Chapter 8:
Economic Development
Economic development is central to Kelowna being able to thrive and grow into a self-sustaining community.
Economic development is central to Kelowna being able to thrive and grow into a self-sustaining community that attracts innovation and entrepreneurial activity. Policies throughout this OCP seek to retain and improve upon Kelowna's economic advantage, such as the desirable natural environment as well as the significant inventory of rich agricultural lands.

The intent of OCP policies is to encourage new economic opportunities, such as the creative economy and value-added agriculture, and to support new and existing business opportunities, as detailed in this chapter.

Economic development policies are integrated throughout the OCP, with the following chapters providing key policy direction, in addition to that provided in this chapter. Furthermore, the City’s Economic Prosperity Framework contains principles upon which the City will build a great community and contribute to a climate for investment.

Review of Development Applications – Chapter 5
Infrastructure – Chapter 7
Arts, Culture and Heritage – Chapter 9

THE CITY OF KELOWNA WILL:

Objective 8.1 Focus on economic drivers that generate new and sustainable wealth.

Policy .1 Sustainable Prosperity. Assign priority to supporting the retention, enhancement and expansion of existing businesses and post secondary institutions and the attraction of new businesses and investment identified as bringing sustainable prosperity to Kelowna.

Policy .2 EDC. Participate in the development of, and support the implementation and monitoring of, the region’s economic development strategy as coordinated by the Central Okanagan Economic Development Commission.
Objective 8.2  **Harness business community talents and knowledge.**

**Policy .1**  **Shared Responsibility.** Emphasize a shared responsibility (public, private, not-for-profit/volunteer) for action and work cooperatively to achieve solutions to community challenges.

Objective 8.3  **Provide businesses with accurate and timely information.**

**Policy .1**  **Business Information.** Provide business with high quality and timely information about local government initiatives and processes. Gather and distribute municipally-available data of interest to business.

**Policy .2**  **Partnership.** Partner to research data of mutual interest.

Objective 8.4  **Encourage a positive investment climate.**

**Policy .1**  **Economic Costs/Benefits.** Provide decision makers with high quality research and information about economic costs and benefits of various civic initiatives.

**Policy .2**  **Communication.** Collaborate and partner with businesses on municipal issues related to economic development.

**Policy .3**  **Service Feedback.** Seek business community feedback on services provided with the aim of delivering excellent customer service and streamlined regulatory processes.

**Policy .4**  **BIAs.** Continue to support the development of Business Improvement Areas (BIA) in Urban Centres.

**Policy .5**  **Entrepreneurial Initiatives.** Continue to encourage self-employment initiatives, including home-based business, while ensuring neighbourhood fit through the zoning regulations, and work with pertinent agencies to raise awareness of these opportunities.

Objective 8.5  **Ensure Kelowna is competitive relative to other jurisdictions.**

**Policy .1**  **Monitor Costs.** Continually monitor municipal charges affecting businesses (e.g. property taxes, DCCs, application costs, off-site servicing costs, property/commercial taxes, user fees, utility charges, development fees, etc.) to identify whether costs are deterring economic activity. Charges will also be monitored to assess whether the costs of providing services are being
Objective 8.6  **Attract a skilled and talented workforce that meets the needs of economic drivers.**

This objective will be achieved by building a great community and contributing to a climate for investment and immigration. Policies in the Infrastructure, Arts and Culture, Social, Environment, and Review of Development Application Chapters are intended to achieve this objective.

Objective 8.7  **Provide a physical infrastructure that connects businesses to their markets.**

**Policy .1** Highway 97. Recognize the role that Highway 97 plays as a goods and services transportation link between Kelowna and its business markets.

**Policy .2** Transportation Networks. Ensure transportation networks support continued success and future expansion of key employment nodes (as indicated with commercial, mixed use, and institutional designations in the OCP). Provide effective and efficient levels of transit service and convenient walking and cycling connections between key employment nodes and surrounding residential areas.

**Policy .3** Mobility and Servicing. Improve transportation mobility and servicing efficiency within the community.

In civic communications, emphasize opportunities available and work collaboratively to build infrastructure that attracts talent, provides physical activity, innovation and distinctiveness.
Communications Infrastructure. Support the creation of high quality and assured communication links (e.g. voice, data and image).

Airport. Recognize the role that the airport plays in supporting Kelowna’s economy.

**Objective 8.8 Reinforce Kelowna’s unique identity/sense of place.**

This objective will be achieved by retaining important natural and community features while enhancing our downtown and other urban centres. Policies in the Environment, Arts and Culture, and Review of Development Application Chapters are intended to achieve this objective.

**Objective 8.9 Portray a positive image of Kelowna.**

Positive Image. In civic communications, emphasize opportunities available and work collaboratively to build infrastructure that attracts talent, provides physical activity, innovation and distinctiveness.

Downtown. Recognize that a unique, attractive, thriving and livable downtown is strategically important to Kelowna’s overall prosperity and success. Towards this end, the City will plan and manage the Downtown as a single and special entity and will take a proactive, comprehensive, integrated and collaborative approach towards providing services and infrastructure, delivering programs, and developing a supportive regulatory and financial environment.

"Reinforce Kelowna’s unique identity/sense of place... This objective will be achieved by retaining important natural and community features. Policies in the Environment, Arts and Culture, and Review of Development Application Chapters are intended to achieve this objective."