News Release

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City launches survey to establish manufacturing business priorities

(Penticton, BC – January 21, 2020) – The City of Penticton has officially launched a new Business Retention and Expansion survey for the manufacturing sector. Economic Development staff want to better understand the future plans and needs of local manufacturing businesses and how business owners/managers view the community as a place to do business. The information from the survey will be used to plan the future economic development activities for the manufacturing business cluster. The City wants to be focused on the top priorities of local manufacturing businesses and respond proactively to support these businesses.

The City has retained MDB Insight, an economic development consulting firm, to assist with the survey. MDB Insight will be working with municipal staff to review the completed surveys for challenges and opportunities that the local manufacturing community is facing. Businesses are encouraged to participate in the telephone survey and, since selection is random, they may be contacted between January 27 and February 21, 2020. The survey should take no longer than 15 minutes to complete.

Penticton Mayor, John Vassilaki notes that, "the City's Economic Development team is very aware that the manufacturing sector is important to our local economy, but to fully understand the needs of this sector, we need accurate up to date information on the challenges that they face. When contacted, I encourage manufacturing businesses to complete the survey and have their say so our Economic Development team can create the best possible strategy."

MDB Insight is a management consulting firm that specializes in providing economic development, workforce development and cultural development solutions for its clients. It works with communities, businesses, and organizations across North America and around the world.

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