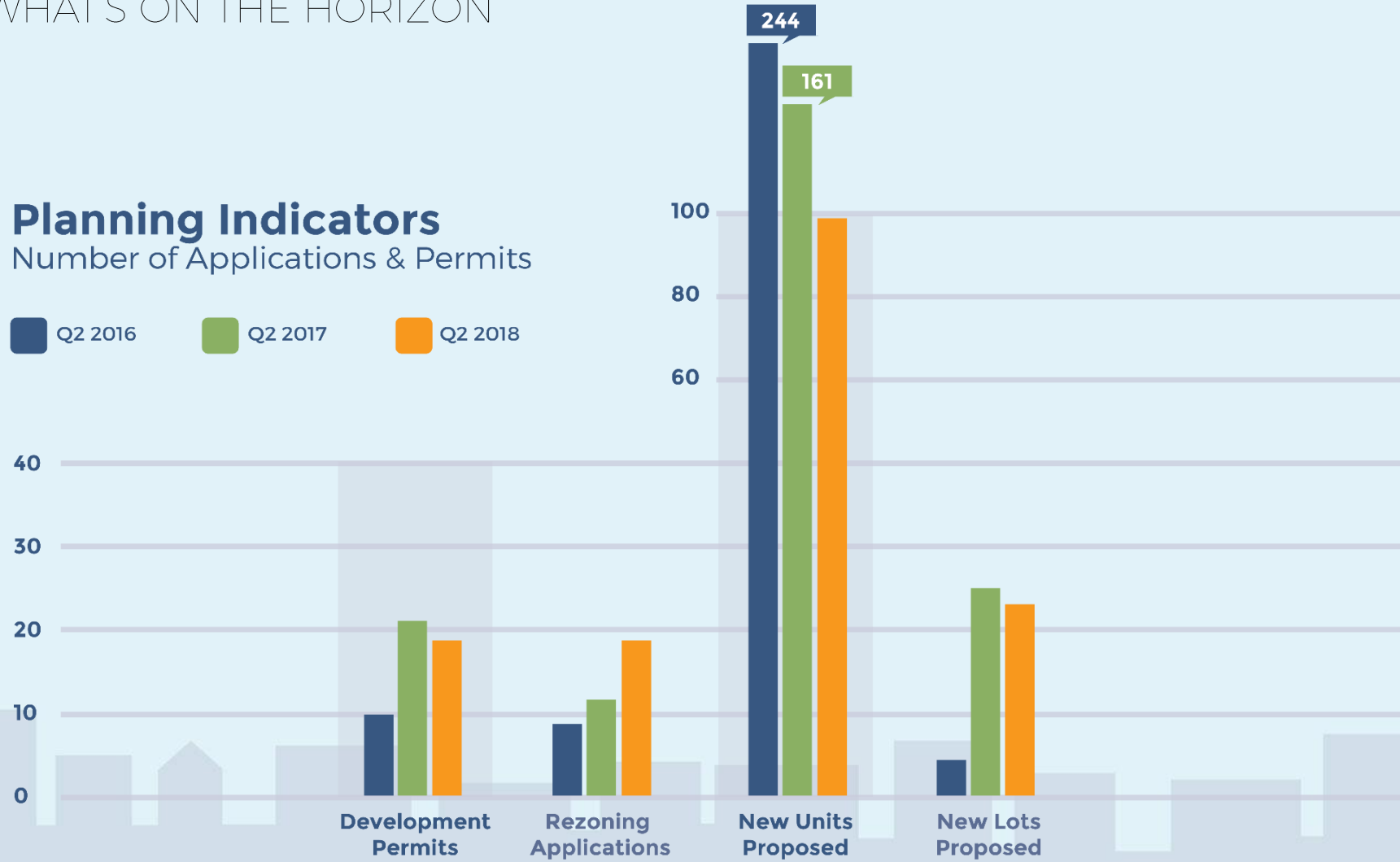
WHAT'S ON THE HORIZON



Planning Indicators

Number of Applications & Permits

■ Q2 2016 ■ Q2 2017 ■ Q2 2018



Source: City of Penticton Planning Department

ECONOMIC INDICATORS

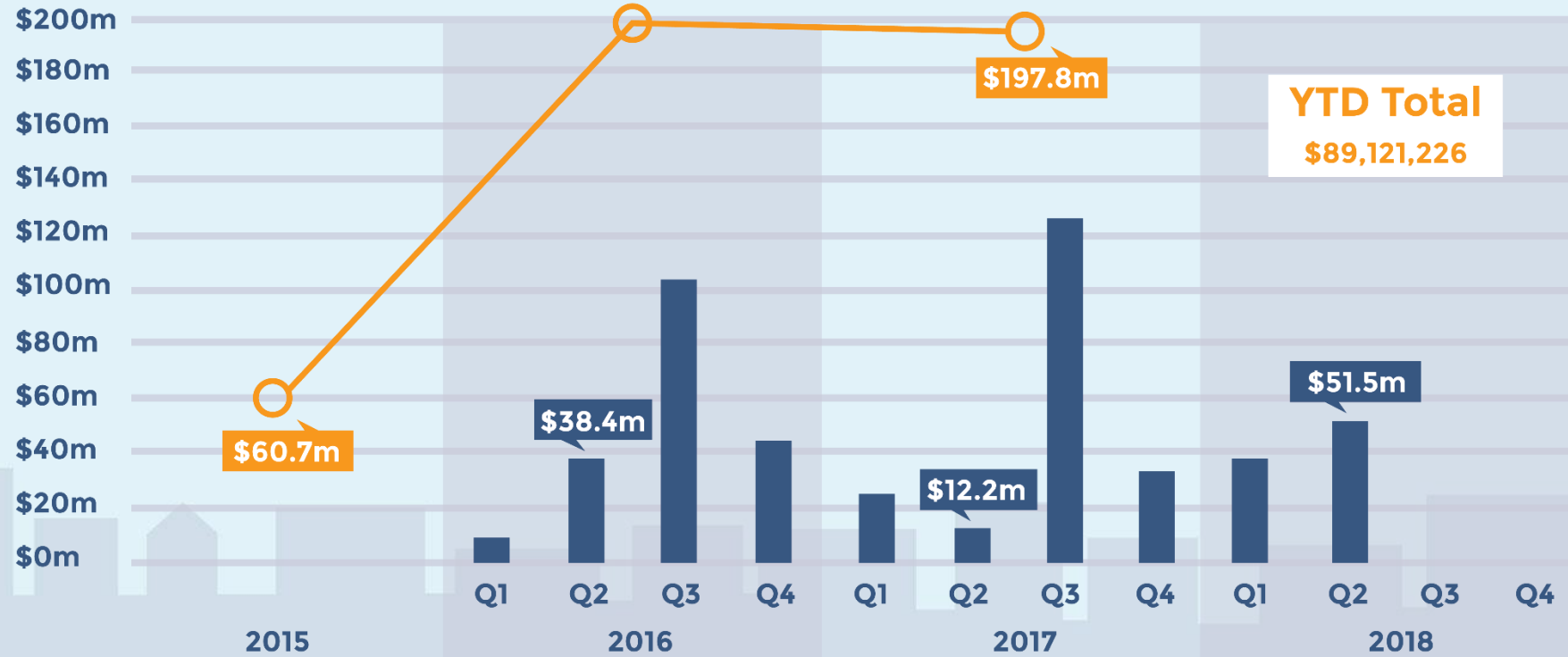
WHAT'S HAPPENING NOW



Construction Activity

Construction Investment

