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Executive Summary

The Central Okanagan Economic Development Commission (COEDC) is a service of the Regional District of Central Okanagan providing economic development services to the communities of Lake Country, Kelowna, Westbank First Nation, West Kelowna, Peachland and Electoral Areas East and West. Developed in partnership with MDB Insight this Economic Profile provides an overview of the Region's current strengths, innovation assets and economic opportunities. It is easy to follow and provides helpful tips, information, and resource links to assist in the collection of information about the Central Okanagan.

The Economic Profile updated in July 2018 uses the most up to date information and statistics available. Statistics Canada and BC Stats are major sources of information for this document. However, because these statistics are updated throughout the year, the reader may want to compare the statistics herein with the actual federal and provincial sources:

Statistics Canada: www.statcan.ca

BC Stats: www.bcstats.gov.bc.ca

Throughout the profile, we have also included links to other websites for additional information.

The Central Okanagan

The Central Okanagan Economic Development Commission would like to respectfully acknowledge that the Regional District is the traditional territory of the syilx and Okanagan peoples.

Breathtaking countryside, fantastic local food and wine, a four-season playground packed with outdoor amenities – it’s easy to see why the Central Okanagan is one of British Columbia’s fastest growing communities. But there’s more to this region than can be seen, tasted, and experienced. We also have a diverse, thriving economy that includes:

- high tech aerospace,
- animation studios crafting today’s big blockbusters,
- world class hospitals and healthcare providers,
- major university campuses,
- some of the best agricultural land in Canada.

Find out for yourself why people build their futures here: they come for the diverse career opportunities, and stay for the lifestyle.
Statistics Reporting

Under Statistics Canada, the Central Okanagan is defined within the boundaries of the Central Okanagan Census Division (CD) as well as the Kelowna Census Metropolitan Region (CMA). For the purposes of this report, the census data for the Kelowna CMA was used for statistics labelled ‘Central Okanagan’.

The Kelowna CMA contains nine Census Sub-Divisions (CSD): Kelowna, West Kelowna, Lake Country, Peachland, Tsinstikeptum 9, Tsinstikeptum 10, Central Okanagan, Central Okanagan J, and Duck Lake 7. These nine CSDs are presented throughout this report; however, some of the CSDs have been joined and or re-named to simplify the statistics and assist the reader in understanding their geographical location.

The changes are as follows:
- Tsinstikeptum 9 and Tsinstikeptum 10 (Combined) = Westbank First Nation
- Central Okanagan = Central Okanagan East
- Central Okanagan J = Central Okanagan West
- Duck Lake 7 = Okanagan Indian Band
Demographics

Population and Distribution

As of the 2016 Census, the Central Okanagan has a population of 194,882 people, making it the fourth largest regional district in British Columbia (BC) and the largest population hub between Vancouver and Calgary.

The Central Okanagan has seen a consistent growth in its population since 2006, with average growth rates that surpass the province of BC as a whole.

The Okanagan Indian Band's Reserve Duck Lake 7, within the Regional District of Central Okanagan, showed a decline in population from 2011 to 2016 which is not reflective of The Okanagan Indian Band's population or the regional growth trends. The Okanagan Indian Band's population centre is in the Northern Okanagan with the Okanagan Indian Band Administration Department located in Vernon, for more information you can contact the [Okanagan Indian Band](#).

The majority of census sub-divisions in the Central Okanagan (Kelowna CMA), the major centres are the City of Kelowna, the City of West Kelowna, and the District of Lake Country, which together make up 89% of the Central Okanagan's total population.

### Figure 1: Population and Growth, 2006-2016

<table>
<thead>
<tr>
<th>Year</th>
<th>CO Population</th>
<th>CO Population Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>162,276</td>
<td>-</td>
</tr>
<tr>
<td>2011</td>
<td>179,839</td>
<td>10.8%</td>
</tr>
<tr>
<td>2016</td>
<td>194,882</td>
<td>8.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>BC Population</th>
<th>BC Population Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>4,113,487</td>
<td>-</td>
</tr>
<tr>
<td>2011</td>
<td>4,400,057</td>
<td>7.0%</td>
</tr>
<tr>
<td>2016</td>
<td>4,648,055</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>CAN Population</th>
<th>CAN Population Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>31,612,897</td>
<td>-</td>
</tr>
<tr>
<td>2011</td>
<td>33,476,688</td>
<td>5.9%</td>
</tr>
<tr>
<td>2016</td>
<td>35,151,728</td>
<td>5.0%</td>
</tr>
</tbody>
</table>


Of the census sub-divisions within the Central Okanagan (Kelowna CMA), the major centres are the City of Kelowna, the City of West Kelowna, and the District of Lake Country, which together make up 89% of the Central Okanagan's total population.

### Figure 2: Population Change, 2011-2016


### Figure 3: Central Okanagan Population Distribution by Census Sub-Division, 2016

Source: Statistics Canada, Census 2016
Age Distribution

Since 2006 the Central Okanagan (Kelowna CMA) has seen population increases in most age categories, with youth and young adult population growth surpassing the provincial and national averages. While the Region remains popular with retirees, it is interesting to note the above average growth in 25-34 years as young professionals and families are drawn to the region’s career opportunities and relative lifestyle affordability. When looking at major age groups the Region has a higher percentage of those aged 65 and over and a lower percentage of those in the 0 to 14 and 15 to 64 age ranges compared to the province as a whole.

Figure 4: Central Okanagan and British Columbia Age Group Comparison, 2016

![Circle Chart]

- **0 to 14 years**
  - Kelowna CMA: 14.2%
  - BC: 14.9%

- **15 to 64 years**
  - Kelowna CMA: 66.9%
  - BC: 64.5%

- **65 years and over**
  - Kelowna CMA: 21.4%
  - BC: 18.3%

Source: Statistics Canada, Census 2016

Figure 5: Central Okanagan and British Columbia Age Group Comparison (Detailed Groups), 2016

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Kelowna CMA</th>
<th>BC</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14 years</td>
<td>14.2%</td>
<td>14.9%</td>
</tr>
<tr>
<td>15-24 years</td>
<td>11.6%</td>
<td>11.8%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>12.3%</td>
<td>13.3%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>11.4%</td>
<td>12.7%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>13.9%</td>
<td>14.6%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>15.3%</td>
<td>14.6%</td>
</tr>
<tr>
<td>65-74 years</td>
<td>11.6%</td>
<td>10.5%</td>
</tr>
<tr>
<td>75 years and over</td>
<td>9.7%</td>
<td>7.7%</td>
</tr>
</tbody>
</table>

Source: Statistics Canada, Census 2016
The median age of the Central Okanagan population is 45.5 – with the median ages of Kelowna, Lake Country, and West Kelowna close to the median age of BC (43.0).

Since 2006 the Central Okanagan (Kelowna CMA) has seen population increases in almost all age categories, but growth has been especially robust in the youth and young adult population. When compared to Canada, the Kelowna CMA has seen higher growth rates in the 0-14 age category and the 25-34 age categories.
Population Growth Projections

The Central Okanagan is expected to outpace provincial population growth between 2018 and 2026; a net growth of 32,000 people with an average growth rate of 1.6% a year.

Figure 9: Population Growth Projections, 2006 to 2026

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Population</th>
<th>Population Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>167,560</td>
<td>2.6%</td>
</tr>
<tr>
<td>2007</td>
<td>172,850</td>
<td>3.2%</td>
</tr>
<tr>
<td>2008</td>
<td>178,568</td>
<td>3.3%</td>
</tr>
<tr>
<td>2009</td>
<td>182,200</td>
<td>2.0%</td>
</tr>
<tr>
<td>2010</td>
<td>182,228</td>
<td>0.0%</td>
</tr>
<tr>
<td>2011</td>
<td>183,521</td>
<td>0.7%</td>
</tr>
<tr>
<td>2012</td>
<td>185,333</td>
<td>1.0%</td>
</tr>
<tr>
<td>2013</td>
<td>186,417</td>
<td>0.6%</td>
</tr>
<tr>
<td>2014</td>
<td>190,099</td>
<td>2.0%</td>
</tr>
<tr>
<td>2015</td>
<td>193,936</td>
<td>2.0%</td>
</tr>
<tr>
<td>2016</td>
<td>197,017</td>
<td>1.6%</td>
</tr>
<tr>
<td>2017</td>
<td>200,207</td>
<td>1.6%</td>
</tr>
<tr>
<td>2018</td>
<td>203,538</td>
<td>1.7%</td>
</tr>
<tr>
<td>2019</td>
<td>206,887</td>
<td>1.6%</td>
</tr>
<tr>
<td>2020</td>
<td>210,281</td>
<td>1.6%</td>
</tr>
<tr>
<td>2021</td>
<td>213,687</td>
<td>1.6%</td>
</tr>
<tr>
<td>2022</td>
<td>217,126</td>
<td>1.6%</td>
</tr>
<tr>
<td>2023</td>
<td>220,620</td>
<td>1.6%</td>
</tr>
<tr>
<td>2024</td>
<td>224,129</td>
<td>1.6%</td>
</tr>
<tr>
<td>2025</td>
<td>227,641</td>
<td>1.6%</td>
</tr>
<tr>
<td>2026</td>
<td>231,156</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

Source: BC Stats, Sub-Provincial Population Projections (P.E.O.P.L.E), 2017
Analyzing the population growth projections by age group shows highest growth in the 35-44 age group with an average of 3.6% year over year from 2018-2026. The age group 15 to 24 is expected to see declines until 2023 before incremental growth from 2024 onwards. As Baby Boomers move into the 65 and over age category there will also be declines in the 55 to 64 age group. Growth in the Central Okanagan outpaces provincial projections by 1 to 2 % in all age groups except 55-64 where it equals provincial projections.

Aboriginal Population

The Aboriginal population in the Central Okanagan (Kelowna CMA) is concentrated primarily in Kelowna, West Kelowna, and Westbank First Nation. 4.2% of BC’s total population that identifies as Aboriginal live in the Central Okanagan.
**Migration**

Since 2011, 2.3% of migrants to Canada choosing BC have migrated to the Central Okanagan (Kelowna CMA). In addition, 7.8% of migrants from other provinces to BC choose to live in the Central Okanagan (Kelowna CMA).

**Figure 13: Central Okanagan & Communities Key Labour Force Statistics, 2016**

<table>
<thead>
<tr>
<th>Place of Residence - 1 Year Ago</th>
<th>Central Okanagan</th>
<th>British Columbia</th>
<th>% of BC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intra-Provincial Migrants</td>
<td>7,230</td>
<td>188,225</td>
<td>3.8%</td>
</tr>
<tr>
<td>Inter-Provincial Migrants</td>
<td>4,795</td>
<td>61,740</td>
<td>7.8%</td>
</tr>
<tr>
<td>External Migrants</td>
<td>1,585</td>
<td>68,860</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

**Figure 14: Central Okanagan, BC, and Canada Household Income Distribution, 2016**

Source: Statistics Canada, Census 2016

51% of households in the Central Okanagan have an income of more than $70,000 annually.

**Income Distribution**

The Central Okanagan (Kelowna CMA) has a household income distribution that matches closely, within 2% differential in each income bracket, with that of BC and Canada. 51% of households in the Central Okanagan have an income of more than $70,000 annually.

**Figure 15: Central Okanagan Communities Household Income Distribution, 2016**

Source: Statistics Canada, Census 2016
Median individual and household incomes have risen faster in the Central Okanagan (Kelowna CMA) than the provincial average at 16.8% and 19.6% respectively when adjusted for inflation – this means wages are growing faster in the region than the provincial growth rates.

**Figure 16: Central Okanagan, BC, and Canada Household Income Distribution, 2016**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Okanagan</td>
<td>$34,509</td>
<td>$29,542</td>
<td>16.8%</td>
<td>$71,127</td>
<td>$59,456</td>
<td>19.6%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>$33,012</td>
<td>$28,765</td>
<td>14.8%</td>
<td>$69,995</td>
<td>$60,333</td>
<td>16.0%</td>
</tr>
</tbody>
</table>


Note: Numbers are sourced directly from Statistics Canada and are not adjusted for inflation.

Of seven communities in the Central Okanagan (Kelowna CMA), Central Okanagan East has the highest median household income ($85,504) followed closely by West Kelowna ($83,942) and Lake Country ($83,243).

**Figure 17: Central Okanagan Communities Median Household Income, 2015**

- **Central Okanagan East** $85,504
- **West Kelowna** $83,942
- **Lake Country** $83,243
- **Peachland** $72,294
- **Westbank First Nation** $70,561
- **Okanagan Indian Band** $50,987
- **Central Okanagan West** $66,912
- **Kelowna CMA** $71,127
- **BC** $69,995
- **Westbank First Nation** $70,561

Source: Statistics Canada, Census 2016
Income Composition

Income composition varies significantly across communities in the Central Okanagan as shown in the chart below. Market generated income, which includes employment income and investment income, represents 86% of total income on average with the remaining 14% coming from government transfer payments. The ratio of government transfers to total income tends to be higher in communities with a higher median age, given the associated increase in retirees in those communities.

Figure 18: Composition of Income of Central Okanagan Communities, Kelowna CMA, BC and Canada (2016)
Labour Force and Education

Key Labour Force Statistics

The majority of the Central Okanagan’s labour force is located within Kelowna, West Kelowna, and Lake Country. The Central Okanagan has had an average unemployment rate of 6.4% over the past 10 years from 2007-2017. The current unemployment rate of 7.1%, while slightly higher than the 6.7% unemployment rate of BC, remains below the Canadian average of 7.7%.

