



Our Okanagan

Connecting Our Valley. Creating Opportunity.

www.ourokanagan.ca

How did Our Okanagan come about?

While engaging local businesses, some of the main challenges Community Futures and Okanagan Partnership noticed included:

- many businesses and organizations are sourcing products and services outside of the Valley that could be sourced locally
- the Valley is full of great businesses, wonderful products and services that many consumers don't even know about
- non profits face the challenge of getting their message out throughout the Valley.

A small group began brainstorming ideas on how to connect businesses and individuals to local suppliers of products and services. Funding was sourced and Our Okanagan was developed.

So What is Our Okanagan?

Our Okanagan is an online tool developed to address those identified challenges. By connecting those looking for a local product or service with those that can provide them, we can create more opportunity for all of us.

Who is Our Okanagan?

Our Okanagan is an independent steering committee with representation from the Community Futures of the Valley, Okanagan Partnership, Accelerate Okanagan, Chambers of Commerce and the Economic Development Community. Community Futures staff and contractors were assembled to build and market Our Okanagan throughout the Valley. Our Okanagan is not an "organization" the goal is to have Our Okanagan belong to the Valley.

How Much Does Our Okanagan Cost?

No Cost. Best of all, there aren't any paid advertisements influencing a search. For businesses and non-profits, it is free until January 2012 thanks to the funding we received for this initiative. We are working on determining the minimum yearly costs which will then be divided among the businesses/organizations registered. The more businesses on the site, the less the fees will be. We are not anticipating the cost to more than \$10 per year.

Goals

- showcase the Okanagan Valley to the world
- connect businesses, not for profits and other organizations to useful and valuable resources
- helps build and expand local markets (local being Valley)
- connect consumers and organizations together
- a way for businesses and consumers to "source" local

We would love to see all of the businesses and organizations in the valley as part of Our Okanagan. The goal is to have over sufficient number of organizations in there to be able to showcase the products and services in the Valley.

How the City of Kelowna can support Our Okanagan

We hope that the City of Kelowna will work with us to promote Our Okanagan to Kelowna associations and consumers by:

- providing an Our Okanagan button on the City's website
- including an Our Okanagan brochure with Business Licences
- have Our Okanagan information on hand at the Municipal Office

Our Okanagan will work to showcase The City of Kelowna by:

- map that when scrolled over, will bring up a widow with a description of Kelowna that will include:
 - a description of Kelowna
 - pictures of the community
 - population
 - 30 words on what Kelowna is "best known for"
 - Link to the City's website



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Economic Development Focus



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The Okanagan is filled with many wonderful businesses and non-profit organizations offering a variety of unique products and services.

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Challenge

Local Products and Services are being sourced outside the Valley

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Business Challenges

- Awareness of local suppliers
- Reaching the local market.

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2009 Survey of Okanagan Companies

99% of the Business indicated the ability for the public to search local products was important.

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Consumer Challenges

- Knowing what is available locally

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How much does it cost?

Until January 2012 it is free

After January 2012 – Goal is \$0- \$10/year

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Activity

Business/Organizations Registered: 1400
Hits on Site: 250,000

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Why Our Okanagan

- 1.Focuses on products and services
- 2.Covers the entire Okanagan Region
- 3.Simple to use.

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Connections and Awareness

- Chambers of Commerce
- Economic Development Organizations
- Membership Associations
- Media.

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Who is involved?










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Our Steering Committee

Okanagan Partnership
 Community Futures Central Okanagan
 Kelowna Chamber of Commerce
 Community Futures Okanagan Similkameen
 Imagine Penticton – Economic Development Services
 Destination Osoyoos
 South Okanagan Chamber of Commerce
 Regional District Okanagan Similkameen

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Your endorsement will:

- Help build a network to support local businesses
- Showcase your community to the world and the rest of the Okanagan.

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Our Okanagan

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Our Okanagan works to:

- Support Small Businesses in the Valley
- Keep jobs here
- Market the Valley
- Spur Economic Development.

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