

# Breakfast with Business Report

Kelowna's Business Recruitment Team



# Business Recruitment Team (BRT)

- Unified approach to business recruitment and retention activities
  - CES: Your Tech Online & Vericorder
  - ICSC: Supporting local leasing agents & generating lead developments
  - Visiting delegations
    - Inbound investment
    - Provincial ministers



# Breakfast with Business

- Coordinated and facilitated by the BRT
  - Corie Griffiths, COEDC
  - Weldon LeBlanc, Chamber of Commerce
  - Jim Paterson, City of Kelowna
  - John Perrott, DKA



# Questions

1. What are the barriers to being a successful business in Kelowna?
2. In what way can the business community and the City of Kelowna work together more effectively to improve the economy in Kelowna?
3. How can the City and the business community better communicate and what steps should be taken in the future?



# Emerging Themes

1. Internal – City of Kelowna
2. External – Business Community



# Internal City Themes

## **1. *City of Kelowna perceived to be weakly connected to business***

- Accepting the realities of the issues of the day
- Reliance on Chamber and EDC to protect business interests

## **2. *Accessing services at City Hall***

- Difficult to source information through one channel
- Lacking roadmap to guide through common services (Public Hearings, Bylaws, Zoning and Land Uses, Inspections, etc)



# Internal City Themes

## **3. Website**

- Not easy to navigate
- Confusing to find information
- Use of new technologies (Twitter, Blogs, Newsletters, etc)

## **4. More opportunities for interaction**

- More events like Breakfast with Business with specific focuses
- Ask for feedback from the Business Community on their experience using City services
- Use of a 'secret shopper' to measure staff service levels



# External Themes

- 1. *Identify who we are as a region***
  - Make a Statement “open for business” find out what other cities are doing to be #1 and make our plan to get there
  - Graffiti must be controlled - perception of safety concerns & business climate when graffiti isn't under control





# External Themes

## ***2. How to make Kelowna attractive for Young Professionals***

- Improve Community Arts and Culture
- Addressing the cost of Living barrier
- Opportunities for career development
- Need to attract more affordable rental housing
- Salary base in Kelowna too low



# External Themes

## 3. *Other observations and challenges*

- Transportation logistics – it is difficult to transport goods/products in and out of the region
- Air connections difficult. Need more US route(s)
- Needing to attract more businesses at all levels
- Building intellectual capacity through post secondary and incubators
- Lack of good office space within the Downtown core
- Lack of critical mass – i.e. tech sector
- Shortage of light industrial property



# External Themes

## **4. *Attract more sustainable/ environmental opportunities***

- Private and public sector to adopt green technologies like solar and roof top gardens
- Support agri-tourism activities and more gardens with local markets
- Create a “Granville Island” type atmosphere downtown



# BRT Next Steps

1. Receive feedback from Council
2. BRT to review external themes and identify who is already addressing these and what gaps exist.

