

## **Penticton's vibrant industries showcased in campaign to attract skilled workers**

(Penticton, BC – Sept. 29, 2022) – The City is shining a light on our vibrant local industries as part of its latest effort to help local businesses attract skilled workers. This new campaign seeks to raise awareness about the wide variety of job opportunities available in Penticton, targeting job-seekers living outside of the Okanagan.

"Penticton isn't just a place where you come for a holiday. We have a range of thriving industries with good quality jobs, with many employers facing strong growth and actively recruiting skilled workers," said Anthony Haddad, General Manager of Community Services. "Penticton offers an ideal quality of life and this campaign will highlight some local sectors that some job-seekers may not have realized are available in our city."

The City's focus on attracting skilled labour and remote workers has been a major focus of its five-year Economic Development Strategic Plan, which is now in its final year. This campaign also builds upon the COVID-19 Safe Restart Task Force recommendation to focus on resident and labour attraction.

This campaign kicks off today with the first in a series of videos highlighting key sectors, as well as new webpages and a social media campaign targeting those living outside of the region.

Penticton is the business hub of the South Okanagan, with more than 3,600 businesses serving more than 100,000 people throughout the region. It has also been a City priority to support ongoing housing development. Currently, 520 residential units are under construction, 1,060 residential units are approved and 650 units are in the development application process, providing for a wide range of housing opportunities to help support increasing our skilled labour force.

In addition to attracting more skilled workers to Penticton, the City is supporting business growth opportunities. Entrepreneurs and potential new business owners are encouraged to pick up a copy of the newly updated publication, *Your Guide to Business*, which is available at City Hall, the Penticton & Wine Country Chamber of Commerce, Downtown Penticton Association, Cowork Penticton and South Okanagan Immigrant & Community Services (SOICS).

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