Figure 19: Central Okanagan & Communities Key Labour Force Statistics, 2016

<table>
<thead>
<tr>
<th>Community</th>
<th>In Labour Force</th>
<th>Employed</th>
<th>Unemployed</th>
<th>Participation Rate</th>
<th>Employment Rate</th>
<th>Unemployment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Okanagan</td>
<td>103,840</td>
<td>96,490</td>
<td>7,345</td>
<td>63.7%</td>
<td>59.2%</td>
<td>7.1%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>2,471,665</td>
<td>2,305,690</td>
<td>165,975</td>
<td>63.9%</td>
<td>59.6%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Kelowna</td>
<td>64,380</td>
<td>37,255</td>
<td>4,765</td>
<td>65.0%</td>
<td>60.5%</td>
<td>6.9%</td>
</tr>
<tr>
<td>West Kelowna</td>
<td>16,960</td>
<td>15,880</td>
<td>1,080</td>
<td>63.6%</td>
<td>59.5%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Lake Country</td>
<td>7,235</td>
<td>6,690</td>
<td>545</td>
<td>67.6%</td>
<td>62.5%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Westbank First Nation</td>
<td>4,045</td>
<td>3,715</td>
<td>330</td>
<td>56.0%</td>
<td>51.0%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Peachland</td>
<td>2,450</td>
<td>2,240</td>
<td>215</td>
<td>50.5%</td>
<td>46.1%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Central Okanagan East</td>
<td>2,140</td>
<td>1,970</td>
<td>175</td>
<td>63.7%</td>
<td>58.6%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Central Okanagan West</td>
<td>1,000</td>
<td>845</td>
<td>155</td>
<td>57.6%</td>
<td>48.7%</td>
<td>15.5%</td>
</tr>
<tr>
<td>Okanagan Indian Band</td>
<td>860</td>
<td>775</td>
<td>80</td>
<td>57.5%</td>
<td>51.8%</td>
<td>9.9%</td>
</tr>
</tbody>
</table>

Source: Statistics Canada, Census 2016

Employment by Industry

Employment by industry allows for an understanding of the skills of the Central Okanagan labour force by industry and an indication of the areas in which our region can provide support to investment attraction and retention initiatives. In contrast to the labour force, employment in a given community accounts for the individuals who work in that community, regardless of whether or not they live in that community. With the increasing participation in telework and remote work arrangements this distinction is helpful.

The four industries in which the majority of the Central Okanagan’s workforce is employed include: health care and social assistance (13.1%); retail trade (13.0%); construction (10.9%); and accommodation and food service (9.4%). When compared to BC and Canada, the Central Okanagan (Kelowna CMA) has a greater proportion of workforce participating in the four industries noted above. Figure 20 demonstrates the diversity of employment by industry and the comparative strengths of the Central Okanagan (Kelowna CMA) to BC and Canada in these areas.

Figure 20: Central Okanagan Employment by Industry (NAICS), 2016

Source: Statistics Canada, Census 2016
Labour Force by Occupation

In order to get a more complete picture of the labour force capabilities for a particular area, it is necessary to examine the labour force by occupation, that is, by the core activities associated with an individual’s employment. This is in contrast to the previous section, which outlines the labour force by the industry in which the individual is employed. Examining the labour force by occupation provides a more detailed look at the individual specializations which may not be as evident through industry-based statistics and provide more of an indication of the extent of knowledge workers that may be present in a local economy.

The four main occupational categories for the Central Okanagan (Kelowna CMA) workforce include: sales and service (26.2%); trades, transport, and equipment operators and related (16.2%); business, finance, and administration (14.5%); and management (11.7%). Figure 21 demonstrates the diversity the Central Okanagan (Kelowna CMA) labour force capabilities comparative to BC and Canada in these areas.

Commuting Patterns

The majority (68%) of workers in the Central Okanagan (Kelowna CMA) work within their own community (CSD). Approximately 25% commute to another community within the Kelowna CMA for work, while 7% work outside of the Central Okanagan (Kelowna CMA) or in another province. These statistics do not account for telework employment (Telework is defined as working from somewhere that is not your office, including satellite offices and co-working spaces) which is gaining traction provincially according to WorkBC largely due to advancements in online messaging, video conferencing and cloud-based application services.
Education Attainment

The Central Okanagan (Kelowna CMA) is home to an educated workforce, with a higher proportion of residents holding a secondary or higher certificate, diploma or degree compared to the rest of BC and Canada; with 24.5% of residents holding a university level accreditation, 26.9% holding college level accreditation, and 11.6% having pursued an apprenticeship or trade.

Education by Subject

Top fields of post-secondary study for Central Okanagan residents include architecture, engineering, and related technologies (21.3%); business, management, and public administration (21.1%); and health and related fields (19.0%). Compared to BC the Central Okanagan (Kelowna CMA) has more residents educated in health and related fields; personal, protective, and transportation services; and architecture, engineering, and related technologies.
Key Industries

The Central Okanagan’s economy continues to demonstrate strong growth with an entrepreneurial culture that supported over 11,000 new businesses starting since 2010. In recent years, billions of dollars have been invested in the area, improving infrastructure and attracting high-growth industries of film and digital animation, and technology. These growing sectors complement existing important industry sectors of:

- Advanced Manufacturing
- Aerospace
- Agriculture and Viticulture
- Construction
- Healthcare
- Retail
- Tourism

Discover the many interesting opportunities here, and the vibrant economy that supports them.

Agriculture

The Central Okanagan has a long history of agricultural excellence, with the first apple trees planted in 1859, and agriculture continues to be a major contributor to the economy. The 2017 release of the Federal Barton Report Unleashing the Growth Potential of Key Sectors in Canada has the potential for substantial growth and export improvement and the opportunity to become the trusted global leader in safe, nutritious, and sustainable food for the 21st century. The agriculture sector in the Central Okanagan is ready. The region has many high-quality farm operations with a diverse offering of products including:

- Tree fruits such as apples, apricots, cherries, peaches and plums
- 84% of the total vineyard acreage of BC
- A wide range of vegetables
- Farm animals such as chickens, sheep, goats, cows and horses

Agriculture in the region is supported by food processing facilities, administration infrastructure, post-secondary horticulture and agriculture programs, reliable transportation routes, and proximity to dense population centres. The sector is supported throughout the production cycle from seed to sale with innovative research leading to development of new product offerings through to branding, market promotion and sales. While agricultural parcels are smaller comparative to the Canadian prairie provinces due to geographical limitations of lakes and mountainous terrain, agriculture in the region benefits from the soil, topography and hot, sunny, dry climate.

Farm and food processing operations in the region continue to grow and provide a range of products that meet market changes in taste and preference. There is both local and export demand for high-value, and organic products, and for beverages such as wine, cider, and beer. Innovation and added-value product development drive agriculture in the region, from tech-enabled farm applications to custom product offerings agriculture in the Central Okanagan is growing strong.

2 2012 Economic Profile Regional District of the Central Okanagan; Statistics Canada, Business Patterns, December 2017

Exports of BC Sweet Cherries to China

Exports of BC sweet cherries to China increased significantly with the creation of the China Cherry Trade Agreement in 2014. *Exports to China were down in 2016 due to heavy rains which limited the number of cherries meeting the required grade for export.
Viticulture

With over 182 licenced wineries and more than 8,600 acres of vineyards the Okanagan Valley is a premiere grape growing region in Canada. Regional wines have won numerous awards and rank world’s best at international competitions. The area is known for high-quality varietals, ice wines and distilled products. From boutique vineyards to world-class operations, the region’s wineries are rich in tradition and character.

Many Regional wineries maintain the standards of the British Columbia Vintners Quality Alliance (BC VQA). The BC VQA program is an “appellation of origin” system, similar to the AOC and DOC systems utilized in France and Italy respectively, which recognizes that the regional wines have specific quality and characteristic due to the unique growing conditions of the Okanagan Valley. Wines which are free from specified faults and meeting the other requirements and technical specifications set out in the Regulation are then permitted to utilize the BC VQA appellation on their labels and ensuring customer confidence.

Agricultural Land Reserve

The Agricultural Land Reserve (ALR) created in 1974 protects 6,000 hectares of prime agricultural land within BC. The ALR constitutes approximately 9% of the Central Okanagan’s overall area ensuring prime agriculture land in the region is protected. Information about the ALR and the Provincial Agricultural Land Commission can be found here.

The Okanagan Regional Adaptation Strategies, BC Climate Action Initiative

The ability of agricultural producers to adapt to climate change is often linked to physical resources and decision-making processes that are beyond the individual farm. Some of the most significant issues affecting future food production in BC include: water management (water supply and storage, drainage and ditching); emergency planning; land use practices; and regional infrastructure. Agriculture operators and stakeholders in the Central Okanagan contributed to strategic planning on the impacts of climate change on the Okanagan Valley resulting in the Regional Adaptation Strategies – Okanagan Report. The report outlined a distinctive set of local sector impacts and priorities, as well as a series of strategies and actions for adapting and strengthening resilience of the agriculture industry and can be read here.

Public Post-Secondary Support

University of British Columbia Okanagan Campus offers partnerships in laboratory research and field-based work to support environmental sustainability, enhance understanding of local ecology, and adapt to climate change.

Okanagan College offers programs in viticulture and horticulture.

Okanagan College has partnered with Westbank First Nation to create naʔkʷulamən (na - kool - a- min) a 6000 square foot garden which contains more than 50 local Okanagan plants of cultural significance to the syilx people.

Examples of local agriculture and viticulture firms

Gray Monk Winery founded in 1972 by George and Trudy Heiss, is located on 75 acres of vineyards in Lake Country. Once the oldest family owned and operated winery in the Okanagan, the winery was sold to Andrew Peller Limited in 2016 along with two other Okanagan wineries for a combined purchase price of $95 million. Full time employees: 42-56

Scenic Road Cider Co. is located on a century old apple orchard, Scenic Road produces authentic craft cider from 100% local apples. Production facilities and the popular tasting room are housed in the property’s 80-year-old packinghouse. Full time employees: 4

Wise Earth Farm established in 2011 is a two-acre, micro scale, urban vegetable farm located in Kelowna. Growing a large variety of delicious, organically grown veggies and herbs throughout the entire growing season they are always pushing the boundaries to extend the availability of their farm products throughout the year. Wise Earth farm products can be found through farm gate sales or at the Kelowna Farmers’ & Crafters’ Market. Full time employees: 4

2 Wine BC Okanagan Valley winebc.com/discover-bc-wine-country/okanagan-valley/
3 Climate Action Initiative, BC Agriculture and Food https://www.bcaagclimateaction.ca/regional/overview/adaptation-strategies/
Home Is Where The Harvest Is

Jealous Fruits, a family-owned business, is the leader in the British Columbian export cherry industry, and their namesake brand is the foremost Canadian cherry brand worldwide. While Jealous Fruits was founded in 2008, the family farm Coral Beach Farms has been producing cherries since 1903 and current ownership is 4th generation. A vertically integrated farming and food processing business model, Jealous Fruits produces cherries, primarily fresh but also pitted and flash frozen, to over 30 countries globally with their largest markets being China and the USA. Full Time Employees: 15 full-time year-round; 900 employees during peak season

Made With Love, Light, and Gratitude

Founded in 1995 Little Creek Dressing is a family owned and operated food processing company creating wholesome, flavourful dressings and marinades that support Healthy Eating, Healthy Living, and a Healthy Planet. Made using the highest quality of organic ingredients each dressing has its own unique artisan flavour from the perfectly paired vinegar, fruit and spice combinations. All dressings are organic, vegan, and produced using renewably-sourced energy. Little Creek Dressing is committed to providing delicious earth conscious products to customers in markets globally. Full Time Employees: 10
Central Okanagan Farm and Farm Operator Statistics

The following tables give selected statistics to indicate the range and diversity of agricultural activities in the Central Okanagan.

### Census of Agriculture Data

<table>
<thead>
<tr>
<th>Share of B.C. Total 2016</th>
<th>Census of Agriculture Data</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.9%</td>
<td>Total Farmland Area</td>
<td>23,461ha</td>
</tr>
<tr>
<td>5%</td>
<td>Number of Farms</td>
<td>879</td>
</tr>
<tr>
<td>n/a</td>
<td>Average Farm Size</td>
<td>27ha</td>
</tr>
<tr>
<td>4.9%</td>
<td>Total Farm Operators</td>
<td>1,300</td>
</tr>
<tr>
<td>5.4%</td>
<td>Total Farm Capital</td>
<td>$2,021,193,744</td>
</tr>
<tr>
<td>3.2%</td>
<td>Total Gross Farm Receipts</td>
<td>$120,147,514</td>
</tr>
<tr>
<td>10%</td>
<td>Total Number of Employees</td>
<td>4,467</td>
</tr>
</tbody>
</table>

Source: Statistics Canada and Adapted from Statistics Canada, Census of Agriculture, 2016

### Employed Labour Force by Central Okanagan Census Sub-Division

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Industry Description</th>
<th>Central Okanagan Census Division (Total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>111-112</td>
<td>Farms</td>
<td>1585</td>
</tr>
<tr>
<td>1150</td>
<td>Support Activities for Farms</td>
<td>100</td>
</tr>
<tr>
<td>3121</td>
<td>Beverage Manufacturing</td>
<td>685</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>2370</strong></td>
</tr>
</tbody>
</table>


### Farmland Use

<table>
<thead>
<tr>
<th>Share of B.C. Total 2016</th>
<th>Farmland Use 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>Crops</td>
</tr>
<tr>
<td>1.4%</td>
<td>Summerfallow</td>
</tr>
<tr>
<td>0.2%</td>
<td>Tame or Seeded Pasture</td>
</tr>
<tr>
<td>0.6%</td>
<td>Natural Land for Pasture</td>
</tr>
<tr>
<td>2.4%</td>
<td>All Other Land</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

Source: Statistics Canada and Adapted from Statistics Canada, Census of Agriculture, 2016

