

and South Okanagan Investment Attraction Strategy. 2019 saw a focus on resident attraction, business community support and process improvement to enable investment ready processes – the results of which have been seen through new development in the community. While 2020 priorities shifted to support a response to the pandemic, the department continued to implement the Strategic Plan supporting the airport, film industry, events and the development industry in the provision of new housing developments in the community. Working with the Economic Recovery Task Force created in spring 2020, economic development priorities shifted to support business recovery.

2021 will continue to see the department respond to the pandemic and needs of our businesses and support existing and new events where permitted, but also focus on being investment ready within the North Gateway of our city, looking to encourage private investment that supports the City's public assets in the South Okanagan Events Centre and Penticton Trade and Convention Centre.

Haddad concluded, "Economic Development is a function that covers all sectors of our economy and we need to be smart in how we invest public funds to get the greatest benefit for our community. I have every confidence in Carly and our team at the City to work closely with our Committees and stakeholders over the coming months as we continue to respond to the biggest economic challenge of our time to ensure we are a highly prepared community coming out of this crisis."

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