

Small Business Week shines spotlight on our local 3,600+ small businesses

(Penticton, BC – Oct. 17, 2025) – In celebration of Small Business Week (Oct. 19-25), the City of Penticton is calling on residents to shop local, support local and celebrate the entrepreneurial spirit that makes our community thrive.

Penticton is the commercial hub of the South Okanagan and home to more than 3,600 businesses. Of these, 97 per cent are classified as small businesses, employing fewer than 100 people.

"Behind every local business is a story of passion, hard work and a deep commitment to our community," says Blake Laven, development services manager. "Small Business Week is an opportunity to celebrate those stories and show up for our neighbours who provide the critical goods, services and jobs we rely upon every day."

The City's Economic Development office actively leads campaigns to attract skilled workers and entrepreneurs. As part of the process to attract investment, the City is also focusing on increasing housing stock to meet the needs of all income levels.

As part of its Love Local campaign, the City is providing a limited number of 'Love Local kits' to Penticton-based businesses to hand out to customers. These include canvas shopping bags, key chains and stickers, while quantities last. Sign up at penticton.ca/lovelocal.

Rounding out the week, the Penticton & Wine Country Chamber of Commerce hosts its Business Excellence Awards ceremony on Oct. 25, recognizing the achievements of local businesses.

"Through all of these initiatives, it's about coming together as a community to thank our small businesses for the essential contributions they provide," says Michael Magnusson, executive director of the Penticton & Wine Country Chamber of Commerce. "Every time we choose a local business, we're investing in jobs, services and the quality of life we all enjoy."

Next week, economic development leaders from throughout the province will gather in Prince George to attend the B.C. Economic Development Association (BCEDA)'s Economic Development Leadership Learning Exchange summit. There, they'll share best practices and explore ways to support local business.

“Strong local businesses start with strong local leadership,” says Dale Wheeldon, BCEDA president and CEO. “As a Penticton-based organization, we see first-hand the importance of local entrepreneurs in driving economic vitality. Through BCEDA’s programs and training, we work to ensure communities have the capacity to support small business success and long-term economic resilience across British Columbia.”

Business Resources

- **Economic Data Portal:** Access data for free including labour force and housing statistics, population and industry trends, in one user-friendly platform at penticton.ca/data.
- **Start Here Penticton:** Be inspired about living and working in Penticton, read stories about other newcomers, and get tips about opening a business, at StartHerePenticton.com.
- **Your Guide to Business:** Walk through the steps of starting a business at penticton.ca/business-guide.
- **Penticton & Wine Country Chamber of Commerce:** This group provides opportunities to network and meet likeminded business leaders, with potential to increase your profile within the community, among other benefits. Learn more at penticton.org.
- **Downtown Penticton Business Improvement Association:** This organization acts as a steward for businesses sited in the downtown core, with more details at downtownpenticton.org.
- **BC Economic Development Association:** Through training, advocacy and resource sharing, BCEDA helps communities build resilient and prosperous economies. Learn more at bceda.ca.
- **Coworking spaces:** Sick of working from home or a cafe? For a list of shared office workspace options, visit penticton.ca/remote-work.

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