### Crop Area

<table>
<thead>
<tr>
<th>Share of B.C. Total 2016</th>
<th>Crop Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>Hay Crop</td>
</tr>
<tr>
<td>X</td>
<td>Field Crops</td>
</tr>
<tr>
<td>14.5%</td>
<td>Fruits, Berries &amp; Nuts</td>
</tr>
<tr>
<td>1.9%</td>
<td>Vegetables</td>
</tr>
<tr>
<td>X</td>
<td>Nursery Products</td>
</tr>
<tr>
<td>X</td>
<td>Sod Grown for Sale</td>
</tr>
<tr>
<td></td>
<td>Greenhouse Flower Production</td>
</tr>
<tr>
<td>6.7%</td>
<td>Other Greenhouse Production</td>
</tr>
<tr>
<td>X</td>
<td>Mushrooms</td>
</tr>
<tr>
<td>X</td>
<td>Christmas Trees</td>
</tr>
<tr>
<td></td>
<td>Area Irrigated</td>
</tr>
</tbody>
</table>

Source: Statistics Canada and Adapted from Statistics Canada, Census of Agriculture, 2016

### Livestock and Other Animals on farms

<table>
<thead>
<tr>
<th>No. of farms</th>
<th>No. of animals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hens &amp; Chickens</td>
<td>167</td>
</tr>
<tr>
<td>Turkeys</td>
<td>17</td>
</tr>
<tr>
<td>Total Other Poultry</td>
<td>30</td>
</tr>
<tr>
<td>Cattle &amp; Calves</td>
<td>78</td>
</tr>
<tr>
<td>Dairy Cows</td>
<td>3</td>
</tr>
<tr>
<td>Beef Cows</td>
<td>44</td>
</tr>
<tr>
<td>Pigs</td>
<td>12</td>
</tr>
<tr>
<td>Sheep &amp; Lambs</td>
<td>44</td>
</tr>
<tr>
<td>Horses &amp; Ponies</td>
<td>152</td>
</tr>
<tr>
<td>Goats</td>
<td>32</td>
</tr>
<tr>
<td>Bison</td>
<td>1</td>
</tr>
<tr>
<td>Llamas &amp; Alpacas</td>
<td>18</td>
</tr>
<tr>
<td>Rabbits</td>
<td>8</td>
</tr>
<tr>
<td>Colonies of Bees for Honey</td>
<td>51</td>
</tr>
</tbody>
</table>

Source: Statistics Canada and Adapted from Statistics Canada, Census of Agriculture, 2016
Provincial and Regional Agricultural Marketing Initiatives

There are currently several provincial and regional marketing initiatives promoting the variety of local agriculture products available in the Central Okanagan.

**Grow BC, Feed BC, Buy BC** Initiatives to strengthen BC’s agrifood and seafood sector and expand the domestic market for BC food and beverage products.

**Meet Your Maker** Okanagan Networking initiative for farmers and ranchers from Farm Folk City Folk.

**Buy Local, Buy Fresh** Okanagan Valley Directory of Okanagan food producers from the Okanagan Greens Society.

**Kelowna Farm to Table Okanagan Tourism** directory of local farms and restaurants that produce and serve local food.

**We Heart Local** Thompson–Okanagan Directory of local agricultural products, season schedules, recipes and farm events.

### Agritourism

Agritourism represents a major area of economic growth and opportunity in the Central Okanagan with traditional farm operators developing sustainable agriculture-related businesses that provide farm experiences for visitors to enjoy.

Some of the regions diverse Agritourism activities include:

- Agricultural heritage exhibits
- Farm tours and farm demonstrations
- Farm related educational activities including cooking classes using farm products from the farm
- Hay, tractor and sleigh rides
- Pumpkin patch tours and other u-pick activities
- Corn mazes
- Bird and wildlife refuges and rescue services

Tourism Kelowna’s Studio and Farm Self-Guided Tour program and The West Side Farm Loop offer a diverse range of local agriculture-based experiences on producing farms. Stop in to enjoy the wide range of farm products for tasting and touching as well as our many local farmers’ markets offering a selection of local produce.

Locally produced foods can be sampled by residents and tourists alike in the many restaurants, offering the chance to experience the talents of local chefs and wine-makers.

Building on the strong tradition of excellent agriculture production and the burgeoning interest in local agritourism experiences the agriculture sector in the Central Okanagan is growing strong.

More information about this industry sector is available in the Industry Profile which can be obtained from the Central Okanagan Economic Development Commission at:

- Toll Free: (877) 332-2673
- Phone: (250) 469-6280
- Email: info@investkelowna.com
- Address: 1450 K.L.O. Road, Kelowna BC, V1W 3Z4
- Website: www.investkelowna.com
Tourism

Tourism is one of the major economic drivers of the Central Okanagan, responsible for a diversity of jobs, a robust tax base, infrastructure upgrades and development, and private sector business investment. In the Central Okanagan tourism is a significant contributor to the local economy, accounting for approximately 8,350 direct tourism jobs, $240 million in wages and $337 million in visitor spending.

Tourists in the Central Okanagan enjoy exceptional experiences in all seasons thanks to its moderate climate. What began as a seasonal tourism destination known for its outstanding beaches and ski resorts has evolved to include:

- Active tourism such as hiking, biking, and water sports
- Agritourism and an incredible culinary scene to accompany it
- Cultural and heritage experiences
- Festivals
- Meetings and conventions
- Sporting events such as golf and mountain biking
- Wineries – cideries and breweries too! – offering tours and tastings

Tourists to Central Okanagan have no trouble finding places to stay with over 45 hotels, motels, and resorts, approximately 100 bed and breakfasts, and over 20 campgrounds to choose from.

Annual Direct Impact of Kelowna’s Tourism Sector

- 8,350 direct jobs
- $240 million in wage earnings
- 1.9 million visitors annually
- $337 million in visitor spending
- 5,570 full time equivalents (FTEs)
- $370 million in gross domestic product
- $142 million in tax revenue

Source: Intervistas, Economic Impact of Tourism in Kelowna, 2017
Manufacturing / Aerospace

The Central Okanagan’s diverse manufacturing sector comprised of 609 manufacturing firms with 5,760 employees ranges from the traditional such as agri-food and wood product processing to high-tech aerospace, with metal, plastic, concrete and fiberglass products. Fabricated metal manufacturing, non-metallic mineral manufacturing, transportation equipment manufacturing, plastics and rubber products, and beverages are anticipated to lead the way in growth as the manufacturing industry in the region continues to expand. The cross section of manufacturers makes it easy for existing and new businesses to find high quality supply partners locally.

The Central Okanagan is home to a growing segment of well-established and new aerospace companies and suppliers. Maintenance, repair, overhaul/in-service support, rotary wing, and avionics are well represented, and there is an increasing number of companies offering a diverse range of products and services and supported by the Kelowna International Airport.

The region is also benefiting from The Digital Technology Supercluster part of the Government of Canada’s Innovation Supercluster Initiative investing up to $950 million to support business-led innovation superclusters with the greatest potential to energize the economy.

Manufacturing

Manufacturers in the area produce metal, wood, plastic, concrete and fiberglass products, specialty food goods, textiles and chemicals. Central Okanagan’s dry climate is especially ideal for fiberglass/composite and wood manufacturing. The Central Okanagan will continue to be benefit from expansion and growth in the local manufacturing sector as a result of:

- proximity to key export markets
- growth within the local markets
- new firms arriving
- existing firms expanding

Local sectors such as fabricated metal manufacturing, non-metallic mineral manufacturing, transportation equipment manufacturing, plastics and rubber products, and beverages are anticipated to lead the way in growth.

Post-Secondary Support Manufacturing

The manufacturing sector is strongly supported by local academic and training institutions including the University of British Columbia Okanagan Campus and Okanagan College. This support includes:

- The Survive and Thrive Applied Research (STAR) facilities at the University of British Columbia Okanagan (UBCO) provide access to R&D, Equipment and Talent from the following labs 4:
  - Advanced Materials and Fabrication
  - Device and Materials Testing and Impact
  - Mental Health and Human Performance
  - New Product Design and Rapid Prototyping

- Composites Research Network Facility at UBCO is a collaboration of academia and industry partners supporting the composites industry with support nodes throughout Western Canada.

- UBCO Materials and Manufacturing Research Institute (MMRI) serves as a multi-disciplinary, inter-departmental research hub linking with other regional, national and international universities, industry partners and government research organizations.

The cross section of manufacturers in the valley makes it easy for existing and new businesses to find high quality supply partners locally, the diversity of local firms includes:

Composite Materials

Composites One is the leading supplier of composites in North America. Key products include over 200 aerospace specs including Boeing and Airbus, materials and equipment for composite manufacturing, technical and repairs, prepreg, adhesive, potting compounds, epoxy resins, honeycomb core, tooling boards and more. Full Time Employees: 15

FormaShape® is recognized in the composites industry as leader in the application of Closed Molded Resin Transfer Molding technology. Founded in 1981, the company operates out of an ISO 9001 certified 80,000 square foot purpose-built facility, using lean manufacturing principles. Full Time Employees: 51-200

Food Processing

Sun-Rype Products Ltd. is a fruit-based food and beverage manufacturer located in Kelowna. Sun-Rype has been producing juices and fruit snacks for global and domestic markets since its foundation in 1946 and in 2018 was recognized by Export Development Canada as Exporter of the Year. Full time employees: 400

Metal Manufacturing

Azimuth Solar Products Inc. is a Kelowna-based manufacturer of mobile solar generators. They are also a reseller for cutting-edge power management systems, as well, as recreational solar products. Azimuth Solar Products’ 2-axis, 360 degree, full-rotation, portable solar generator has four folding solar panels and lets you follow the sun for maximum input and one-day battery charging. Full time employees: 2-10

Monashee Manufacturing provides custom metal fabrication and production machining throughout North America since 1935 and produces its own line of truck snow plow.
assemblies. The company has supplied and serviced local, provincial and export markets from its present location in Kelowna since its incorporation and is the oldest established machine shop in Kelowna. Full time employees: 40

**Wood Manufacturing**

*Geometrik* designs and manufactures wood acoustical ceiling and wall panels combining noise control and beauty. With a portfolio that includes University of British Columbia's law building, Twitter Headquarters, the Stanford University law building, and the Surrey Olympic Games Preparation Centre they have experience serving clients across North America and Europe. Full time employees: 40

*Gorman Bros. Lumber, Ltd.* a lumber mill that manufactures spruce and lodge pine pole boards, and fir pilings located in West Kelowna and founded in 1951. Full time employees: 250

*Tolko Industries Ltd.* manufactures and markets specialty forestry products including lumber, plywood, veneer and oriented strand board. With company headquarters in Vernon and one of their 16 production facilities in Kelowna, Tolko products are sold around the world. Full time employees: 3,500

**Aerospace**

A cluster of 30 aerospace companies form a significant part of the manufacturing industry in the Central Okanagan. This includes the anchor company KF Aerospace – the region's largest private employer with 700 employees – which provides maintenance, engineering and pilot training services. The aerospace industry is further supported by the Kelowna International Airport.

The Regional District of Central Okanagan's Economic Development Commission (COEDC) with support from Global Affairs Canada and the Kelowna International Airport (YLW), has created specific resources about the Aerospace sector including Central Okanagan Aerospace Core Competencies Study, Asset Map and a Regional Database.

**Examples of Aerospace Firms**

*Anodyne Electronics Manufacturing Corporation* designs and manufactures specialized communication systems and products for various special role aircraft. Full-Time Employees: 94

*ASDAC C.N.C. Machining Ltd.* builds landing gear for fixed wing aircraft and structural components for wings and fuselage parts, as well as Inconel engine rotating parts for turbine helicopter engines. Full time employees: 16

*Carson Air* provides Medevac services to the Province of BC; repatriation to Canadians abroad returning for medical services; cargo services to Federal Express, transportation of freight throughout Western Canada, and the Southern Interior as well as a Flight Centre providing private and commercial pilot licenses in partnership with the Okanagan Business Program. Full time employees: 81

*Jupiter Avionics Corporation* research and development design, development and manufacture of airborne audio communication equipment. Full time employees: 13

*Reidco Metal Industries Ltd.* specializes in custom manufacturing and production runs of steel and aluminum parts from its 65,000 square foot facility. Full time employees: 70

**Public Post-Secondary Support: Aerospace**

The Learning Factory for Advanced Composites is a joint initiative between the University of British Columbia Okanagan Campus, the Composites Research Network and the Avcorp Group. The consortium is developing a commercial production facility of composite aircraft parts in an environment that will collect sensor-based data to develop computational models of the composite manufacturing process.

Aerospace Department and Aircraft Maintenance Engineer programs offered by Okanagan College work directly with industry to train the next generation of skilled technicians.

Commercial Aviation Diploma program at Okanagan College focuses on commercial aviation by providing students with business experience along with the aviation training required by Transport Canada.

Air-Hart Aviation Flight School provides comprehensive Flight Training (commercial and private license) and Float Plane/Seaplane (floatplane rating and 50-hour bush course) as well as advanced Seaplane training.

Okanagan Mountain Helicopters offers comprehensive helicopter pilot training tailored to meet the needs and demands of commercial helicopter companies in Canada.

More information about this industry sector is available in the Manufacturing / Aerospace Sector Profile which can be obtained from the Central Okanagan Economic Development Commission at:

Toll Free: (877) 332-2673
Phone: (250) 469-6280
Email: info@investkelowna.com
Address: 1450 K.L.O. Road, Kelowna BC, V1W 3Z4
Website: www.investkelowna.com
Information Communications and Technology (ICT)

The technology sector is a driving force behind the economy of Central Okanagan with an annual economic impact of $1.67 billion for the Okanagan Valley.

