



UBCM 2023

**Building Economic Resilience**

**Anthony Haddad**

*General Manager, Community Services & Economic Development*

**Work from  
\*dream\* home  
#pentictonadvantage**

START HERE  
**Penticton**

[penticton.ca](http://penticton.ca)

# OUR MANDATE

*To foster economic vitality within the City of Penticton*





# Welcome Home

## Skilled Worker Attraction Campaign







Advertisement for Lan Yee Veggie Villa. The sign features the Chinese characters '素坊' (Sù Fāng) and '蘭姨' (Lan Yee). Below the characters, it says 'Lan Yee Veggie Villa' and 'Homemade Veggie Gluten free food'. There are small images of food items and a phone number '(250) 438-...' at the bottom.



START HERE  
**Penticton**





# START HERE Penticton



Work Here



Live Here



Move Here



Hear it from the Locals



Chalk art, cheering and fun signs: It must be time for IRONMAN Canada



From Hong Kong to Penticton: Adrian's immigration story



Penticton's growing up: Take a look at these developments in the works



Little libraries spread big love of reading through Penticton



Enjoy the ultimate work-life balance in Penticton



Thinking about opening a business? Pick up 'Your Guide to Business'



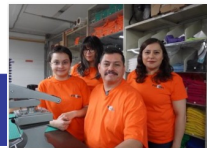
Business owner makes a Right Turn by moving to Penticton



Home shopping? Here's what your money can buy in Penticton vs. Metro Vancouver



Learn a new skill or renew a passion with these local art workshops



Mexican immigrants set down roots in Penticton after crossing Canada



Festivals and events you don't want to miss in Penticton this summer



Love where you work: Resources to help you get settled in Penticton



Where to find thrift and vintage clothing in Penticton



8 winter activities to try with friends or family in Penticton



Penticton Airport: Your Easier Way to Fly



10 ways to embrace the snow in Penticton



Vancouver-based casting director raves about Penticton after local workshops

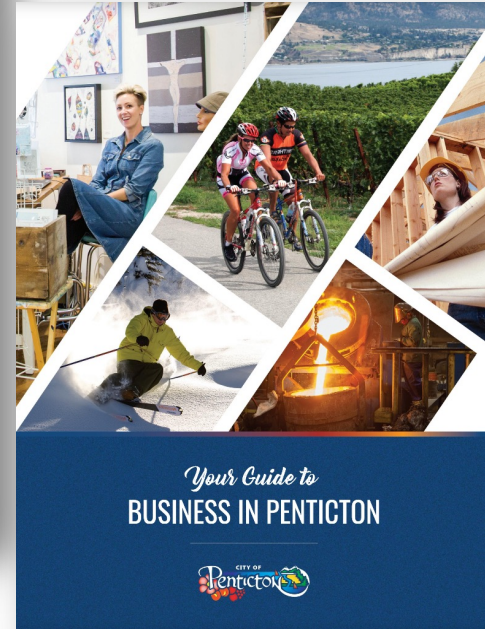
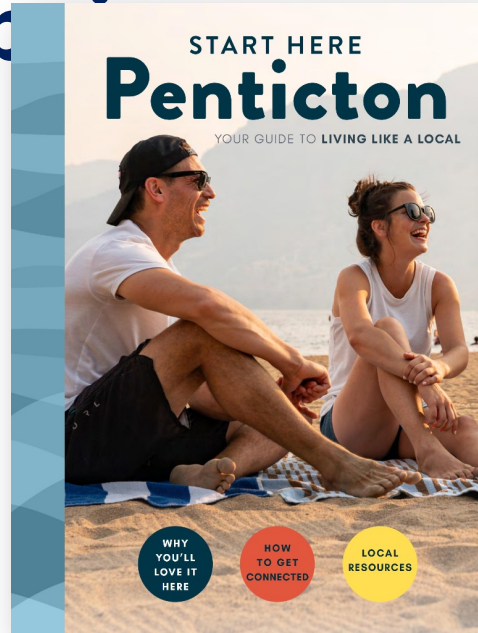


