

How's Business?

Survey seeking input to develop long-term economic development strategy

July 18, 2017

Penticton – City of Penticton and industry groups have partnered to launch a 2017 Business Climate Survey. The information provided by Penticton businesses will become an integral part of the City's strategic planning process, serving as the basis for the development of a 5-year Strategic Plan. Once completed, it will also deliver valuable data to the business community on the pulse of the local economy. The survey is intended to be a representative sample across sectors and business size in Penticton.

The Chamber of Commerce, the Downtown Penticton Association, Travel Penticton, and the Penticton Industrial District Association (PIDA) have partnered with the City on this vital initiative.

"Over the past few years Penticton has been focused on Economic Development and revitalization and we are now experiencing some momentum as confidence has been building. It is now time to re-evaluate and adjust our plans for moving forward," says Mayor Andrew Jakubeit. "We are currently experiencing an upswing in activity with a lot of new construction and business expansion and we need to look at how we can continue to drive smart economic growth, attract new businesses and residents, and maintain the incredible lifestyle that brought many of us here in the first place."

Frank Conci, President of PIDA and General Manager of AC Motor Electric, agrees with Jakubeit. "It is vital that Penticton creates an effective and nurturing environment ensuring that its commercial and industrial taxpayers have a fighting chance to survive and thrive. The Penticton Industrial Development Association (PIDA) regularly provides councils and staff with tours of many of its industrial and manufacturing operations, allowing them to gain, first hand, the knowledge needed to evaluate the impact of decisions they must make. The Business Climate Survey is an important initiative to provide council and staff with the additional information they need that is relevant, reliable and current."

The survey is aiming to collect feedback from a cross-section of 100 businesses representing the various economic sectors and business sizes that reflect the makeup of the City. The feedback gathering process consists of an in-person interview in addition to an online survey.

Neil Wyper, President Penticton & Wine Country Chamber of Commerce is enthusiastic about the project "The Chamber sees clear value in knowing what's on Penticton's mind. Gathering data is crucial to show us past trends, a current snapshot, and to help us grow the people who power Penticton."

The survey is expected to wrap up by November 2017 with the results compiled for public launch before the end of the year. From there, the data will be used to help identify immediate business concerns, help build community capacity to sustain growth and development, and identify key strengths associated with doing business in Penticton. The findings will also be presented to municipal, provincial, and federal partners.

“The City is just one of the players in the game,” adds Jakubeit. “Everything from civic infrastructure to data connectivity are part of the picture, so any long-term strategy needs to incorporate all of these factors in conjunction with public opinion to ensure we have a truly comprehensive and inclusive strategy.”

All businesses are encouraged to go online at shapeyourcitypenticton.com/business-climate and schedule an appointment.

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