Advancing technologies and their swift adoption are changing businesses around the globe especially as the Information and Communications Technology (ICT) Sector expands to include technology-enabled businesses. The fastest growing technology hub in BC, the Central Okanagan is home to:

- Existing essential infrastructure and connectivity
- Committed funding and support from three levels of government
- National and international connectivity (Central Okanagan is home to the 11th busiest airport in Canada, linking passengers to major hubs across the country)
- A talent pipeline fed by public post-secondary institutions and directed efforts to attract and retain top talent to the region

Local Support Organizations

The Digital Technology Supercluster, located in BC, is part of the Government of Canada’s Innovation Supercluster Initiative investing up to $950 million to support business-led innovation superclusters with the greatest potential to energize the economy and will support technology industry acceleration. Supported by over 200 partners, including 25 post-secondary institutions, the Digital Technology Supercluster secured over $500 million in committed private-sector funding. The supercluster is expected to have an economic impact over the next 10 years of more than $5 billion in GDP and an expected 13,500 jobs.

Accelerate Okanagan, the region’s tech accelerator, is a not for profit organization founded in 2010 and funded in partnership with the British Columbia Innovation Council and Western Economic Diversification. Accelerate Okanagan’s mission is to increase the number of technology companies that start and grow in the Okanagan, through a wide range of educational, coaching and mentoring programs in partnership with local businesses, government and educational/research institutions. These programs include:

- **The Startup Basics Program:** supplies participants with the tools and resources needed to start their venture.
- **The Venture Acceleration Program:** entrepreneurs are guided through the Venture Growth Model by an Executive-in-Residence and work to set the right objectives and priorities.
**The RevUp Program**: connects established companies and their leadership team with experienced Executives-in-Residence to help them grow their businesses.

**Metabridge** connects emerging Canadian technology companies to California’s Silicon Valley through a series of targeted events since 2008. Metabridge has engaged hundreds of technology stakeholders across Western North America, and in the process is helping local technology companies establish the connections they need to grow their business beyond Canada.

**The Okanagan Centre for Innovation** is a 100,000 sq. ft. facility offering publicly-supported space and services for early-stage companies, non-profits, community groups, and social enterprises. The goal of the Innovation Centre is to help build Canada’s most innovative, creative, and entrepreneurial technology community. The Innovation Centre also houses the [University of British Columbia Innovation Hub](https://www.ubc.ca/innovationhub) and entrepreneurship@ubc programs.

**The Cascadia Innovation Corridor** is a partnership between the Government of British Columbia and the State of Washington to grow cross-border innovation in the technology sector. The objective of the Cascadia Innovation Corridor is bringing business, government and academic leaders together to identify and pursue initiatives that will drive regional growth and foster international collaboration, in the spirit of unity that the Peace Arch symbolized – with demonstrable progress made by the centennial in 2021.

**Examples of ICT Firms**

- **Acro Media Inc.** specializes in Drupal solutions for limitless ecommerce and unrestricted development. Full time employees: 70+

- **Anodyne Electronics Manufacturing Corporation** designs and manufactures specialized communication systems and products for various special role aircraft. Full time employees: 93

- **Provision Data Systems Inc.** while specializing in disaster recovery systems also provides services from hosting and colocation to email and data storage to clients throughout North America from their secure, hi-tech data center in Kelowna. Full time employees: 5

- **wtfast** delivers reliable gaming connections and experiences for online gamers across the world. Founded in 2009 in Kelowna, wtfast serves an 800 million global user, MMO gaming community. The company provides built-in support for over 1000 online games, with users on every continent and in virtually every country. Full time employees: 20

More information about this industry sector is available in the Information and Communications Technology Sector Profile which can be obtained from the Central Okanagan Economic Development Commission at:

Toll Free: (877) 332-2673
Phone: (250) 469-6280
Email: info@investkelowna.com
Address: 1450 K.L.O. Road, Kelowna BC, V1W 3Z4
Website: www.investkelowna.com
Our Leads Are Sweet

Beelineweb has specialized, since 2001, in the online generation of high-quality leads, with expertise in search marketing and SEO since 1998. With a wide range of clients throughout the U.S. and Canada Beelineweb has a long track record in the education sector, addiction rehab and senior living industries. As a trusted and transparent source of high-converting leads clients have confidence that their organization is being represented accurately while getting results with less effort and less cost-per-conversion than other marketing methods. It’s that simple.

Your Compliance Testing and Certification Partner

Celltech Labs Inc. is an EMC, RF and SAR compliance and engineering facility specializing in compliance testing of electronic intentional and unintentional radiators to meet international consumer and occupational standards for North America, Europe, Australia and through ISO 17025 accreditation with A2LA (ILAC member) virtually all areas of the world. In the face of new technologies, materials, modules, configurations or changes of transmitting capabilities, Celltech Labs Inc. has answered the regulatory challenge of the rapidly changing ICT sector since 1999.

Empowering Providers, Connecting Patients

Applying new technologies to healthcare QHR Technologies was founded in 2004 and offers two products; Medeo Virtual Care App, and AccuroEMR - the largest single electronic medical record platform in the country. QHR Technologies has led the way empowering providers and connecting patients to improve patient care and enhance the efficiencies of healthcare organizations. Now a division of Loblaw Companies Ltd., their mission is to unite Canadian healthcare, connecting providers and their patients to information and each other.

Animation / Film / Digital Media / Gaming

The Animation/Film/Digital Media/Gaming sector in the Central Okanagan is thriving. With over 200 animation, film, and digital media firms (including independent contractors) employing 2,450 people, the industry is on track to help the region prosper. Local companies in the sector include Club Penguin, a major children's gaming firm that started in the Okanagan and later acquired by Disney Online; state-of-the-art studios such as Bardel Entertainment and Yeti Farm Creative, developing some of the most popular movies and television series currently in production including Puss in Boots, Dinotrux, Sweet Tweets, and the SCHNARGS; and local soundstage and production facility Eagle Creek Studio. With such a concentration of talent in the region, these firms have anchored many other complementary firms with diverse expertise in gaming and animation, motion picture and video production, and research and development.

Public Post-Secondary Support

Okanagan College offers an Animation Diploma hosted in the Okanagan Centre for Innovation. Students learn the latest technology in the field of digital animation developing artistic skills, technical dexterity in 2D and 3D animation and creative thinking.

Centre for Arts and Technology is one of Canada’s leading colleges in digital arts and technical training. The Kelowna campus is located in the Landmark Technology Centre - a hub of technology companies that serve the greater Okanagan valley and beyond.

Students in the Central Okanagan Public Schools have the opportunity to earn dual credits in partnership with the Vancouver Film School for animation and digital media courses. Students have access to post-secondary courses that are designed to tap into student passion in the animation genre and develop skills that will enable them to transition into the technology field or pursue post-secondary credentialing.

Local Support Organizations

In addition to support organizations such as the Digital Technology Supercluster, Accelerate Okanagan, Metabridge and The Okanagan Centre for Innovation the film sector receives support from:

6 Statistics Canada, Canadian Business Patterns, December 2017
The Okanagan Film Commission is a full-service commission offering location scouting, tech surveys and liaison and facilitating services. They also offer an extensive locations digital photo library and a crew database of experienced individuals available to work in the Okanagan. Funding for the commission is through the Regional Districts of the North Okanagan, Central Okanagan, Okanagan-Similkameen and the Boundary Economic Development Committee. Additional funding is provided through the Province of British Columbia.

Examples of Digital/Film/Animation/Gaming Firms

Bardel Entertainment Inc. began as a small family business making hand-crafted animation. Acquired in 2015 by Rainbow, they have evolved into a digital studio spanning three state-of-the-art facilities providing animation services throughout North America. Bardel is also the only studio simultaneously working on feature films, prime time series, kids and preschool television, as well as projects for SVOD and VOD platforms with a diverse slate of collaborators including Nickelodeon, Disney, Cartoon Network, Dream-Works and Warner Brothers. Full time employees: 54

Hyper Hippo Productions is a Kelowna-based game design studio. The company is unique in its approach to game design, firmly believing that the audience needs to be part of the early game design process. Since 2014, their games have been released to web, mobile, Steam and PlayStation platforms. Full time employees: 25

Agents of Discovery is a Move to Play & Learn mobile game that kids can use at participating locations across Canada, the United States, and (soon) the United Kingdom. Their model is simple: harness the diverse skill sets of our team members to create products that gamify the learning experience and engage kids in innovative ways. Full time employees: 13

Disney Interactive Media Group is a segment of The Walt Disney Company responsible for the creation and delivery of Disney branded interactive entertainment and informational content across multiple platforms including online, mobile and video game consoles around the globe. Core businesses include Disney Interactive Studios, which self publishes and distributes a broad portfolio of multi-platform video games, mobile games and interactive entertainment worldwide; and Disney Online, which produces the No. 1 Community-Family & Parenting Web site and an industry-leading suite of online virtual worlds for kids and families. Full time employees: 350

Club Penguin, a division of Disney Online, provides one of the largest and fastest-growing virtual worlds for children. Club Penguin works to maintain a fun and safe online entertainment experience by using filtering technology and live moderators.

More information about this industry sector is available in the Digital/Film/Animation Sector Profile which can be obtained from the Central Okanagan Economic Development Commission at:

Toll Free: (877) 332-2673
Phone: (250) 469-6280
Email: info@investkelowna.com
Address: 1450 K.L.O. Road, Kelowna BC, V1W 3Z4
Website: www.investkelowna.com
A Talented Bunch
Making Stuff

Founded in 2007 Yeti Farm Creative is an animation studio that services renowned and coveted broadcasters like Corus Media, Netflix, and Amazon while also creating and exploiting original intellectual property. The studio’s intellectual property pursuits are fueled by revenues from service-based partnerships. Original IP are then turned into multi-pronged franchises with revenue streams derived from license fees as well as royalties from consumer product, toy, game and literary revenue pursuits. Yeti Farm Creative formed a strategic partnership with Surprise Bag – a Los Angeles and Vancouver-based company dedicated to the creation, development, production, financing, packaging, sales and exploitation of high quality progressive and innovative content – together, the two companies collaborate on existing properties from their development slates and jointly pursue opportunities to acquire, develop, and produce new properties and co-productions. Full Time Employees: 85

Retail Trade

The Central Okanagan’s strong retail trade is a major generator of employment in the region. The Central Okanagan is the site of the largest retail and business centre in the BC Interior with a wide range of retail, wholesale, and franchise stores to support a growing population.

Kelowna is the retail hub of the Central Okanagan, with a total of seven shopping centres. Kelowna’s Orchard Park Shopping Centre is the largest shopping mall between Calgary and Vancouver, with over 170 stores and 707,000 square feet of retail space. Most major chain stores are represented locally, including Best Buy, Canadian Tire, Chapters, Costco, Home Depot, London Drugs, Marshalls, The Bay, The Brick, Real Canadian Superstore, Rona, Wal-Mart, and Winners.

Westbank First Nation (WFN) has been proactive in encouraging joint venture partnerships with commercial property developers to capture major market share of retail commercial space on the west side of Okanagan Lake. There are a number of highway retail and large format retail developments located along Highway 97, totalling approximately 1,450,000 square feet in retail commercial space. WFN has entered into joint venture agreements with Anthem Properties to develop the Snyatan Shopping Centre, and Churchill Property Corporation to develop the Okanagan Lake Shopping Centre. Most major retailers are represented in the WFN’s commercial areas, including Canadian Tire, Home Depot, London Drugs, Real Canadian Superstore, and Wal-Mart.

Given the magnitude of Kelowna’s and WFN’s retail sectors, West Kelowna, Lake Country, and Peachland have chosen to pursue different strategies to promote retail commercial development. Within all three communities, retail commercial has been planned as part of mixed-use residential and commercial developments, focussing on quality of place and multi-modal transportation opportunities, including better pedestrian and cycling interfaces. These projects are as follows:

- West Kelowna has two nodes planned, incorporating the existing Westbank Town Centre, and at Boucherie Road.
- Lake Country has developed its main retail commercial area within the community of Winfield along Highway 97, between Pollard Road and Berry Road.
- Peachland is concentrating its development efforts in the downtown core.

7 Primaris, Orchard Park Overview, 2018: http://www.primarisreit.com/portfolio_overview/orchard-park
The thriving Central Okanagan is an ideal place to live and do business:

- The largest trading centre between the two largest cities in Western Canada—Vancouver and Calgary
- An international airport serving 1.8 million passengers annually, an efficient highway system linking member communities, as well as local transit options of buses, taxies, and nearly 300 kilometers of on-street bike lanes
- Kelowna named best city in BC to open a small business by the Canadian Federation of Independent Business in 2018
- Kelowna is ranked as the #1 lowest cost city for business in the Pacific Region of Canada and the United States beating San Francisco, Los Angeles, Seattle, Portland and Vancouver by KPMG’s Competitive Alternative Study 2016 Index

Access & Proximity to Markets
Markets are easy to access from the Central Okanagan. The region is:

- Well located along a major east-west Canadian corridor -- the Trans-Canada Highway -- roughly midway between the greater Vancouver metropolitan area of BC and Calgary, AB
- Easily accessed by road or air from several important population centres in Canada and the United States, including Vancouver, BC, Calgary, AB, Edmonton, AB, Seattle, WA, and Portland, OR
- Within reach of a regional market that exceeds 11.4 million consumers within a range of 900km, equivalent to a one-day journey by road
- Within reach of more than 56 million consumers within 24 hours by road, or less than 3 hours by air

Business Counts
Named the most enterprising region in Canada in 2016 by the Financial Post the region is home to over 28,000 registered businesses. The Central Okanagan’s entrepreneurial culture and strong support networks make it an ideal place to start and grow a business as over 8,600 (30.6%) of local businesses have employees.