10 great gift ideas that you'll find here in Penticton



# Welcome Home Camp

- Economic Development lead
- \$15,000 budget
- Penticton:
  - ❖ Your Guide to Living Like a Local
  - ❖ Your Guide to Business





# Skilled Labour Attraction

- **Key Employment Sector Videos**
- **Manufacturing, Industrial & Transportation**
- **Construction & Design**
- **Health Care & Professional**
- **Technology**
- **Agriculture**

**Job Sectors**

Love Where You Work. Find Your Next Opportunity in Penticton Share

Watch on YouTube

<a href="#">Manufacturing, Industrial &amp; Transportation Jobs</a>	+
<a href="#">Construction &amp; Design Jobs</a>	+
<a href="#">Health Care &amp; Professional Jobs</a>	+
<a href="#">Technology Jobs</a>	+
<a href="#">Agriculture Jobs</a>	+





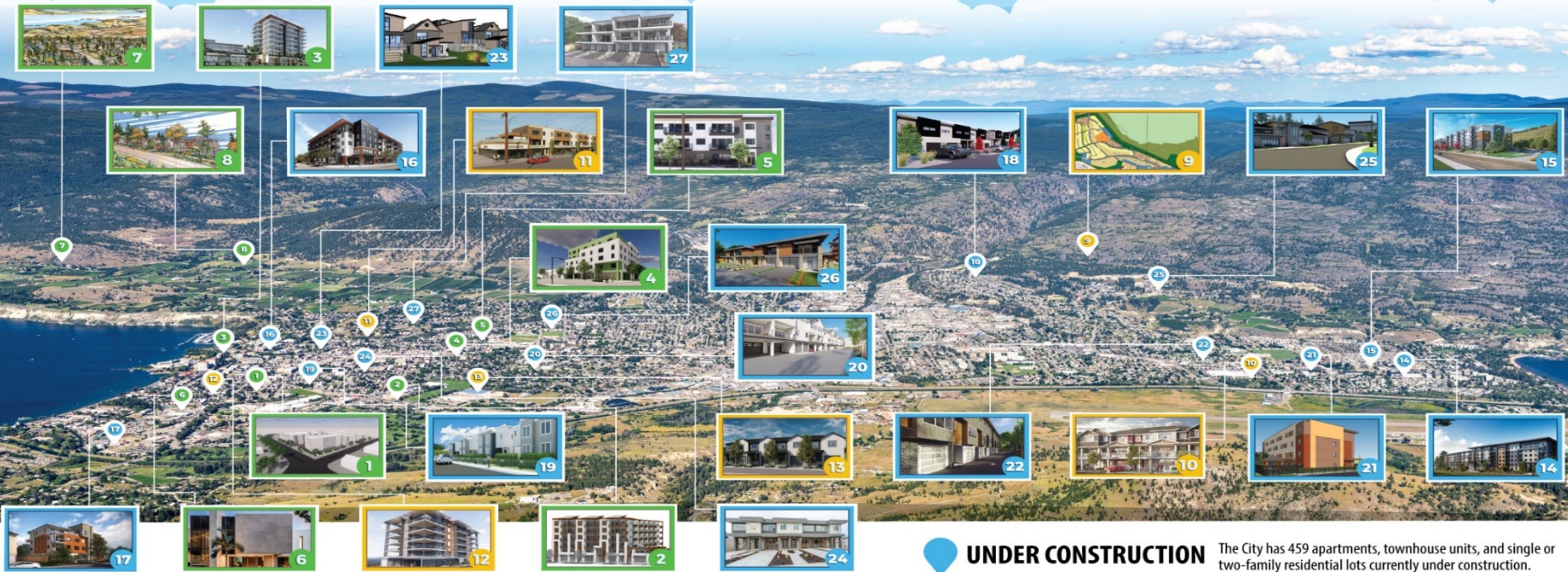
# Attract & Retain

- **Economic Development Strategy**
- **2018-2022 Plan**
- **Industry Clusters Report**
- **COVID 19 – Safe Restart Task Force**
- **Skilled & Remote Workers**



# PENTICTON IS GROWING

The City has many exciting housing projects proposed, approved or under construction. The following is a snapshot of these projects which are helping to address the need for housing in the community.