● Quarterly Totals ● Annual Totals



Source: City of Penticton Building Department

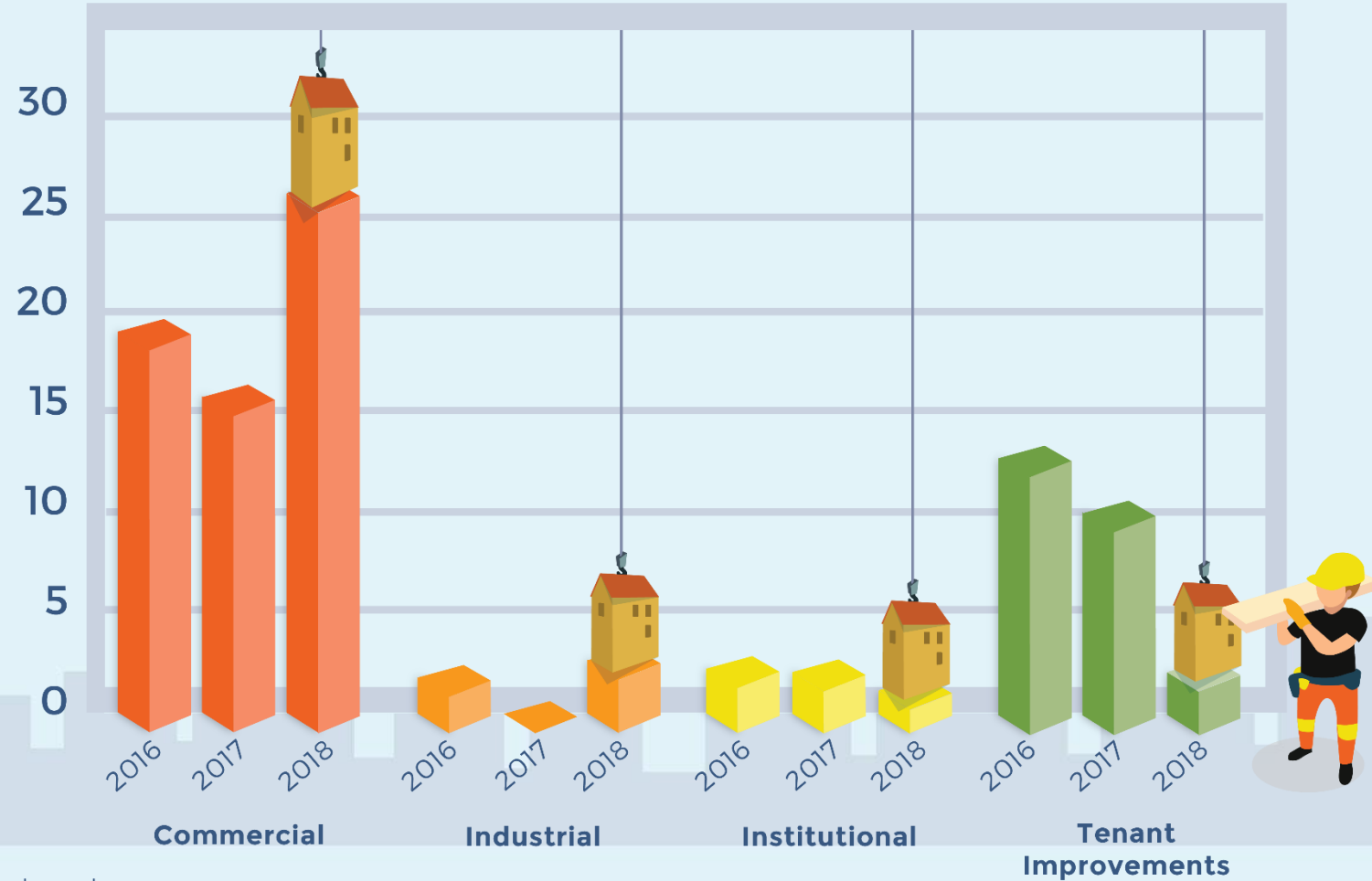
ECONOMIC INDICATORS

WHAT'S HAPPENING NOW



Construction Starts - Q2

Commercial Permits Issued



Source: City of Penticton Building Department

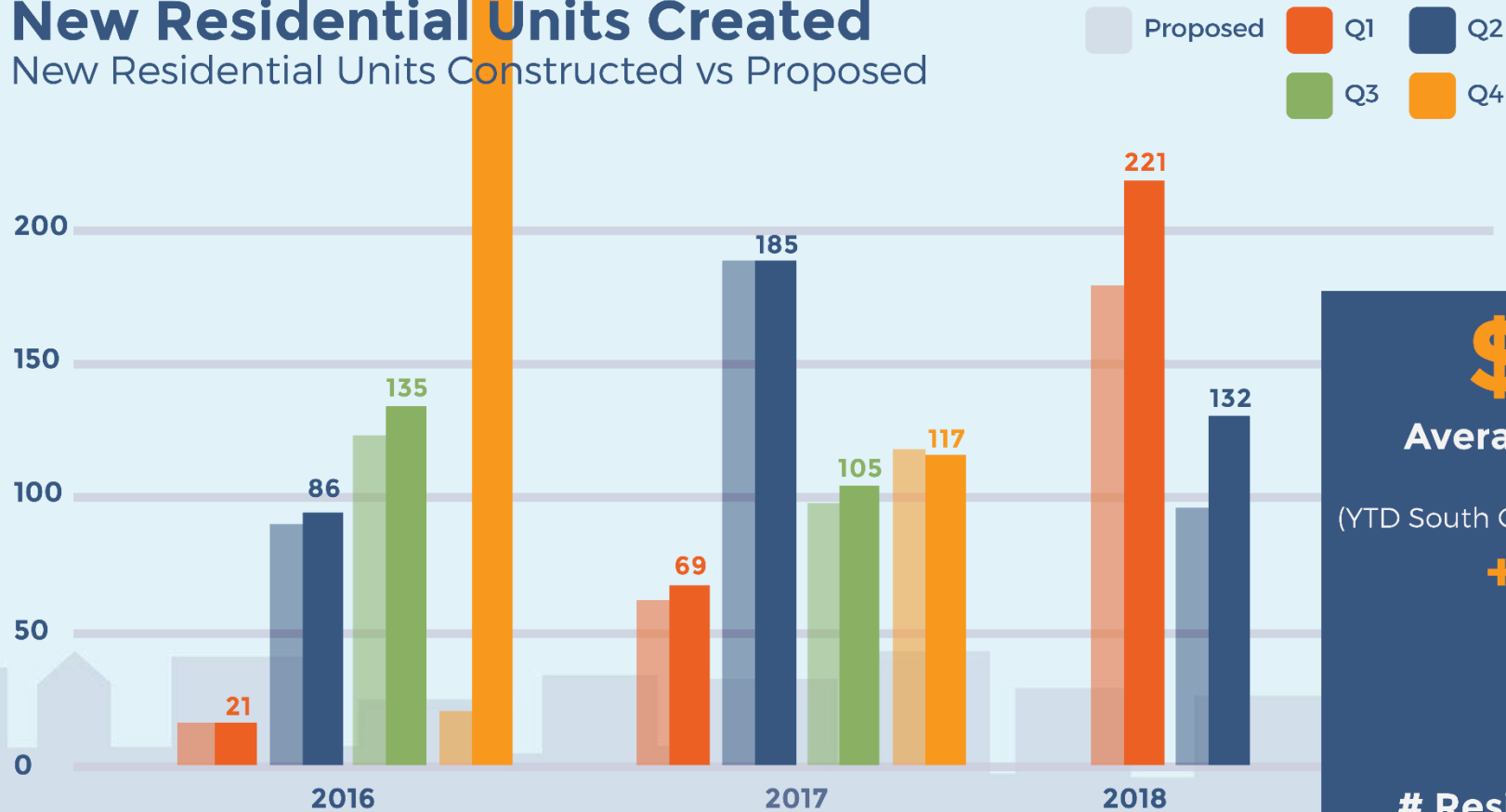
ECONOMIC INDICATORS

WHAT'S HAPPENING NOW



New Residential Units Created

New Residential Units Constructed vs Proposed



Source: City of Penticton Building & Planning Departments

\$581K

Average Single Family Home Price

(YTD South Okanagan Real Estate Board)

+11% 2017

550

Residential Sales YTD

(South Okanagan Real Estate Board)