LOWEST COST CITY FOR BUSINESS
IN THE PACIFIC REGION OF CANADA AND THE UNITED STATES BEATING SAN FRANCISCO, LOS ANGELES, SEATTLE, PORTLAND AND VANCOUVER

Business costs are expressed as an index, with the US being assigned the baseline index of 100.0. A cost index less than 100 indicates lower costs than the US. For example, an index number of 95.0 represents a 5.0% cost advantage relative to the US.

Source: Invest Kelowna
### Figure 26: Central Okanagan Business Counts by Communities, Dec 2017

<table>
<thead>
<tr>
<th>Community</th>
<th>Total Firms</th>
<th>Without Employees</th>
<th>With Employees 1-4</th>
<th>5-9</th>
<th>10-19</th>
<th>20-49</th>
<th>50-99</th>
<th>100+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Central Okanagan</strong></td>
<td>28,119</td>
<td>19,502</td>
<td>8,617</td>
<td>4,590</td>
<td>1,767</td>
<td>1,202</td>
<td>737</td>
<td>202</td>
</tr>
<tr>
<td>Kelowna</td>
<td>20,308</td>
<td>13,881</td>
<td>6,427</td>
<td>3,279</td>
<td>1,363</td>
<td>951</td>
<td>582</td>
<td>157</td>
</tr>
<tr>
<td>West Kelowna</td>
<td>3,783</td>
<td>2,738</td>
<td>1,045</td>
<td>656</td>
<td>186</td>
<td>106</td>
<td>69</td>
<td>19</td>
</tr>
<tr>
<td>Lake Country</td>
<td>1,722</td>
<td>1,225</td>
<td>497</td>
<td>286</td>
<td>102</td>
<td>55</td>
<td>37</td>
<td>11</td>
</tr>
<tr>
<td>Westbank First Nation</td>
<td>830</td>
<td>543</td>
<td>287</td>
<td>135</td>
<td>62</td>
<td>48</td>
<td>29</td>
<td>8</td>
</tr>
<tr>
<td>Peachland</td>
<td>643</td>
<td>481</td>
<td>162</td>
<td>109</td>
<td>23</td>
<td>16</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td><strong>Central Okanagan East</strong></td>
<td>492</td>
<td>368</td>
<td>124</td>
<td>76</td>
<td>25</td>
<td>19</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Central Okanagan West</strong></td>
<td>264</td>
<td>214</td>
<td>50</td>
<td>39</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Okanagan Indian Band</td>
<td>77</td>
<td>52</td>
<td>25</td>
<td>10</td>
<td>1</td>
<td>4</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Statistics Canada, Business Patterns Survey, December 2017

### Figure 27: Central Okanagan Business Share by Communities, Dec 2017

- Kelowna: 72.2%
- West Kelowna: 13.5%
- Lake Country: 6.1%
- Peachland: 2.3%
- Westbank First Nation: 3%
- Okanagan Indian Band: 1.7%
- Central Okanagan East: 0.9%
- Central Okanagan West: 0.9%

Source: Statistics Canada, Business Patterns Survey, December 2017
Firms by Industry Sector

The highest percentage of firms with employees operate in construction (16.5%), followed by retail trade (12.3%), professional, scientific and technical services (11.1%); and health care and social assistance (10.5%).

Figure 28: Central Okanagan Business Counts by Industry, Dec 2017

Figure 29: Central Okanagan, BC, Canada Business Counts Proportion by Industry, Dec 2017
Tax Incentives

Residents and businesses enjoy a financial advantage with the Central Okanagan’s competitive tax climate. BC has the lowest provincial income taxes for individuals earning up to $121,000. Canadian federal government corporate taxes are some of the lowest among the G7 countries.

BC provides a suite of provincial tax credits and exemptions to encourage business investment and innovation. A summary of these credits and exemptions is listed below, and may be found here:

**Research and Development**
- Up to 35% Scientific Research and Experimental Development (SR&ED) tax credits plus 10% Provincial top up

**Investment Capital**
- 30% refundable tax credit up to 60K per year on Venture Capital Corporation individual investment
- Corporations receive non-refundable credits without limit
- Employee Share Ownership Plan, employees can invest and claim 20% of their investment up to $2,000 per year

**Film and TV Production,**
- Up to 35% tax credit on labour for movie and TV projects filmed in BC
- Up to 25% federal tax credit available to production companies active in BC
- Up to 12.5% additional regional tax credits apply to labour expenses for movie and TV projects filmed outside the Vancouver area

**Interactive Digital Media**
- Up to 17.5% tax credit on labour expenses for movie or TV digital animation and visual effects
- Up to 17.5% tax credit for video game developer labour

**International Business**
- Up to 100% refund of provincial corporate income tax for businesses in international lending, foreign exchange, management of international investments, treasury functions, factoring, administrative services, film distribution, and leasing property and insuring property outside Canada

**Registered Specialist Labour**
- 100% refund of personal income tax paid by registered specialists recruited from abroad who perform qualifying work for the first two years, followed by partial refunds for the following three years
- Up to a 75% refund of provincial corporate income tax on foreign earnings from eligible patents related to life sciences; power from wind, solar, and tidal sources; wastewater treatment and fuel cell technology

**General Manufacturing**
- No provincial sales tax on eligible machinery and equipment
- Manufacturers recover the five percent federal value-added tax (GST) through input tax credits
- 50% per year straight-line depreciation method for manufacturing or processing equipment
- Imports of advanced machinery and equipment are duty-free

**Figure 30: Provincial and Federal Corporate Tax Rates, 2018**

<table>
<thead>
<tr>
<th></th>
<th>Small Corporate Tax Rate</th>
<th>General Corporate Tax Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>2%</td>
<td>12%</td>
</tr>
<tr>
<td>Canada</td>
<td>10%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Figure 31: Municipal Mill Rates, 2018**

<table>
<thead>
<tr>
<th>Communities</th>
<th>Mill Rate, Residential</th>
<th>Mill Rate, Business</th>
<th>Mill Rate, Light Industry</th>
<th>Mill Rate, Major Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kelowna</td>
<td>5.9038</td>
<td>14.8087</td>
<td>15.3971</td>
<td>28.5029</td>
</tr>
<tr>
<td>West Kelowna</td>
<td>5.8593</td>
<td>14.8301</td>
<td>14.7396</td>
<td>18.1937</td>
</tr>
<tr>
<td>Lake Country</td>
<td>5.4848</td>
<td>14.4566</td>
<td>23.1759</td>
<td>23.5347</td>
</tr>
<tr>
<td>Peachland</td>
<td>5.7165</td>
<td>13.0383</td>
<td>19.1122</td>
<td>5.2981</td>
</tr>
<tr>
<td>Westbank First Nation</td>
<td>5.5574</td>
<td>14.9882</td>
<td>21.3159</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Sources: TaxTips.ca, 2018

Sources: BC Stats, 2017
Infastructure

Transportation

**Kelowna International Airport (YLW)**

Well established and experienced with high-volume traffic (it’s the 11th busiest airport in Canada), YLW is only 15 km north of Kelowna’s city centre, and plays a vital part in the economic development and prosperity of the Central Okanagan. YLW offers more than 60 daily non-stop commercial flights with nine airline partners.

As evidence of Central Okanagan’s growth, YLW moved approximately 1.89 million passengers in 2017, up 9.3% from 2016.

Aviation Services: YLW contains a major cluster of aviation services, which include airline and helicopter charters, aircraft and helicopter maintenance and repair, and flight training.

Airlines: Air Canada, WestJet, Pacific Costal Airlines, Air North Yukon’s Airline, Central Mountain Air, Alaska Airlines, Flair Airlines, Air Transat, Sunwing Airlines.

Non-Stop destinations include Calgary, Cranbrook, Edmonton, Prince George, Seattle, Toronto, Vancouver, Victoria, Whitehorse. Seasonal destinations include Cabo San Lucas, Cancun, Phoenix, Puerto Vallarta, Varadero, Winnipeg.

**Road Transportation**

Central Okanagan is well-serviced by numerous highway systems. Highway 97 is the region’s key north-south highway, and conveniently connects to several east-west highways, including the Trans-Canada Highway and Highways 3 (Crowsnest or Southern Trans Provincial Highway), 3A, 6 and 97C (Okanagan Connector).

Highways 97A, 97B and 33 are north-south routes that parallel various sections along the Highway 97 spine. Note that none of these routes provides a continuous connection between the communities in the north and the south.

The WR Bennett Bridge spanning Okanagan Lake from Kelowna to West Kelowna is the most heavily trafficked section of Highway 97. There, vehicle traffic volumes reach an average of 70,000 vehicles per day in the summer peak (July and August), counting travel in both directions. Inter-community travel between Kelowna and West Kelowna accounts for nearly half of the daily vehicle traffic on Highway 97.

**Transit**

Central Okanagan residents and tourists have convenient access to Kelowna Regional Transit (KRT). KRT is run by BC Transit and provides regular transit service within Kelowna as well as along a number of regional routes connecting Kelowna with Lake Country, Westbank First Nation, West Kelowna, and Peachland.

KRT has conveniently provided major transit exchange points throughout Kelowna and West Kelowna with local routes feeding to these exchange points. The exchange points include: Westbank, Boucherie Mountain (both in West Kelowna), Queensway (downtown Kelowna), Okanagan College, Mission Recreation Centre, Orchard Park Shopping Centre, Rutland, and UBC Okanagan.

Route 97 is the major north/south route, running from West Kelowna (Westbank Exchange) through downtown Kelowna to the University of British Columbia Okanagan. It takes approximately 50 minutes to travel the entire route.

Kelowna International Airport is accessible by public transport: travel to UBC Okanagan and transfer to Route 23 (Lake Country), which stops at the airport.

Further information regarding Kelowna Regional Transit may be found [here](https://www.kelowna.ca/transit).

**Biking Infrastructure**

The region has an interlinked system of trails, bike lanes and bike only spaces supporting commuters, enthusiasts and tourists as they travel by bike. Kelowna has a bike share program called [Dropbike](https://www.dropbike.ca) which further supports two-wheeled travel allowing patrons to pick-up and drop-off bikes in designated areas throughout the city.
Utilities

Electricity and Natural Gas

BC Hydro and FortisBC supply electrical energy to different areas within the Central Okanagan. FortisBC supplies residents and businesses in the City of Kelowna and some residents in Lake Country. BC Hydro supplies power to the rest of the Central Okanagan including West Kelowna, Peachland, the rest of Lake Country, and the unincorporated areas of Central Okanagan East and West.

BC Hydro

BC Hydro is a commercial Crown Corporation owned by the Province of British Columbia. BC Hydro is one of North America’s leading providers of clean, renewable energy, and the largest electric utility in British Columbia, serving over 4 million people (95% of the province’s population).

BC Hydro operates 31 hydroelectric facilities and two thermal generating plants. Its hydroelectric facilities are located throughout the Peace, Columbia and Coastal regions of British Columbia, which provide the majority of the total electricity generated by the corporation. Two thermal generating plants, in Prince Rupert and Fort Nelson, provide the remaining electricity generation.

BC Hydro has three rate structures for businesses, based upon annual peak demand and total energy usage. Further information regarding BC Hydro’s General Services Business Rates may be found here.

FortisBC

FortisBC serves approximately 1.1 million customers in more than 135 communities in British Columbia, delivering approximately 22% of the total energy consumed in the province. They are an integrated energy solutions provider, supplying natural gas, electricity, and piped propane to homes and businesses.

Fortis BC has two rate structures for businesses, depending upon their electrical demand and number of meters needed. Further information regarding FortisBC’s electrical rates for businesses may be found here.

Fortis BC has multiple natural gas rate structures for businesses, depending upon their demand for natural gas needed. Further information regarding FortisBC’s natural gas rates for businesses may be found here.

Water

Central Okanagan residents and businesses generally receive water service through their local municipality. Irrigation Districts in the Kelowna area have also provided water services to customers depending upon their location. Water rates vary between jurisdictions, and the following table can provide links depending on location.

City of Kelowna
www.kelowna.ca/city-services/water-wastewater

Glenmore Ellison Irrigation District
www.glenmoreellison.com

Rutland Waterworks
www.rutlandwaterworks.com

Black Mountain Irrigation District
www.bmid.ca

City of West Kelowna

District of Lake Country

District of Peachland
www.peachland.ca/utilities

Westbank First Nation
www.wfn.ca/programs-services/water-sewer.htm

Internet and Connectivity

Central Okanagan businesses depend on high speed fibre optic service, which is available in Kelowna, West Kelowna, Lake Country, Peachland, and Westbank First Nation. Telus and Shaw Communications are the two major providers of high-speed fibre optic internet to customers in these centers.

Rate and plan information for Shaw Communications may be found here.

Rate and plan information for Telus Communications may be found here.

Dark-Fibre Network

Downtown Kelowna has plenty of excess fibre capacity for new residents and businesses. The network is called “dark” since there are no fibre optic light signals or data flowing through it – until the customer connects their network equipment up to it.

Kelowna’s dark-fibre network is an opportunity that grew from a project to connect City facilities with a fibre optic network. The network currently has 16 km of infrastructure installed in Kelowna’s downtown roadways, and the City has undertaken an expansion of the network.

Further information about Kelowna’s dark-fibre network may be found here.
Life in the Okanagan

Nowhere does lifestyle better than the Okanagan. From lakeside to mountaintop, there are endless options for how to spend your leisure time: world-class skiing and mountain biking, water sports, a thriving wine industry, great food, arts and culture – and some of Canada’s best weather to take full advantage of it all. And with less traffic and a lower cost of living than major cities – in fact, the Central Okanagan was named the most Cost Competitive Region in the Pacific by KPMG in 2016 – you can spend your spare time and money on a life you enjoy. The region offers a wide variety of activities, has two public post-secondary institutions and seven unique communities to explore or call home. With a collective attitude and a culture that fosters entrepreneurship the possibilities are endless in the Central Okanagan. It’s all here, now. All that’s missing is you!