## PROPOSED

The City has received applications for 654 apartments and residential lots. These applications are currently being processed and are not yet approved.

- 1 877 Westminster Ave W - 300 strata rental units and ground floor commercial
- 2 650 Eckhardt Ave W - 6 storey with 70 units and ground floor commercial
- 3 206 Marina Way - 10 storey with 99 strata units
- 4 603 Main St - 5 storey with 28 rental units and ground floor commercial
- 5 655 Ellis St - 3 storey with 16 units
- 6 914 Churchill Ave - 6 storey with 16 units
- 7 1050 Spiller Rd - 111 rural residential lots
- 8 1530 Reservoir Rd - 30 rural residential lots

## APPROVED

The City has 840 townhomes, duplexes or apartments approved and ready to build.

- 9 850 Wiltse Blvd - Zoning for 700 units of mixed housing
- 10 435 Green Ave W - Zoning for 88 townhouses
- 11 795 Westminster Ave W - Zoning for 22 units with corner commercial
- 12 154 Brunswick St - Zoning for 6 storey with 30 units
- 13 955 Timmins St - 148 apartment units and 71 townhouses

## UNDER CONSTRUCTION

The City has 459 apartments, townhouse units, and single or two-family residential lots currently under construction.

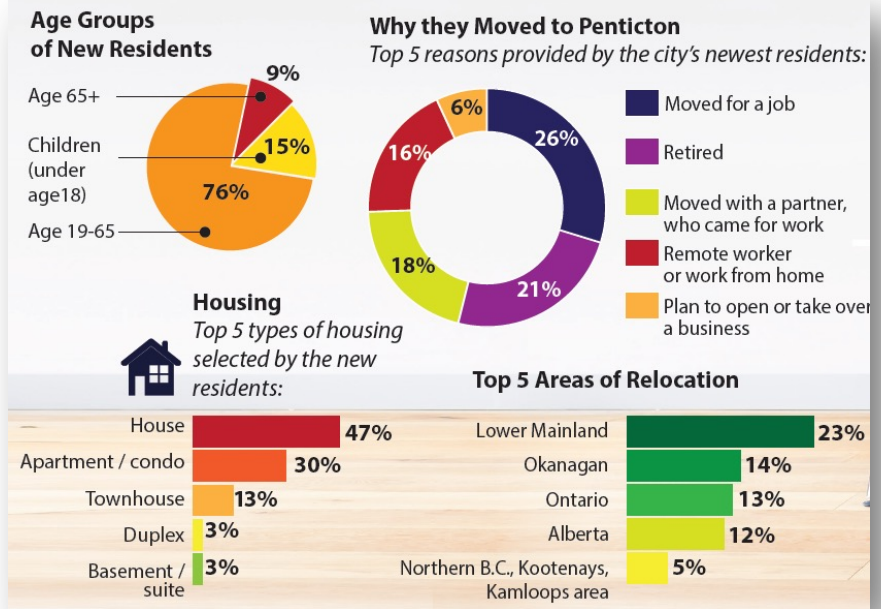
- 14 3352 Hemlock St - 6 storey with 165 rental units
- 15 3362 Skaha Lake Rd - 98 apartment units
- 16 285 Westminster Ave - 75 rental units with ground floor commercial
- 17 1034 Churchill Ave - 4 storey with 13 rental units
- 18 1830 Ridgedale Ave - 14 townhouses
- 19 726, 738 and 750 Westminster Ave - 3 fourplexes
- 20 784 Argyle St - 11 townhouses
- 21 3240 Skaha Lake Rd - 54 units for recovery focused supportive housing
- 22 2644 South Main St - 6 townhouses
- 23 157 Abbott St - 12 residential lots
- 24 253 Norton Street - 16 townhouses
- 25 Bluffs at Skaha - 40 residential lots
- 26 909 Government St - 4 townhouses
- 27 463 Wade Ave E - 4 townhouses





