

## Council updates priorities for 2020-2022

(Penticton, BC – July 28 26, 2020) – In response to changes brought about by COVID-19, Penticton City Council has revised its strategic priorities for the period of 2020 through 2022.

Approved by Council during their July 21 meeting, two of the three original 2019-2021 priorities – Asset and Amenity Management and Community Safety – remain unchanged while the third priority, Community Design, was replaced by *Community Vitality*.

“While community design remains a central influence on our City’s future growth and prosperity, given the disruption brought about by COVID-19, Council chose to broaden this priority to not only encompass community design but also direct attention on Penticton’s current economic wellbeing and vitality,” said Penticton’s Chief Financial Officer, Jim Bauer.

Key actions driving community vitality include: supporting economic recovery from the impacts of COVID-19 and attracting and promoting sustainable growth and development.

The process to reset Council’s priorities began in May and involved input from Council and City managers, as well as feedback gathered during the April 2020 Resident and Business Impact Surveys.

“Council initially planned to undertake a second strategic planning process in 2021, but as a result of COVID-19, that timeline was quickly moved forward,” said Penticton Mayor, John Vassilaki. “With a revised set of priorities now in place, residents can rest reassured the City’s resources, budget and activities are aligned with the current situation we find ourselves in.”

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