Climate

Central Okanagan’s warm summers and mild winters provide an excellent environment for agriculture and recreational tourism to thrive. Sitting in the transition zone between the wetter, cooler north Okanagan and the drier south, the region receives:

- Around 2000 hours of sunshine every year
- Summertime highs in the high 30’s (fortunately, night temperatures cool off substantially, and areas close to the waterfront receive cooling relief from lake breezes, where surface temperatures rarely exceed 24°C in mid-summer)
- Mild winter temperatures with daily minimum temperatures ranging between -4°C and -8°C. The region gets occasional short extreme cold snaps due to specific Arctic weather fronts moving across the region
- Occasional weeks of ‘Okanagan Grey’ cloud cover during the winter months: December-March. A result of local topography and weather, low cloud blocks out direct sunlight but also provides a cloud ‘blanket’ that keeps ambient temperatures warmer than would otherwise be the case with clear skies
- Less than 400mm of precipitation per annum, of which around three quarters is direct rainfall and the rest from snow. Precipitation varies throughout the Valley depending on location and altitude
- Mean daily temperatures that vary from about -2°C in January to 28°C in July-August
Residential Real Estate

The Central Okanagan communities offer attractive and unique housing options. Families looking to relocate can select from well established neighbourhoods, single family homes and town houses in newer subdivisions with access to modern parks and walking trails, or estate residential housing. The region’s housing costs are competitive when compared with similar sized municipalities or the population centers of Vancouver, BC and Calgary, AB.

Figure 32: Central Okanagan Types of Dwellings, 2016

Source: Statistics Canada, Census 2016

Figure 33: Central Okanagan Communities Types of Dwellings, 2016

Source: Statistics Canada, Census 2016
Dwelling Characteristics
A little more than half (52.1%) of all dwellings in the Central Okanagan (Kelowna CMA) are single-detached houses, which is higher than the BC average of 44.1%. Compared to the rest of BC, the Central Okanagan (Kelowna CMA) has a lower proportion of apartments and semi-detached houses and a higher proportion of movable dwellings.

The majority of Central Okanagan (Kelowna CMA) residents own their own house (73.3%) rather than rent (26.7%). The proportion of homeowner’s vs renters is higher in the Central Okanagan than the rest of the province as percentage of homeownership for BC is 68%.

Average Dwelling Value – Census Data
The average value of dwellings in the Central Okanagan (Kelowna CMA) is almost $200,000 lower than BC as a whole, partially due to the high cost of housing in the Vancouver area. From 2011 to 2016 the average value for dwellings in the Central Okanagan (Kelowna CMA) rose 11.4%; a slower and less volatile growth than BC (32.6%) and Canada (28.4%).

In 2016 the highest average dwelling values were in Lake Country and the lowest in Peachland.

Figure 35: Average Dwelling Value of Central Okanagan Communities, 2016

Source: Statistics Canada, Census 2016

Source: Statistics Canada, Census 2016

Figure 34: Average Dwelling Value of Central Okanagan (Kelowna CMA) Compared to BC and Canada, 2016

Source: Statistics Canada, Census 2016
Rental Dwelling - Census 2016

In 2016 the median monthly cost for a rented dwelling in the Central Okanagan (Kelowna CMA) was $1,103 – approximately $67 more a month than BC on average and $193 more a month than Canada on average. However, rental rates in the Central Okanagan (Kelowna CMA) continue to be more competitive against larger Canadian cities such as Calgary, AB and Vancouver, BC.

When analyzing individual communities in the Central Okanagan (Kelowna CMA), the highest monthly rental rates were in West Kelowna ($1,301) and the lowest in Peachland ($1,088).

Figure 36: Kelowna CMA Rental Unit Figures, 2016 & 2017

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor</td>
<td>447</td>
<td>$859</td>
<td>0.0%</td>
<td>197</td>
<td>$710</td>
<td>0.0%</td>
</tr>
<tr>
<td>1 Bedroom</td>
<td>1,922</td>
<td>$937</td>
<td>0.2%</td>
<td>1,902</td>
<td>$864</td>
<td>0.8%</td>
</tr>
<tr>
<td>2 Bedroom</td>
<td>2,341</td>
<td>$1,151</td>
<td>0.2%</td>
<td>2,321</td>
<td>$1,066</td>
<td>0.5%</td>
</tr>
<tr>
<td>3 Bedroom +</td>
<td>134</td>
<td>$1,269</td>
<td>0.0%</td>
<td>135</td>
<td>$1,252</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total</td>
<td>4,844</td>
<td>$1,043</td>
<td>0.2%</td>
<td>4,555</td>
<td>$976</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

Source: CMHC 2018

Vacancy rates for the regions rental market sits at 0.2% as of the most recently reported date October 2017. Vacancy rates have been in constant decline since 2015 vacancy rate of 0.7% and 2016 vacancy rate of 0.6%.

Dwelling Value – CMHC Data

According to the Canadian Housing and Mortgage Corporation, the median price of a newly constructed single-detached home in the Central Okanagan (Kelowna CMA) was $893,000 in June 2018.

New and resale median single-family dwelling values for the region have steadily increased over the past 5 years from 2013 - 2018.

New Median Single-Family Dwelling

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD</td>
<td>574,750</td>
<td>586,042</td>
<td>564,167</td>
<td>630,000</td>
<td>719,375</td>
<td>893,000</td>
</tr>
</tbody>
</table>

*CMHC Data

Resale Median Single-Family Dwelling

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD</td>
<td>417,293</td>
<td>452,266</td>
<td>476,590</td>
<td>552,367</td>
<td>619,467</td>
<td>661,550</td>
</tr>
</tbody>
</table>

*OMREB Data – MLS listing
Housing Starts & Under Construction
Central Okanagan (Kelowna CMA) saw 1,287 housing starts from January to June 2018, maintaining high numbers following the record-breaking 1,855 housing starts in the first half of 2017. Year over year growth is being driven in large part by the multi-unit segment such as large apartment rentals and condo projects. The multi-unit housing demand, both rental and ownership, remains high in the Central Okanagan while vacancy rates and homes listed for sale remain low. In addition to housing starts, the Central Okanagan (Kelowna CMA) had 3,724 dwelling units under construction in May 2018, with almost 70% of them being apartments.

Figure 37: Kelowna CMA Number of Housing Starts & Under Construction by Type, May 2018

<table>
<thead>
<tr>
<th>Type</th>
<th>Starts</th>
<th>Under Construction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>72</td>
<td>743</td>
</tr>
<tr>
<td>Semi-Detached</td>
<td>18</td>
<td>92</td>
</tr>
<tr>
<td>Row</td>
<td>40</td>
<td>301</td>
</tr>
<tr>
<td>Apartment</td>
<td>189</td>
<td>2,588</td>
</tr>
</tbody>
</table>

Source: CMHC 2018

Education
Primary and Secondary
Central Okanagan Public Schools mission is to educate students in a safe, inspirational learning environment where each student develops the knowledge and skills to be a lifelong learner and a healthy productive member of our global society. As School District 23 the Central Okanagan Public Schools serve the 194,882 citizens in the Central Okanagan and are the 5th largest district in BC with over 22,000 students.

<table>
<thead>
<tr>
<th>Level</th>
<th>Number of Schools</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary</td>
<td>31</td>
<td>11,015</td>
</tr>
<tr>
<td>Middle</td>
<td>6</td>
<td>3,816</td>
</tr>
<tr>
<td>Secondary</td>
<td>5</td>
<td>4,615</td>
</tr>
<tr>
<td>Alternative</td>
<td>1</td>
<td>N/A</td>
</tr>
<tr>
<td>Undefined</td>
<td>N/A</td>
<td>2,646</td>
</tr>
<tr>
<td>TOTAL</td>
<td>43</td>
<td>22,092</td>
</tr>
</tbody>
</table>

Sources: Central Okanagan Public Schools; BC Ministry of Education, Student Statistics, 2017

Public Post-Secondary Institutions
The Central Okanagan’s two centres of higher learning generate significant economic impact by driving growth through research, development and job-ready graduates. Together, the University of British Columbia’s Okanagan Campus and Okanagan College accommodate more than 16,000 students.

University of British Columbia, Okanagan Campus
Located in Kelowna, University of British Columbia Okanagan Campus opened in 2005 as an extension to the University of British Columbia located in Vancouver. University of British Columbia is world-renowned for its education and research, consistently ranking among the world’s 40 best universities. At the University of British Columbia Okanagan Campus, students and faculty gain all the benefits of a globally respected university within a close-knit learning community.
Fast Facts about University of British Columbia Okanagan Campus:

- 9,120 Student Population (8,264 undergraduate and 856 graduate)
- 2,249 Faculty & Staff Population (575 faculty, 656 staff, 1,018 student staff)
- 18 Research Centres, Institutes, and Clinics
- $19.9 Million in Research Funding in 2016/2017 Supporting 1,247 Projects
- 115 Research Projects with Industry Partners, Government, and Non-Profit Organizations
- $1.5 Billion in Annual Economic Impact in the Okanagan

Part of University of British Columbia Okanagan Campus's expansion plans includes the development of an innovation precinct, which would include a series of Learning Factories. The first, a composites research centre is to be developed in partnership with local manufacturers Avcorp Inc. More information regarding the Innovation Precinct may be found [here](#).

Okanagan College

Okanagan College was officially established under the provisions of the College and Institute Act (2004), although its history can be traced to 1963 when the British Columbia Vocational School was established in Kelowna. With four regional campuses and three additional centres across the Southern Interior of BC, Okanagan College is the largest college in BC based outside of the Lower Mainland and Victoria. It offers a wide range of academic, vocational, trades, apprenticeship and continuing education programs and courses.

Fast Facts about Okanagan College:

- 6,900 Student Population
- Over 13,000 Students Enrolled in Continuing Studies, annually
- 1,200 Faculty & Staff Population
- 37,750 Squared KM Total Coverage Region
- 4 Regional Campuses (Kelowna, Penticton, Salmon Arm, Vernon)
- 3 Centres (Oliver, Revelstoke, Summerland)

Okanagan College provides direct support to the Central Okanagan's economic base through the delivery of programs in Aerospace technologies, Engineering technologies; Animation; Business; Food, wine, and tourism; and Trades and apprenticeship programs.
Health

Health care is an important sector in the Central Okanagan with two distinct sector forms: health care services provided by Interior Health Authority, non-profit and for-profit healthcare businesses; and research and development. Interior Health Authority's service delivery region covers the entire Southern Interior of BC, supporting a population of 730,000 with an annual budget of $2.3 billion, as the service delivery provider for Medicare services. Providing a wide range of integrated health-care programs and services The Interior Health Authority is the hub of health care for the Central Okanagan. Interior Health's services include in-hospital as well as a wide variety of other important services including:

- Prevention and Health Promotion
- Home and Community Care
- Residential Care
- Mental Health and Substance Use
- Environmental Safety & Public Health Protection
- Lab and Diagnostic Imaging Services

**Kelowna General Hospital** (KGH) a premier healthcare facility of Interior Health offers world class high-level, specialty medical care including emergency and trauma services, ambulatory and outpatient clinics, and diagnostic/paramedical services. KGH is also the site of the University of British Columbia’s Medical School Clinical Academic Campus, a critical physician training facility developing the next generation of world class doctors, as well as the new state-of-the-art Interior Heart and Surgical Centre, enhancing their ability to provide superior intensive cardiac, perinatal and surgical care in the Interior of British Columbia. In addition to KGH there are over 44 medical facilities servicing the region providing care for individuals who seek services for prevention, diagnosis or treatment from health care professionals, including doctors, lab technicians, dentists, optometrists and chiropractors. The strength of the regional health and technology sectors has been a catalyst for companies providing specialized tech-based health and medical solutions. The Central Okanagan has a growing population as well as supports an aging baby-boomer population with diverse and complex health services needs serviced by local firms and interconnected services. As it is nationally, the regional health services industry has a low unemployment rate and tends to be immune from economic fluctuations.

Recreation

**Hockey**

The Central Okanagan features two competitive junior hockey clubs for local spectators to watch live. The Kelowna Rockets compete in the Western Hockey League and were Memorial Cup champions in 2004. The West Kelowna Warriors play in the BC Hockey League and were Royal Bank Cup winners in 2016.

**Golf**

Golf in the Okanagan remains a popular recreation pastime and tourism economic driver. Several of the tee boxes offer incredible views of mountains, lakes, vineyards and orchards, rolling hills and cityscapes. The Central
Okanagan has 17 golf courses, located in all of its municipalities, offering breathtaking views of BC’s diverse terrain.

**Hiking and Biking**

Varied landscapes, panoramic views, and historic sites make for infinitely interesting hiking and biking around many areas in the Central Okanagan. The region has one of the best cross-country biking networks in Canada and downhill mountain biking is available at local resorts Big White and Silver Star. Hikers and cyclists enjoy the historic Kettle Valley Railway Trail and the soon to be completed Lakeside Rail Trail connecting over 650 kilometers of trail.

Trails around the region lead to lookouts, waterfalls, historic irrigation flumes, abandoned homesteader’s cabins, unique volcanic formations and the deep forest. Most are designed for day hikes, although there are longer overnight routes like the High Rim Trail that stretches 50km from Kelowna through Lake Country to Kalamalka Provincial Park south of Vernon.

Trails in Kelowna, neighbouring Lake Country and West Kelowna, as well as the regional and provincial parks are frequently travelled and appropriate for self-guided hikes.

