

# Business Development



# NEW POSITION- BACKGROUND

- ▶ Mayor's Inaugural Speech
- ▶ The "new Normal" - can't afford to be complacent / need to be Proactive
- ▶ New Council's Strategic Plan- "Moving Opportunities Forward"
- ▶ Help to make the City the *BEST* place to conduct business.

# WHAT IS CITY ROLE IN BUSINESS DEVELOPMENT ?

## ▶ City has 2 Primary Roles

### 1. Build a Great Community

Clean, green, vibrant, improve quality of life

### 2. Improve 'climate' for Investment

Quality services, value for taxes, transparent and streamlined regulatory regime, strategic infrastructure investments



**PATHS**



**DENSITY**



**TRANSIT**

## 5 RESPONSIBILITIES

1. Advocate for business / economic development within City Hall
  - ▶ Official Community Plan
    - ▶ Economic Prosperity Framework
  - ▶ Serves on the Central Okanagan Economic Development Commission- Executive
  - ▶ Point person for the Administration- CO EDC, Chamber, DKA, URBA, and now, Tourism Kelowna
  - ▶ Downtown “Champion” role

# OUR PARTNERS: ROLES AND RESPONSIBILITIES

- |            |   |
|------------|---|
| CO EDC     | Regional / Macro perspective- Enhance existing business /Attract new business & investment            |
| Tourism K. | Create a measurable healthier tourism industry through innovative marketing and advocacy initiatives. |
| Chamber    | Foster a positive business environment  |
| BIA's      | Create a safe and desirable place to conduct business, live, work and play                            |

# OUR PARTNERS ROLE AND RESPONSIBILITIES

- ▶ Senior Levels of Government
  - ▶ CMHC / BC Housing
  - ▶ Community Futures (WED)
  - ▶ Woman's Enterprise Centre
- ▶ Workforce Development
  - ▶ UBCO / OC
- ▶ Community Development
  - ▶ Third Sector / not-for-profits

## 5 RESPONSIBILITIES

2. Creative problem solving role with proposed business / investment (linking business to services or possible partners)

- ▶ Example- New Value added Agricultural Business
- ▶ \$100 K investment - replicate throughout Kelowna
- ▶ Development Cost Charges (DCC's) / Building Permit Fees over \$11 K
- ▶ Through a 10 minute conversation we came up with an approach that may not require any DCC's to be paid



## 5 RESPONSIBILITIES

### 3. Acting / facilitating on short term opportunities

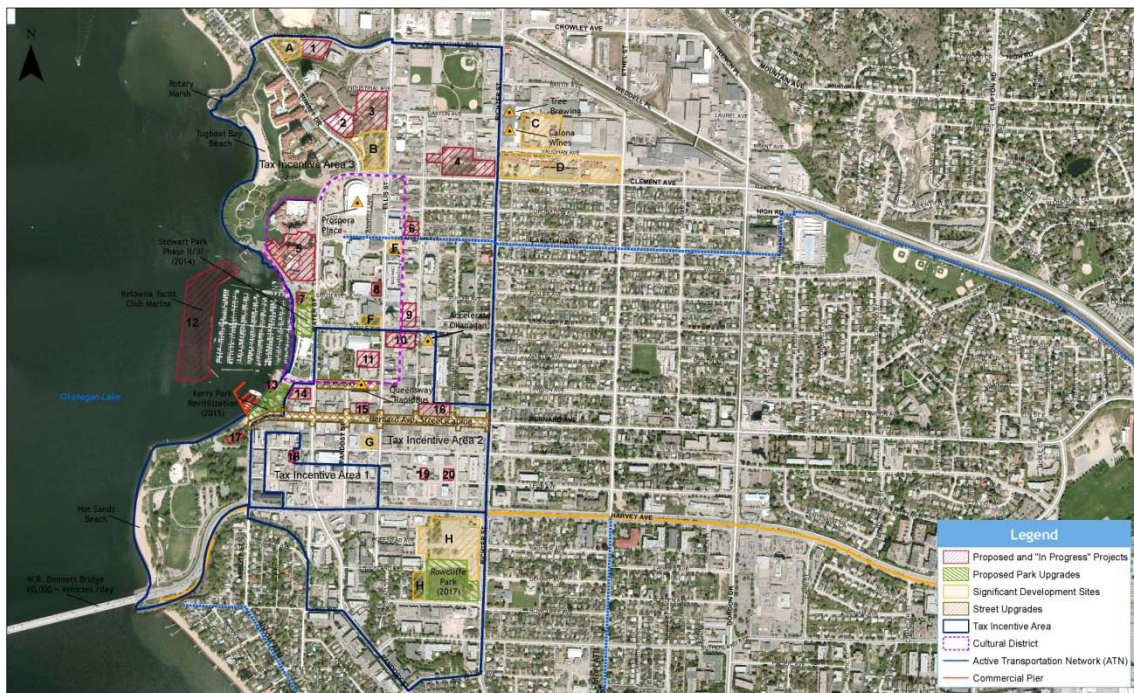
- ▶ Business people / investors often access the City in various ways- Mayor / City Manager / LUM / CO EDC
- ▶ Many present their plans to numerous individuals / Departments searching for the right “champion”
- ▶ This position will serve to meet and greet /vet / triage those business plans
- ▶ Concierge service inside city hall

## 5 RESPONSIBILITIES

### 4. Partnering re future opportunities

- ▶ Working through the CO EDC / the Chamber / the BIA's / UDI; lots of issues & opportunities are discussed;
  - ▶ Convention Centres / Innovation Centres / UBCO & OC Downtown presence- research / determine the merit- Report through City Manager
- ▶ Downtown and Town Centre development- Downtown Prospectus partnership with DKA / Uptown Rutland
- ▶ Conference Board of Canada / Retail Market Studies

# DOWNTOWN PROSPECTUS



Investment Grade  
Downtown Overview

November 2012

▶ Kelowna - \$475,000

- ▶ \$3,053 - Taxes
- ▶ \$613 for water and sewer



▶ Regina - \$509,000

- ▶ \$8,497 - Taxes
- ▶ \$1,237 for water and sewer



▶ Winnipeg - \$488,000

- ▶ \$6,500 - Taxes\*
- ▶ \$849.40 for water and sewer



- ▶ \* Winnipeg has an additional Frontage Levy to pay for future sewer and water replacement of Approx \$187

Assumptions- Approximately \$500,000 Assessed Value (not reflecting Provincial Tax Credits)

## 5 RESPONSIBILITIES

### 5. Recommending service improvements to meet the needs of business

- ▶ Being the best place for Small Business
- ▶ Assist to build that supportive “climate” for investment, customer service & process improvements, new services, research, best practices
- ▶ Work with One Window staff, Business, and other service providers to determine needs and strategize ways to meet those needs