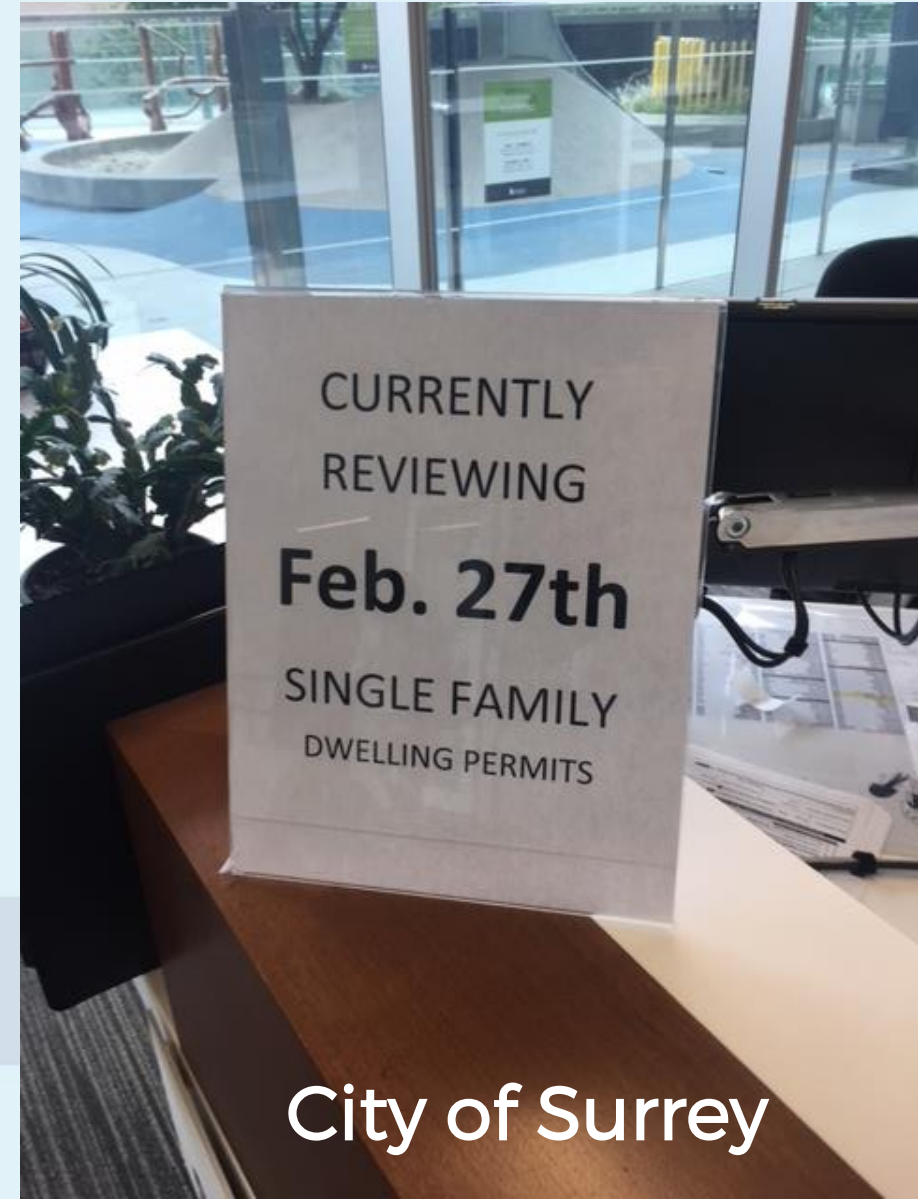
-14% 2017

WORDS FROM A DEVELOPER:

“I just spent 3 hours at Surrey City Hall being shuffled from one person to another with no result.

Then I noticed the sign below for the current date of plan checking reviews for single family homes. They are 5 months behind. Thought of Penticton’s two week turn around.

All I can say is I love the way you all operate. Human scale. My only advice, Please don’t grow up! We like you the way you are.”



City of Surrey

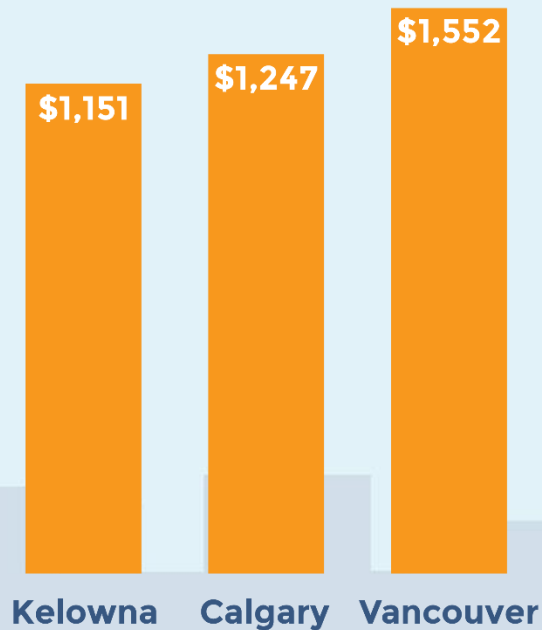
ECONOMIC INDICATORS

WHAT'S HAPPENING NOW



Average Rental Rates

For a 2 Bedroom Apartment



“Updated annually in October, CMHC estimates the region's rental vacancy rate at 0.2%. CMHC forecasts this rate to rise to 2.5% in 2018 as new rental purpose units reach occupancy.”