**Water Activities**

All seven communities in the Central Okanagan enjoy waterfront access to Okanagan Lake’s sandy beaches and waterfront areas. Water activities include indoor swimming, open water lake swimming, water slides and opportunities for the more adventurous, such as jet skiing, waterskiing, wakeboarding, windsurfing and parasailing – just watch out for the Ogopogo! According to the syilx people, the Ogopgo or Naitaka, is a serpent-like lake monster alleged to inhabit the depths of Okanagan Lake. A popular part of local folklore, Ogopogo sightings have been reported as recently as 2011.

H2O Adventure and Fitness Centre is an indoor water park in Kelowna, with water slides, wave pool, and a gym that offers fitness classes. More information can be found here. In addition, there are public pools at the Rutland Branch of the YMCA in Kelowna and Johnson Bentley Pool in West Kelowna.

**Zipline**

Two ziplining attractions are available in the Central Okanagan. Zipzone, located in Peachland, offers 2100m of zip lines that criss-cross Deep Creek Gorge. With an operating season that starts in spring and ends in fall, they claim to have the highest ziplines in Canada.

Oyama Zipline, located in Lake Country, offers adventure tours and a course that includes seven zip line stations, including two parallel racing lines. Its operating season starts in May and ends mid-October.

**Tennis**

There are five active community tennis clubs with both private and public facilities: three in Kelowna, one in West Kelowna, and one in Lake Country. Public tennis courts can also be found in Kelowna, West Kelowna, Peachland, Lake Country, and in the Joe Rich community of Central Okanagan Electoral District – East.

**Skiing**

Big White, Silver Star, and Apex ski resorts are within a short drive from the regional communities and offer a wide selection of amenities beyond the major attractions of skiing or snowboarding. Big White is the closest to Kelowna and is considered by residents to be the local mountain.

Winter is a great season in the Okanagan and cross-country skiing enthusiasts will enjoy the serenity of the wilderness. In addition to the trails available at the major ski resorts, Kelowna has several active cross-country ski clubs, including the Telemark Nordic Club and the Kelowna Nordic Ski and Snowshoe Club, that maintain approximately 85 kms of groomed trails in the area that are easily accessible.

**Curling and Skating**

There are 12 sheets of ice for curling in Kelowna and four sheets of ice in Lake Country.

Skating is available at Capital News Centre Arena, Kelowna Memorial Arena, Prospera Place, and Rutland Arena in Kelowna; Mount Boucherie Recreation Centre in West Kelowna, and Winfield Recreation Centre in Lake Country. Lakeside outdoor skating is available December through March in downtown Kelowna at Stuart Park.

**Cultural & Social Amenities**

**Libraries**

The Okanagan Regional Library (ORL) is a public library system established in 1936 to serve people in the regional districts of Columbia Shuswap, North Okanagan, Central Okanagan, and Okanagan-Similkameen. It is the 16th largest library system in Canada.

Headquartered in Kelowna, the ORL serves over 370,000 people across an area covering 59,600 square km through 29 branches. Membership is free to people within its library regions.

The Central Okanagan has six branches: Kelowna, Rutland, Mission, West Kelowna, Peachland and Lake Country.

Every library branch has a wide range of print and non-print materials available for circulation or use in the branch. The Kelowna branch has a broad range of reference materials and serves as the reference resource centre for all other branches. All branches carry both large print and taped books to meet the needs of people with visual disabilities, and Kelowna has an Optolec Reader which allows those with low vision to access materials in the branch. All branches in the Central Okanagan have public access catalogues.
Arts and History
Creativity and creative outlets abound in the vibrant arts, culture and history centres of the Central Okanagan. Please visit specific community websites and information centres for current and detailed information (note: this list is not intended to be an endorsement of any of the facilities).

Arts Council of the Central Okanagan - supporting everything that is art, ARTSCO is a non-profit organization championing artistic excellence, accessibility, communication, awareness, and mutual support of the arts throughout the Central Okanagan.

Lake Country
- Creekside Theatre
- Lake Country Art Gallery & Art House
- Lake Country Museum and Archives

Kelowna
- Alternator Centre for Contemporary Arts
- Hambleton Galleries
- Kelowna Art Gallery
- Kelowna Community Theatre (including the Black Box Theatre)
- Okanagan Heritage Museum
- Okanagan Wine and Orchard Museum
- Okanagan Military Museum
- Rotary Centre for the Arts and the Mary Irwin Theatre
- Tutt Street Gallery

Westbank First Nation
- Sncéwips Heritage Museum

West Kelowna
- Annette Beaudreau Amphitheatre
- New Moon Gallery
- Westbank Museum

Peachland
- Peachland Art Gallery
- Peachland Museum

Major Events/Festivals
Annual festivals involving food, wine, art, music, sport, and activities for families are held throughout the Central Okanagan in every season. The following list provides an example of some of major festivals held in various communities, although it is not exhaustive, and readers are directed to the tourism websites of specific communities for detailed and up-to-date information.

Central Okanagan (General)
- Okanagan Winter Wine Festival (Jan)
- Okanagan Spring Wine Festival (May)
- Great Okanagan Beer Festival (May)
- Centre of Gravity Festival (July)
- Okanagan Summer Wine Festival (August)
- Okanagan Fall Wine Festival (October)

Lake Country
- Winter Blues Festival (January)
- Live! In Lake Country (July-August)
- Lake Country Art Walk (September)

Kelowna
- Kelowna Fan Experience (March)
- Fat Cat Children’s Festival (June)
- Arts on the Avenue (July)
- Parks Alive! (July-August)
- Kelowna Hopscotch Festival (September)
- BreakOut West Showcase Festival (October)
- Downtown Kelowna Light Up! & Winter Street Market (December)

Westbank First Nation
- siya (June)

West Kelowna
- Westside Daze Festival (June-July)
- Music in the Park (July-August)
- West Kelowna World Music Festival (August)

Peachland
- Peachland Fall Fair (September)
Our Thriving Communities

The seven communities that make up the Central Okanagan offer quality of life and opportunity for businesses to prosper. The communities vary in size and location but are all in close proximity in this vibrant, compact region.
District of Lake Country

The northernmost community in the Central Okanagan, the name of this community says it all. Like other areas in the Central Okanagan, attractive cost and lifestyle offerings have resulted in a population growth, and significantly increased residential and commercial activity.

Located between Kelowna and Vernon, Lake Country is comprised of four separate communities: Oyama, Carr’s Landing, Okanagan Centre, and Winfield. The communities are closely interrelated but unique in their own right.

### Population & Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Lake Country Population</th>
<th>Lake Country Pop. Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>11,708</td>
<td>-</td>
</tr>
<tr>
<td>2016</td>
<td>12,922</td>
<td>10.4%</td>
</tr>
</tbody>
</table>

### Workforce

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number of People</th>
<th>Population Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labour Force</td>
<td>7,235</td>
<td>67.6%</td>
</tr>
<tr>
<td>Employed</td>
<td>6,690</td>
<td>62.5%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>545</td>
<td>7.5%</td>
</tr>
<tr>
<td>Not in Labour Force</td>
<td>3,465</td>
<td>32.4%</td>
</tr>
</tbody>
</table>

### Quick Facts

- Business licenses are **FREE** for the first year of operation.
- Cyclists can ride over 16km along the shorelines of Kalamalka & Wood lakes on The Okanagan Rail Trail.
- Name comes from the proximity to three Clearwater Lakes: Kalamalka, Wood, & Okanagan Lake.
- Lake Country received the **Small Business Roundtable’s Open for Business award** in 2016 for fostering economic growth.

### Community Infrastructure

- **HEALTH FACILITIES**
  - 2 medical clinics
- **EDUCATION FACILITIES**
  - 3 elementary schools and 1 high school
- **CULTURAL FACILITIES**
  - 1 regional library branch
  - 1 theatre
  - 1 museum with archives
- **RECREATION FACILITIES**
  - 1 community centre
  - 3 community halls

Source: Canadian Business Patterns, 2017
Doing Business in the Community

Development Incentives
Lake Country offers a tax exemption incentive for applicable developments in the Town Centre. This incentive has been put in place in order to spur growth, particularly of multi-story and mixed-use development, along Main Street. Further information regarding development incentives in Lake Country may be found [here](#).

Commercial Land
Lake Country has serviced and set aside more than 10 hectares of commercially-zoned land for the development of the community’s commercial and cultural core in Winfield, as a traditional mixed-use commercial and residential neighbourhood.

Industrial Land
Approximately 1.7% of Lake Country is designated for commercial or industrial use. Some of the challenges to providing employment lands include protecting farmland, infrastructure servicing, steep slopes and environmentally sensitive areas.

Contact Information
For more information on what’s happening or to discuss your project, please contact the District of Lake Country Economic Development Office at:

Phone: (250) 766-5650
Email: Use Contact Us feature on website
Website: [www.lakecountry.bc.ca](http://www.lakecountry.bc.ca)
Address: 10150 Bottom Wood Lake Road, Lake Country, BC, V4V 2M1

Information can also be obtained from the Central Okanagan Economic Development Commission at:

Toll Free: (877) 332-2673
Phone: (250) 469-6280
Email: info@investkelowna.com
Address: 1450 K.L.O. Road, Kelowna BC, V1W 3Z4
Website: [www.investkelowna.com](http://www.investkelowna.com)
City of Kelowna

Largest city in the Central Okanagan Kelowna borders the beautiful Okanagan Lake and has the best of rural and urban lifestyles packed into one unique city.

With a diverse economy supported by quality post-secondary institutions, Kelowna has become the main marketing and distribution centre of the Okanagan Valley. Kelowna also has a thriving arts and culture scene combined with all the outdoor activities that make the Central Okanagan a must-see tourism destination, as well as a popular place to live.

Settled in 1879 and incorporated in 1905, Kelowna is known for its agriculture and forestry roots and has grown into a modern city.

Population & Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Kelowna Population</th>
<th>Kelowna Pop. Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>117,312</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>127,380</td>
<td>8.6%</td>
</tr>
</tbody>
</table>

Workforce

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number of People</th>
<th>Population Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labour Force</td>
<td>64,380</td>
<td>65.0%</td>
</tr>
<tr>
<td>Employed</td>
<td>37,255</td>
<td>60.5%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>4,765</td>
<td>6.9%</td>
</tr>
<tr>
<td>Not in Labour Force</td>
<td>37,255</td>
<td>35.0%</td>
</tr>
</tbody>
</table>

Quick Facts

Kelowna is the largest city in British Columbia outside Vancouver

Kelowna is named after the Interior Salish word for Grizzly Bear

Kelowna’s official floral emblem is the ARROWLEAF BALSAMROOT, often referred to by locals as the Okanagan Sunflower

Kelowna is home to the William R. Bennett Bridge a two-kilometre pontoon bridge, Canada’s only floating bridge

Community Infrastructure

**HEALTH FACILITIES**

Home of the Kelowna General Hospital, the premier healthcare facility in the region, 7 medical clinics

**CULTURAL FACILITIES**

Kelowna’s Cultural District includes the Kelowna Art Gallery, Rotary Centre for the Arts, the Mary Irwin Theater and the Kelowna Community Theater.

**EDUCATION FACILITIES**

19 elementary schools, 6 middle schools, 4 high schools, 2 alternative education schools, over 10 private and religious schools, and 14 post-secondary institutions.

**RECREATION FACILITIES**

3 arenas, 3 recreation centres, 1 aquatic centre, 1 YMCA, 2 Boys and Girls Club locations
Doing Business in the Community

Development Incentives
The City of Kelowna offers several developer incentives to encourage alignment with the City’s strategic priorities for urban development. Tax incentives are available for development in City Centre and Rutland Urban Centres, and grants and tax incentives are available to promote the development of purpose-built rental housing throughout Kelowna. Further information regarding development incentives in Kelowna may be found here.

Commercial Land
The major commercial areas within Kelowna are the downtown, Highway 97, and Mission/South Pandosy districts. Kelowna’s Official Community Plan projects the need for 90 acres of land for commercial development and emphasizes land re-use and densification over continued expansion into greenfield areas.

Industrial Land
There are 1,320 acres of existing zoned industrial land within Kelowna’s boundaries. Kelowna has also identified 1,721 acres of land identified for future industrial development in the Official Community Plan. Industrial vacancy rates are currently low, and the market is active and dynamic.

Contact Information
For more information on what’s happening or to discuss your project, please contact Robert Fine, Director of Business and Entrepreneurial Development with the City of Kelowna:

Phone: (250) 469-8628
Email: rfine@kelowna.ca
Website: www.kelowna.ca
Address: 1435 Water Street, Kelowna BC, V1Y 1J4

Information can also be obtained from the Central Okanagan Economic Development Commission at:

Toll Free: (877) 332-2673
Phone: (250) 469-6280
Email: info@investkelowna.com
Address: 1450 K.L.O. Road, Kelowna BC, V1W 3Z4
Website: www.investkelowna.com
Westbank First Nation

Westbank First Nation (WFN) provides a unique economic climate to attract business and investment. A Self-Government Agreement between WFN and Canada has significantly improved the fiscal and legal certainty for investors on WFN Lands. WFN has the rights, powers, responsibilities and privileges of an owner, including the authority to grant interests and licenses in relation to its land.

There are five designated reserve areas which form WFN, however the resident population lives within two Census Subdivisions, Tsinstikeptum 9 and Tsinstikeptum 10, both of which share borders with the City of West Kelowna. Tsinstikeptum 10 shares a border with the City of Kelowna as well.

