

TAKING ACTION IN 2009

- ▶ Aid in the growth and progress of Kelowna as a desirable place to do business
- ▶ Aid in the growth and progress of Kelowna as a desirable place to visit, shop and tour
- ▶ Increase the diversity of employment opportunities

Foster a strong, stable
and expanding economy.



A growing, progressive economy

Economic Development

Kelowna's economy provides a tax base that supports services and amenities that contribute to an excellent quality of life. The City maintains one of the lowest ratios of property taxes between businesses and residences, among BC communities over 50,000. The City continued to partner in support of economic and tourism development and prepare for future growth.

Airport Activity

Kelowna International Airport (YLW) served 1.37 million passengers in 2009, a decrease of 1.6 per cent from the previous year. On average, Canadian airports experienced a decrease of passenger activity of seven per cent. The Drive to 1.6 Million Passengers program was launched as a phased approach to construction that will be triggered by passenger traffic demand. Passenger growth is forecasted to reach 1.6 million by 2015.

YLW saw an increased frequency on existing routes, the launch of scheduled services to Mexico and new charters, and larger aircraft serving the Vancouver route. New American flight screening procedures were implemented. YLW also served as a portal airport for the 2010 Olympic and Paralympic Games in Vancouver screening passengers and luggage of private aircraft.

Business Improvement Areas

Business improvement areas in the downtown and Uptown Rutland areas worked to stimulate business and promote their commercial areas. Businesses in South Pandosy district began

the initial steps to try and establish a business improvement area. The Uptown Rutland Business Association partnered with the City on a market assessment to help determine investment required to attract and support development in the area.

Breakfast with Business

A bi-annual Breakfast with Business initiative was launched to connect City Council with businesses.

An Economic Prosperity Framework was drafted to further discussion with community partners on how to foster a healthy, dynamic and sustainable economy. Efforts are underway to retain and attract young, talented people to support business needs that will also contribute to Kelowna's social and cultural attractiveness.

Business Licences

More than 744 businesses took advantage of the mobile business license program that allows contractors and tradespeople to conduct business in more than one Okanagan community. Overall, 9,096 business licences were issued in 2009.

Graffiti Management

The City spent more than \$140,000 to clean up graffiti in 2009. A graffiti tracking system was implemented and crews responded to more than one thousand reports of graffiti on City property. The City's goal is to remove graffiti within 24 hours of it being reported. Anti-graffiti wraps were tested for use on traffic control cabinets.



Host City

From small events to large festivals, approximately 100 outdoor event applications were processed.

Consultations began on the Outdoor Events Plan which will incorporate best practices to ensure events capture both economic and social benefits.

Kelowna was awarded the 2010 Western Canadian Music Awards, 2010 Canadian Masters Badminton Championships, the 2011 International Children Winter Games, and is shortlisted to host the 2015 Canada Winter Games.

The City supported 40 tournaments in Rutland and Memorial arenas, along with 35 tournaments and special events in City stadiums. Sport Event Development Grants of \$49,000 helped support 25 local sport organizations to host 33 events, contributing approximately \$6.3 million to the local economy.

Funding New Development

The City continued its approach that the cost of new road, utility and park infrastructure should primarily be the responsibility of developers. A review of development cost charges saw rates increase by an average of 1.6 per cent for a single residential unit in the City Centre. Revisions to the charges included only the actual cost of parkland acquired and only those road projects with updated detailed design. All other costs remained at 2008 levels. On average,



development charges represented less than four per cent of the overall selling price of a home.

Parking Management

The City held public consultations on the South Padosy Parking Management Plan and the Downtown Kelowna Parking Management Plan.

LOOKING FORWARD TO 2010-2011

- ▶ Complete planning for revitalization of Bernard Avenue in the City's downtown
- ▶ Review and update process for application and approval of outdoor events
- ▶ Continue graffiti eradication
- ▶ Plan for the 2015 Canada Winter Games bid
- ▶ Expand campus recruitment and co-op student placements