Source: CMHC Average Rent - October 2017

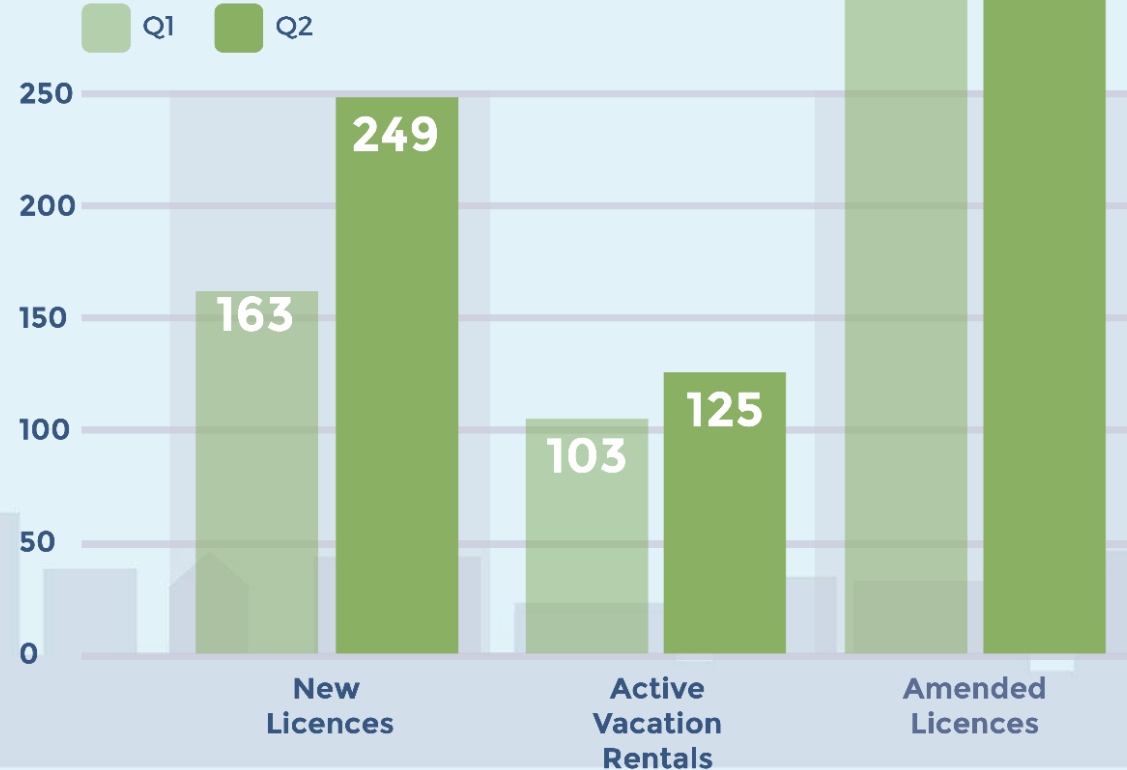
ECONOMIC INDICATORS

BUSINESS SNAPSHOT



Business License Activity

Tracking business growth & change



3034
Total Active
Business Licenses

+4% Annual license
revenue over 2017



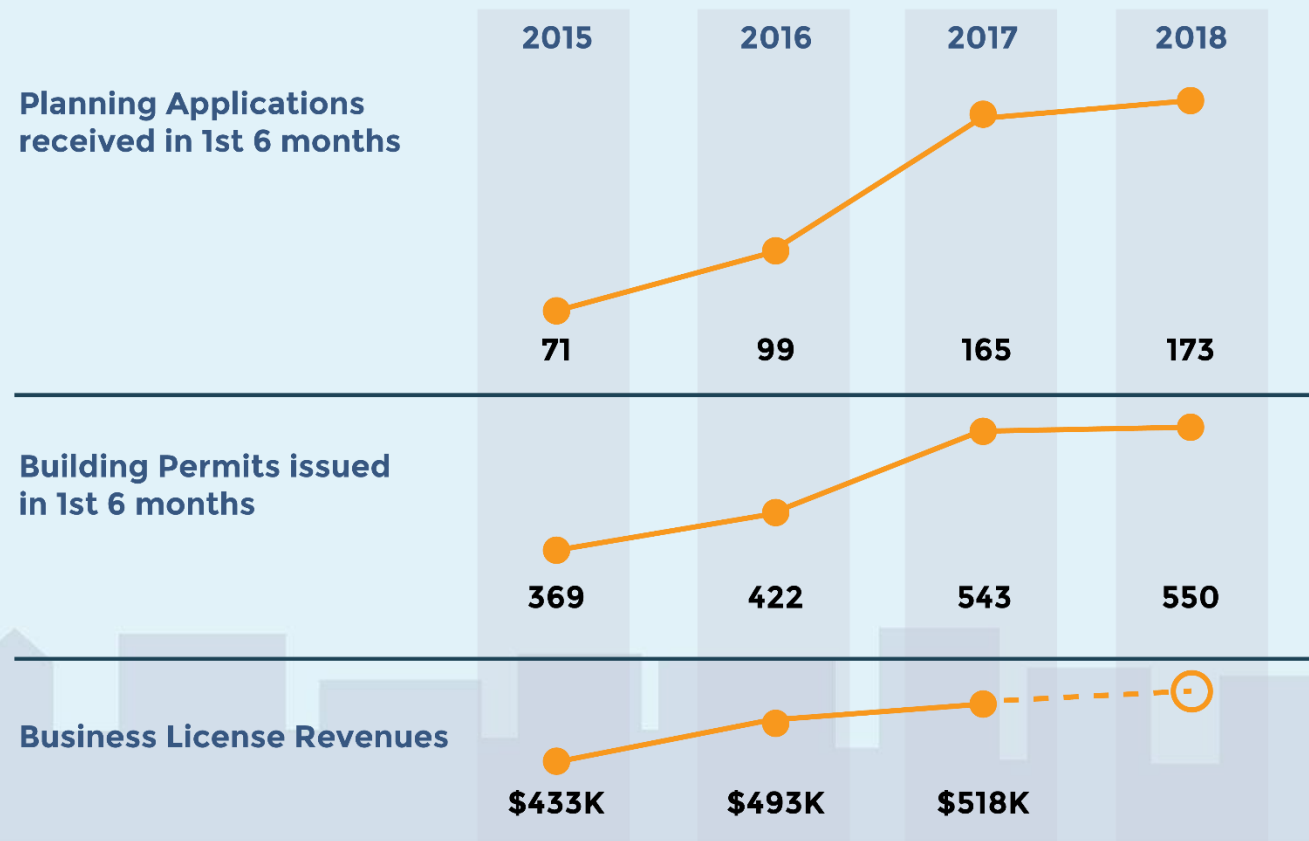
ECONOMIC INDICATORS

SUMMARY - TRENDS



Economic Trends

How does current activity measure against previous years?