Population & Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Westbank First Nation Population</th>
<th>Westbank First Nation Pop. Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>7,058</td>
<td>-</td>
</tr>
<tr>
<td>2016</td>
<td>9,028</td>
<td>27.9%</td>
</tr>
</tbody>
</table>

Westbank First Nation Members

Total Population: 855

513 Living ON the First Nation
342 Living OFF the First Nation

Workforce

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number of People</th>
<th>Population Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labour Force</td>
<td>4,045</td>
<td>56.0%</td>
</tr>
<tr>
<td>Employed</td>
<td>3,715</td>
<td>51.0%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>330</td>
<td>8.9%</td>
</tr>
<tr>
<td>Not in Labour Force</td>
<td>3,730</td>
<td>44.0%</td>
</tr>
</tbody>
</table>

Quick Facts

27.9% population growth makes the WFN the fastest growing community in the Central Okanagan

First formed Indigenous Economic Development Commission in Canada

Self-governing structure is a model for First Nation administration in Canada

More lease & land transactions than any other First Nation in Canada

Community Infrastructure

**HEALTH FACILITIES**
- 2 medical clinics

**CULTURAL FACILITIES**
- 1 elder’s facility
- 1 youth centre

**EDUCATION FACILITIES**
- 1 independent elementary school

**RECREATION FACILITIES**
- 1 gymnasium
- 1 youth centre
Doing Business in the Community

Westbank First Nation, as a self-governing nation, has a tax collection regime, in which $125 million dollars are collected and forwarded to the provincial and federal governments, according to the table below.

<table>
<thead>
<tr>
<th>Taxes Collected on Westbank FN Lands</th>
<th>$125 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of taxes to Canada (income and sales taxes)</td>
<td>55%</td>
</tr>
<tr>
<td>Percentage of taxes to BC (income and sales taxes)</td>
<td>35%</td>
</tr>
<tr>
<td>Percentage of taxes to WFN (property and local taxes)</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Westbank First Nation

Commercial Land

The WFN's Land Use Plan identifies lands along Highway 97 designated for commercial use. Within Tsinstikeptum 9, commercially-designated lands are situated on both sides of Highway 97 between the western boundary of the Reserve to Grizzly Road (except the residential development on the south side of the Highway). Within Tsinstikeptum 10, lands along Highway 97, from Westside Road to Boucherie Road, include an Economic Centre designated as commercial (highway and retail). Northwest of the Bennett Bridge, the “bluffs” represent a mixture of residential and commercial land use designations, mainly captured within a neighbourhood plan area. A neighbourhood plan area can include multiple zones and permitted uses. Southwest of the bridge is another neighbourhood plan area, which permits a mixture of uses including residential, commercial, and institutional.

Industrial Land

The WFN’s Land Use Plan identifies a pocket of light industrial land in Tsinstikeptum 9, that is bordered by Marmot Lane, Daimler Drive, and Old Okanagan Highway.

Contact Information

For more information on what's happening or to discuss your project, please contact Mandi Carroll, Manager, Economic Development & Communications with WFN:

Phone: (250) 769-4999
Email: mcarroll@wfn.ca
Website: www.wfn.ca
Address: 301 – 515 Highway 97 South, Kelowna, BC, V1Z 3J2

Information can also be obtained from the Central Okanagan Economic Development Commission at:

Toll Free: (877) 332-2673
Phone: (250) 469-6280
Email: info@investkelowna.com
Address: 1450 K.L.O. Road, Kelowna BC, V1W 3Z4
Website: www.investkelowna.com
City of West Kelowna

This visually stunning lakeside community is home to thriving agriculture and viticulture, forestry, and aerospace economic sectors. The city was incorporated in December 2015, and many of its neighbourhoods are nestled amongst forests on gently sloping mountains overlooking Okanagan Lake. These include Westbank, Shannon Lake, Glenrosa, Casa Loma, West Kelowna Estates, Rose Valley, and Lakeview Heights.

Population & Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>West Kelowna Population</th>
<th>West Kelowna Pop. Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>30,902</td>
<td>-</td>
</tr>
<tr>
<td>2016</td>
<td>32,655</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

Workforce

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number of People</th>
<th>Population Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labour Force</td>
<td>16,960</td>
<td>63.6%</td>
</tr>
<tr>
<td>Employed</td>
<td>15,880</td>
<td>59.5%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>1,080</td>
<td>6.4%</td>
</tr>
<tr>
<td>Not in Labour Force</td>
<td>9,720</td>
<td>36.4%</td>
</tr>
</tbody>
</table>

Quick Facts

**West Kelowna**

INcorporated as a district in 2007 and became an incorporated city in 2015

Home to the West Side Wine Trail with 13 participating vineyards

Take a HIKE up the Boucherie Rush trail on Mt. Boucherie, a 60 MILLION YEAR OLD DORMANT VOLCANO

West Kelowna Development Services implemented a NEW SOFTWARE SYSTEM in 2016 to streamline the development application process

Source: Canadian Business Patterns, 2017

Community Infrastructure

- **HEALTH FACILITIES**
  - 1 community health centre, plus 2 walk-in clinics

- **CULTURAL FACILITIES**
  - 2 art galleries, 1 branch of the Okanagan Regional Library, 1 outdoor amphitheatre

- **EDUCATION FACILITIES**
  - 9 elementary schools, 1 middle school and 1 high school

- **RECREATION FACILITIES**
  - 1 recreation centre, 1 aquatic centre, 1 youth centre, 1 senior’s centre, 1 Boys and Girls Club location
Doing Business in the Community

Commercial Land
The West Kelowna Official Community Plan designates two Centre areas as focal points within the community: Westbank and Boucherie. Located along Highway 97, these areas are intended to ‘bookend’ and be distinct from the auto-oriented commercial development in the Westbank First Nation jurisdiction. Boucherie and Westbank Centres are intended to be higher density, pedestrian oriented mixed-use areas that include significant public amenities. The designation is intended to foster revitalization of the historically vibrant Westbank Centre, and to create a new mixed-use hub in the area of the Bartley Road crossing of Highway 97 (Boucherie Centre).

Industrial Land
In addition to wineries, industrial activity in West Kelowna is focused north of Highway 97 near Stevens Road and at Gorman’s Mill. In addition, the industrial area north of Highway 97, between Daimler and Westlake Roads, is one of the largest contiguous intact industrial areas in the Central Okanagan and provides opportunities for new industrial growth.

Contact Information
For more information on what’s happening or to discuss your project, please contact John Perrott, Economic Development Officer with the City of West Kelowna Economic Development Office at:

Phone: (778) 797-2215
Email: john.perrott@westkelowna.ca
Website: www.westkelownacity.ca
Address: 2760 Cameron Road, West Kelowna, BC, V1Z 2T6

Information can also be obtained from the Central Okanagan Economic Development Commission at:

Toll Free: (877) 332-2673
Phone: (250) 469-6280
Email: info@investkelowna.com
Address: 1450 K.L.O. Road, Kelowna BC, V1W 3Z4
Website: www.investkelowna.com
District of Peachland

Situated on the Okanagan lakefront, Peachland southern-most community in the Central Okanagan and is positioned midway between Kelowna and Penticton. This makes it the perfect location to draw from both population centres. For that reason, Peachland is a thriving hub for wine and agri-tourism.

Population & Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Peachland Population</th>
<th>Peachland Pop. Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>5,200</td>
<td>-</td>
</tr>
<tr>
<td>2016</td>
<td>5,428</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

Workforce

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number of People</th>
<th>Population Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labour Force</td>
<td>2,450</td>
<td>50.5%</td>
</tr>
<tr>
<td>Employed</td>
<td>2,240</td>
<td>46.1%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>215</td>
<td>8.8%</td>
</tr>
<tr>
<td>Not in Labour Force</td>
<td>2,400</td>
<td>49.5%</td>
</tr>
</tbody>
</table>

Quick Facts

Peachland’s commercial tax rate is only 1.9 x greater than its residential tax rate, promoting tax competitiveness.

Rattlesnake Island off the shore of Peachland is said to be home of the OGOPOGO.

Peachland has 11 km of public access shoreline on Okanagan Lake.

YUMA BAT COLONY housed in the attic of the historic primary school is an astonishing phenomenon, one of the largest colonies in the province.

Community Infrastructure

- **HEALTH FACILITIES**
  - 1 medical clinic

- **CULTURAL FACILITIES**
  - 1 regional library branch, 2 art galleries, 1 arts centre (Little Schoolhouse)

- **EDUCATION FACILITIES**
  - 1 elementary school

- **RECREATION FACILITIES**
  - 1 community centre 1 activity centre

Source: Canadian Business Patterns, 2017
Doing Business in the Community

Commercial Land
Most commercial uses are located in the downtown core and Clements Crescent Shopping Centre. Downtown commercial services are characterized by many small locally owned and operated businesses (cafés, restaurants, retail and service use) that rely on Peachland residents as their primary market and seasonal tourism as their secondary market. Peachland has approximately 6,690 square metres (72,000 square feet) of retail floor space.

Industrial Land
A small pocket of industrial development has occurred in the northern most part of the built area. A total of six parcels constitute this area’s industrial supply, of which all are greater than four acres in size. The combined area of these properties is 46 acres. The entire industrial area of Peachland is zoned I-1 for light industrial uses and warehousing.

Contact Information
For more information on what’s happening or to discuss your project, please contact Matt Faucher, Planning & Economic Development Technician with the District of Peachland:
Phone: (250) 767-2647
Email: mfaucher@peachland.ca
Website: www.peachland.ca
Address: 5806 Beach Avenue, Peachland, BC, V0H 1X7

Information can also be obtained from the Central Okanagan Economic Development Commission at:
Toll Free: (877) 332-2673
Phone: (250) 469-6280
Email: info@investkelowna.com
Address: 1450 K.L.O. Road, Kelowna BC, V1W 3Z4
Website: www.investkelowna.com
Central Okanagan Electoral Area - East

Encompassing the scenic rural east side of Okanagan Lake, this electoral area sits outside the City of Kelowna and District of Lake Country. Its two largest communities are: Ellison, located to the northeast of Kelowna on Old Vernon Road; and Joe Rich, located 24 km east of Kelowna on Highway 33.

Population & Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Central Okanagan E. Population</th>
<th>Central Okanagan E. Pop. Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>3,795</td>
<td>-</td>
</tr>
<tr>
<td>2016</td>
<td>3,824</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

Workforce

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number of People</th>
<th>Population Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labour Force</td>
<td>2,140</td>
<td>63.7%</td>
</tr>
<tr>
<td>Employed</td>
<td>1,970</td>
<td>58.6%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>175</td>
<td>8.2%</td>
</tr>
<tr>
<td>Not in Labour Force</td>
<td>1,220</td>
<td>36.3%</td>
</tr>
</tbody>
</table>

Quick Facts

There are a number of communities within the Electoral Area including ELLISON, JOE RICH and neighbourhoods along the south end of Lakeshore Road and June Springs.

Community Infrastructure

- Education Facilities
  - 1 elementary school

- Recreation Facilities
  - 2 community halls

Cougar Canyon Ecological Park and Graystokes Provincial Park protect unique environmental areas.

Source: Canadian Business Patterns, 2017
Doing Business in the Community

Contact Information
For more information on what’s happening or to discuss your project, please contact the Central Okanagan Economic Development Commission at:

Toll Free: (877) 332-2673
Phone: (250) 469-6280
Email: info@investkelowna.com
Address: 1450 K.L.O. Road, Kelowna BC, V1W 3Z4
Website: www.investkelowna.com
Central Okanagan Electoral Area - West

Located away from the larger centres in the Central Okanagan, Central Okanagan Electoral Area - West is the tranquil rural countryside on the west side of Okanagan Lake. As an example of how far these communities are from the cities: Wilson’s Landing is located 14 km north of the intersection of Highway 97 and Westside Road and 20 km from Kelowna.

Other communities along picturesque Westside Road – which are also a good distance from the city – include Traders Cove, Killiney Beach, Westshore Estates, Fintry, and Valley of the Sun.

Population & Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Central Okanagan W. Population</th>
<th>Central Okanagan W. Pop. Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>1,947</td>
<td>-</td>
</tr>
<tr>
<td>2016</td>
<td>1,981</td>
<td>1.7%</td>
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</tbody>
</table>

Workforce

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number of People</th>
<th>Population Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labour Force</td>
<td>1,000</td>
<td>57.6%</td>
</tr>
<tr>
<td>Employed</td>
<td>845</td>
<td>48.7%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>155</td>
<td>15.5%</td>
</tr>
<tr>
<td>Not in Labour Force</td>
<td>740</td>
<td>42.4%</td>
</tr>
</tbody>
</table>

Quick Facts

Throughout the Electoral Area, land use is governed by the RDCO ZONING BYLAW and is supplemented by the BRENTRoad-TREPNANIER OCP and the RURAL WESTSIDE OCP

Killiney Beach offers swimming access and picnic tables for enjoying the natural splendor of Okanagan Lake

Home of TREPNANIER PROVINCIAL PARK established to protect important water, biodiversity and recreation values, including Trepanier Creek drainage, offering recreational activities: HIKING AND CAMPING

Source: Canadian Business Patterns, 2017

Community Infrastructure

1 community hall
Doing Business in the Community

Contact Information
For more information on what’s happening or to discuss your project, please contact the Central Okanagan Economic Development Commission at:

Toll Free: (877) 332-2673
Phone: (250) 469-6280
Email: info@investkelowna.com
Address: 1450 K.L.O. Road, Kelowna BC, V1W 3Z4
Website: www.investkelowna.com
With a robust base of innovative businesses across industry sectors, two post-secondary institutions feeding the region’s talent pipeline and a lifestyle that is the envy of the country, it is not hard to see why the Central Okanagan is one of Canada’s fastest growing metro areas.

The region enjoys the connectivity and infrastructure of a major centre set against the Okanagan Valley’s iconic mountains, valleys and lakes. With committed and connected business support network and a collective attitude that fosters entrepreneurship, the region is ready to grow as industry does.

Possibilities? Endless – it’s all here now. All that’s missing is you!