# What was the Response?

- **128** respondents representing **301** new residents
- **23%** relocated from Vancouver/Lower Mainland for a job
- **14%** remote workers move in
- **6%** increase in Business Licenses over previous year

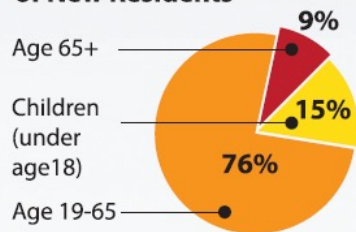


# Penticton Lifestyle Attracts Professionals and Remote Workers

## BY THE NUMBERS

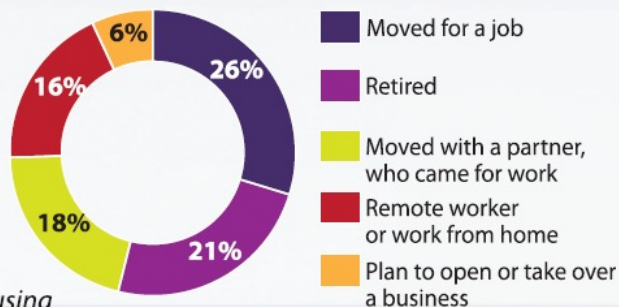
Data collected by the City of Penticton since Jan. 1, 2022, shows an influx in skilled and remote workers. Young families and children make up 27% of the new arrivals.

### Age Groups of New Residents



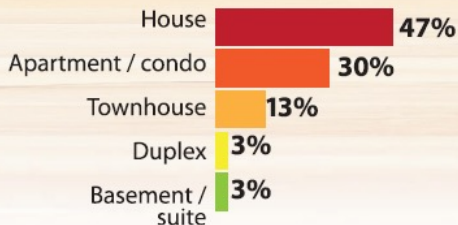
### Why they Moved to Penticton

Top 5 reasons provided by the city's newest residents:

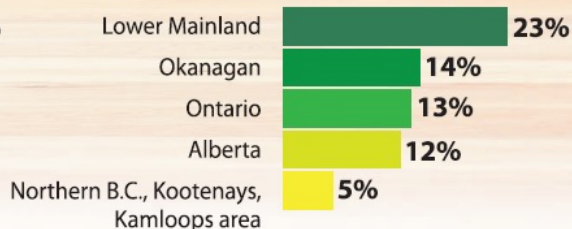


### Housing

Top 5 types of housing selected by the new residents:



### Where they Moved from



LEARN MORE [Visit StartHerePenticton.com](https://www.startherepenticton.com)

START HERE  
**Penticton**







# 2022/2023

## Welcome Home launched today!



## Are you new to Penticton?

Welcome Home! The City would like to offer you a free 'Welcome Home' package to help you get settled into your new community. This includes information about local services, plus some free passes for our local amenities.

Do you know of someone who recently moved here? Please pass on this information so we can give them a warm welcome.



Find out more at [penticton.ca/welcome-home](https://penticton.ca/welcome-home)

Also follow our social media channels  
[@StartHerePenticton](https://twitter.com/StartHerePenticton)





BCEDA  
Economic Development Authority Achievement Award  
2017-2018  
Fortis Inc. 2018 Recipient  
City of Fortis  
Economic Development Authority  
Awarding Agency

Fortis Inc.  
Economic Development Authority  
Awarding Agency

Fortis Inc.  
Economic Development Authority  
Awarding Agency