ECONOMIC INDICATORS

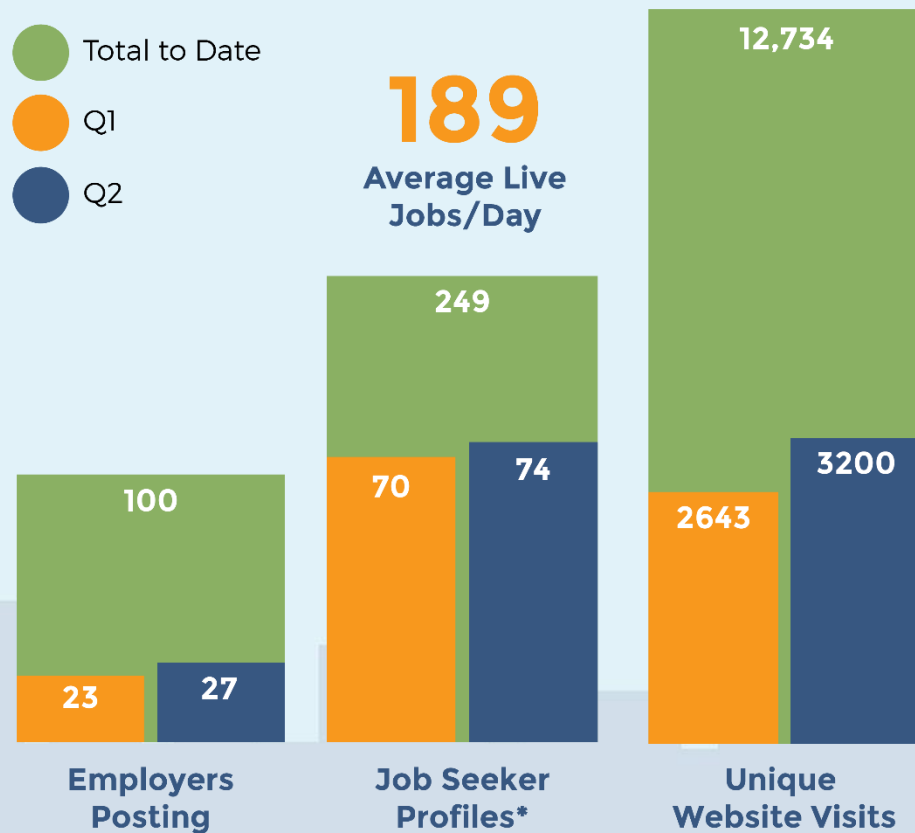
CAMPAIGN UPDATE



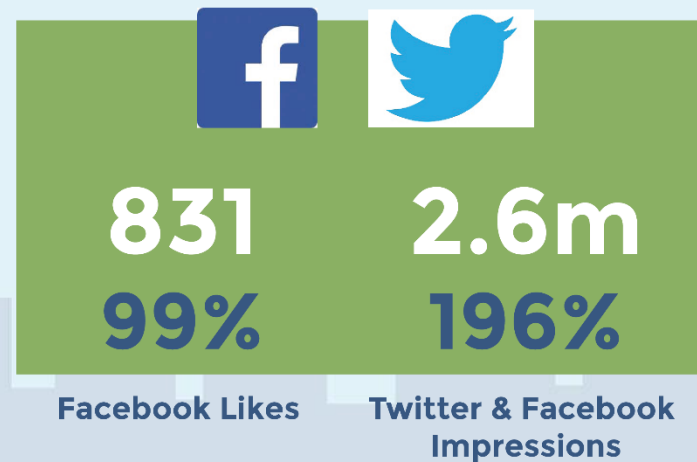
StartHereOkanagan.com

Relocation Platform & Job Board Metrics

- Total to Date
- Q1
- Q2



START HERE
Okanagan
YOUR **WEBSITE** FOR LIFE AND WORK IN PENTICTON & SOUTH OKANAGAN



*Profiles are optional for job seekers

BUSINESS INQUIRIES

Direct Inquiries to the Economic Development Office in Q2



3
New
Resident
Inquiries

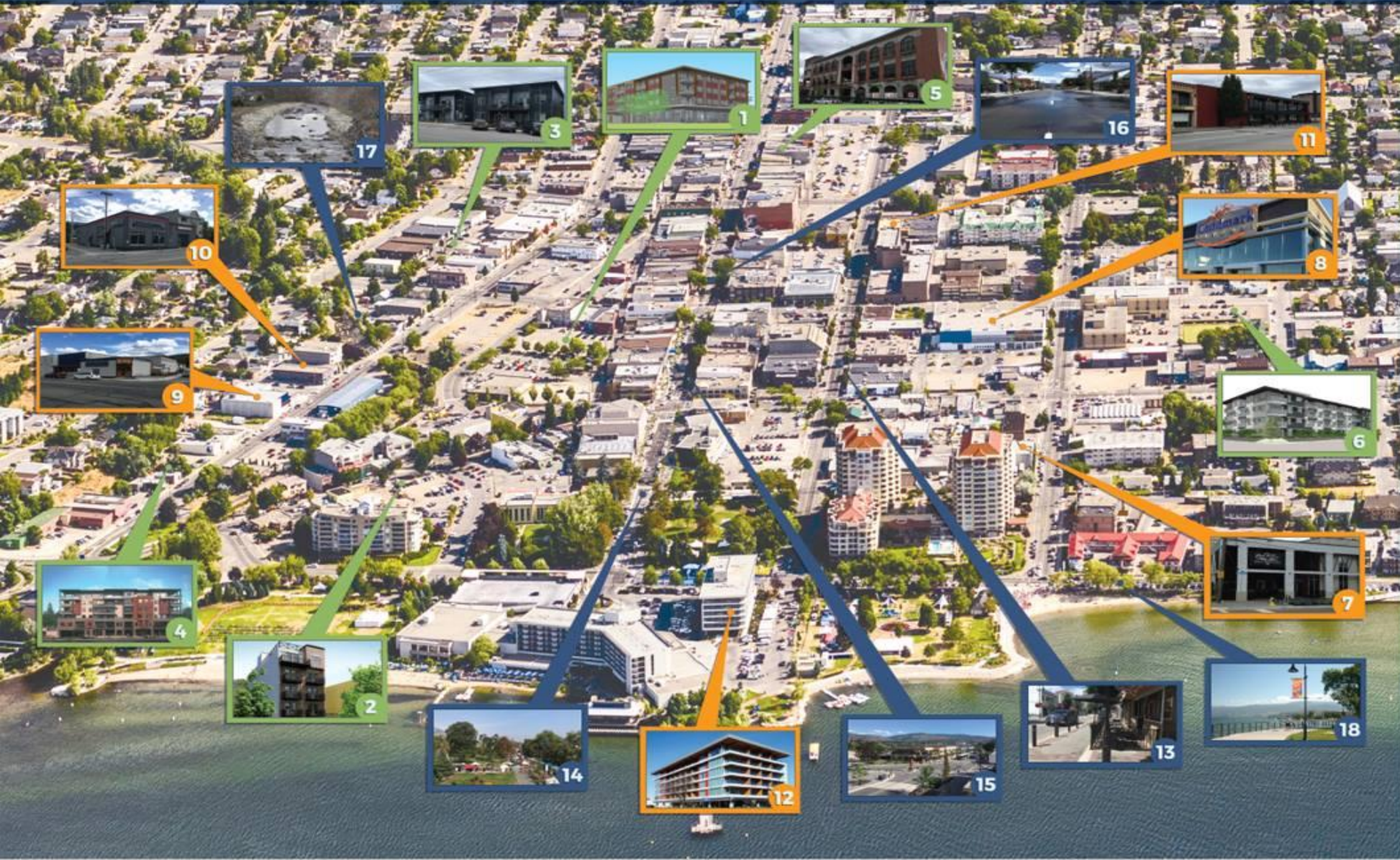
24
New
Business
Support

11
Existing
Business
Support



PENTICTON. REIMAGINED.

These exciting developments are changing the face of Penticton's downtown.



RESIDENTIAL / MIXED USE

1. BC Housing – Backstreet Blvd.
2. Schoenne Homes Mixed Use
3. Van Horne Apartments
4. Ellis One Condos *
5. City Centre Apartments *
6. BC Housing - Brunswick St. *

COMMERCIAL

7. Bad Tattoo Brewing
8. Landmark Cinema
9. Cannery Brewing
10. Mile Zero Wine Bar
11. Time Winery
12. Lakeside Resort Hotel Expansion

CITY PROJECTS

13. 200 Block - Martin St.
14. 100 Block - Main St.
15. 200 Block - Main St.
16. 300 Block - Main St.
17. Penticton Creek Restoration
18. Okanagan Lake Waterfront

Developments were either completed or approved between the years of 2014 and 2018. Developments with an * are either under construction or construction is pending.

IN THE NEWS



BUSINESSES IN THE NEWS



June 14, 2018

- 18 Penticton Businesses nominated for Thompson Okanagan Business Excellence Awards. 7 awards presented to local businesses:

- Get Bent Yoga & Dance
- Redhead Mare
- Nest & Nectar
- Big Bear Software
- Glow SUP Adventures
- Duffy Baker Construction
- Poplar Grove Winery



BUSINESSES IN THE NEWS



- Ruby Blues Winery awarded Best Sparkling Wine of the Year at 2018 All Canadian Wine Championships!

- **40** medals awarded to Penticton wineries:

- Bench 1775
- Crescent Hill
- Hillside
- Monster
- Moraine
- Perseus
- Red Rooster
- TIME
- Township 7
- Ruby Blues



MEGAPHONE





Windward Software

Dennis Jacobsen, CEO





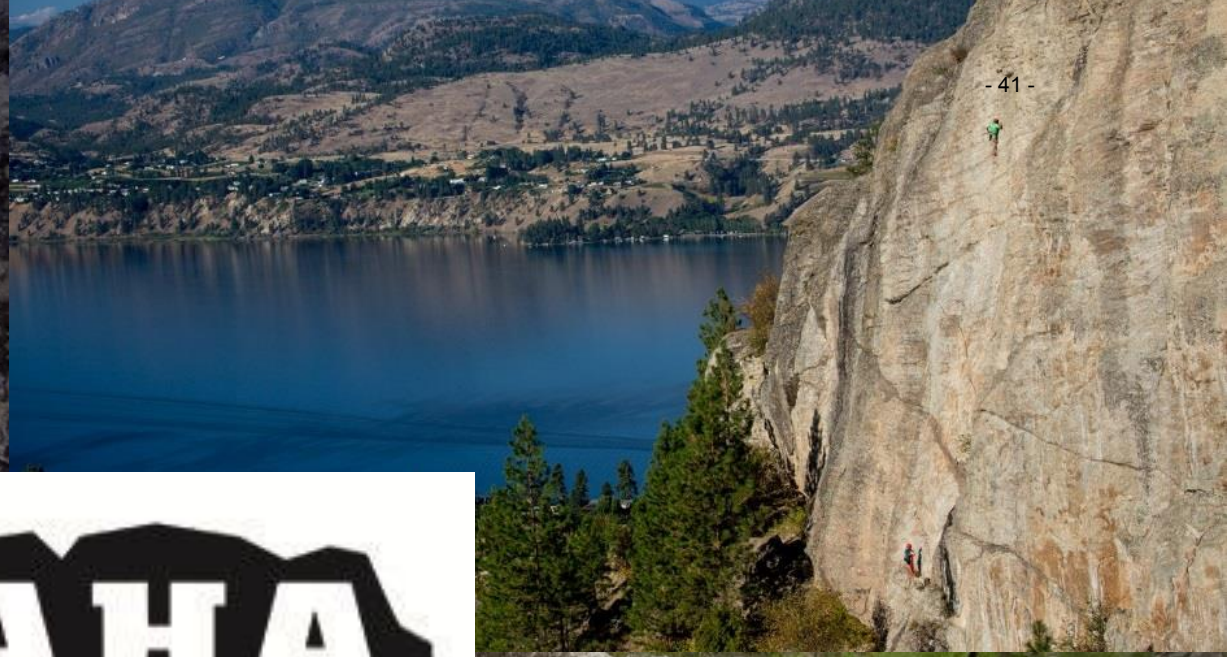


Skaha Rock Adventures

Russ Turner, Founder

www.skaharockclimbing.com







Pro Builders Supply

Joe Chwachka, Vice President of Operations





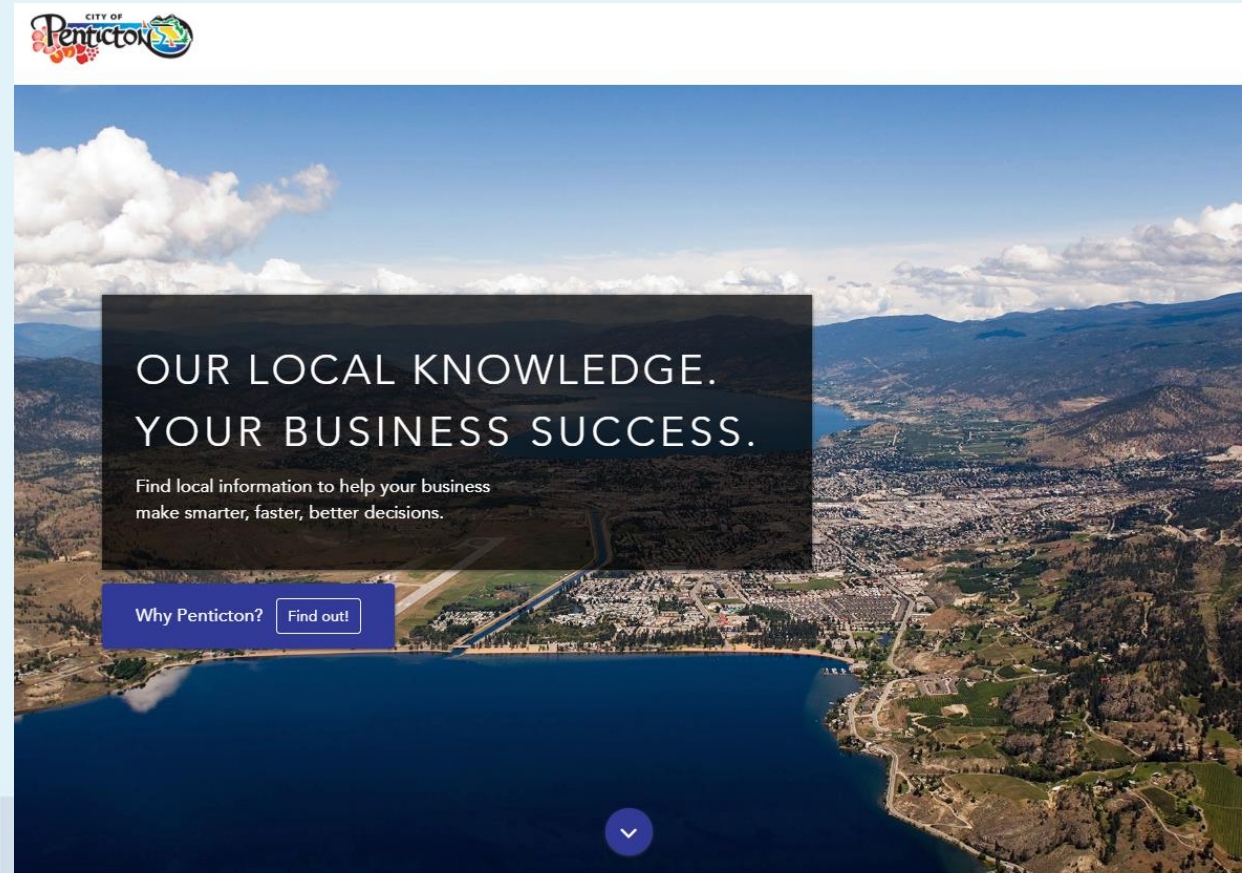
STAY TUNED



COMING UP IN Q3

PENTICTON BUSINESS TOOLKIT:
Online Business Intelligence Platform

FUTUREBIZ PENTICTON:
Economic Outlook Forum
NOVEMBER 8TH



Let's get started



QUESTIONS?

