CITY OF WEST KELOWNA
ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Wednesday, April 14, 2021, 8:00 A.M.
COUNCIL CHAMBERS
2760 CAMERON ROAD, WEST KELOWNA, BC

Pages

1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER

   In accordance with the most recent Provincial Health Officer Order regarding gatherings and events, the public is currently not permitted to attend Economic Development Committee meetings in-person. As an open meeting, it will be webcast live and will be archived on the City's website.

2. INTRODUCTION OF LATE ITEMS

3. ADOPTION OF AGENDA

4. ADOPTION OF MINUTES

   4.1. Minutes of the Economic Development Committee meeting held March 10, 2021 in the City of West Kelowna Council Chambers — 3

5. PRESENTATIONS

   5.1. Krista Mallory, Manager of the Central Okanagan Economic Development Commission

6. DELEGATIONS

7. UNFINISHED BUSINESS

8. REFERRALS

9. CORRESPONDENCE AND INFORMATION ITEMS

   9.1. Tourism Research Preliminary Results

   9.2. Economic Development and Tourism Activity Update

   9.3. Development Services Update

10. OTHER BUSINESS

11. ADJOURNMENT OF THE MEETING

The next Economic Development Committee meeting is scheduled for Wednesday, May 12, 2021 at 8:00 a.m.

CITY OF WEST KELOWNA

MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, March 10, 2021
COUNCIL CHAMBERS
2760 CAMERON ROAD, WEST KELOWNA, BC

MEMBERS PRESENT:	Chris Kotscha, Chair Laurie Evans, Vice Chair Amber Hall Tyler Neels Michael Porter Lorrie Whiteway
MEMBER ABSENT:	Krista Mallory Nick Wizinsky
Staff Present:	John Perrott, Economic Development & Tourism Manager Chris Oliver, Senior Planner Natasha Patricelli, Recording Secretary Salina Curtis, Economic Development and Tourism Coordinator Brandon Mayne, Service Desk Technician

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1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER

The meeting was called to order at 8:01 a.m.

In accordance with the most recent Provincial Health Officer Order regarding gatherings and events, the public was not permitted to attend Economic Development Committee meetings in-person. As an open meeting, it was webcast live and archived on the City's website.

2. INTRODUCTION OF LATE ITEMS

3. ADOPTION OF AGENDA

It was moved and seconded

THAT the agenda be adopted as presented.

CARRIED UNANIMOUSLY

4. ADOPTION OF MINUTES

4.1 Minutes of the Economic Development Committee meeting held February 10, 2021 in the City of West Kelowna Council Chambers

It was moved and seconded

THAT the minutes of the Economic Development Committee meeting held February 10, 2021 in the City of West Kelowna Council Chambers be adopted.

CARRIED UNANIMOUSLY

5. PRESENTATIONS

5.1 Greater Westside Board of Trade

Amber Hall, President of the Greater Westside Board of Trade (GWBOT), presented to the Economic Development Committee;

Highlights of the presentation include:

- GWBOT is the voice of business on the Greater Westside;
- January 2021 elected a brand new board with 7 new directors;
- Benefits of membership: Connections, Network Opportunities, Promotion, Marketing, etc.
- Strategic Plan and Goals: Engagement, Education, Empowerment/Encouragement;
- Current members: 329 members;
- Educational and Networking opportunities: Wise Words: Business Reading Club, Sisterhood of Business, Virtual Business After Hours, Silent Action;
- Advocacy: Short Term Rental Letters to City of West Kelowna and Westbank First Nations;
- GWBOT to ensure EDC members are on the mailing list.

6. DELEGATIONS

7. UNFINISHED BUSINESS

8. REFERRALS

9. CORRESPONDENCE AND INFORMATION ITEMS

9.1 Economic Indicator Discussion

Highlights of the presentation include:

Discussion to understand needs of our residential and business community so the Economic Development office can assist with requests and provide sources of information.

Business Economic Indicators and Data Sets

- West Kelowna (16 categories):
  - Census Data;
  - Population Estimates;
  - Business License Numbers;
  - Business Licenses by NAICS Sector;
  - New Business License Applications;
  - Business Insolvencies;
  - Individual Insolvencies;
  - Community Job Data - COEDC;
  - Community Development Activity;
  - Real Estate Activity Volume and Average House Prices;
  - Westbank Centre Vacancy Estimate;
  - Industrial Area Vacancy Estimate;
  - Municipal Property Tax Multipliers;
  - Employment by Sector;
  - Short Term Rental Data;
  - Visitor Centre Visitation Statistics;
- Kelowna CMA/Regional (8 categories):
  - Census Data;
  - Population Estimates;
  - Individual Insolvencies;
  - Business Insolvencies;
  - Labourforce Data:

- Regional Business License - COEDC;
- Regional Job Data - COEDC;
- Tourism Data - Tourism Kelowna;

John Perrott, Economic Development Manager, asked the group the following questions: What data points are most useful for businesses? Is there data they may need that's not here? What format is best for them?

Highlights of the discussion include:

- Business license insolvencies least accurate;
- Insolvency numbers are inaccurate for 2020 as some businesses took advantage of government programs;
- Would like to see more information on how interest rates impact business decisions;
- Business licensing by sector skewed however still a benefit to see numbers;
- Household revenues declared may be skewed with home based businesses;
- Home based businesses that have grown into commercial space (individually or shared);
- Business license length would be helpful;
- Is there a way to capture commercial real estate rental availability? Currently trying to identify. Rental listings are difficult to track; Commercial real estate typically have their own means for selling vs. using realtor.ca; Sub leases are not tracked information;
- Business owners to know demographics of who lives in West Kelowna and works in Kelowna and vice versa would be beneficial.

Residential Economic Indicators & Data Sets

- West Kelowna (6 categories):
  - Census Data;
  - Population Estimates;
  - Neighbourhood demographic information;
  - Real Estate activity - average house prices;
  - Single Family Housing Stats;

- Municipal Property Tax Multipliers;

- Kelowna CMA/Regional (3 categories):
  - Population Estimates;
  - Municipal Property Tax Multipliers;
  - Rental Data: Vacancy and Average Rents;

John Perrott, Economic Development Manager, asked the group the following questions: What data points are most useful for new residents to the community? Is there data they may need that's not here? What format is best for them?

Highlights of the discussion include:

- Would like to see lists of small/medium development projects;
- Residential break down of Condo/Strata data would be useful;
- Possible breakdown of freehold, strata vs rental;
- Recommended to list stores and services that are located on the Westside; Important to highlight that we have other amenities nearby;
- Neighbourhood community group postings include inquiries about schools, neighbourhoods, walkability, parks, sports fields, etc;
- Would be beneficial to include map of each neighbourhood area to show distance to parks, schools, etc;
- Economic development cant be separated from the Social development; Magnets and Glue article referenced from City of Calgary.

9.2 Economic Development & Tourism Activity Update

Presentation from Salina Curtis, Economic Development and Tourism Coordinator;

Highlights of the presentation include:

Tourism Product Development:

- Trails:
  - Smith Creek Tails to be sanctioned by the Province;
  - Working on internal GIS system to map and collect data on the trails;

    - Collaborating with local mountain bikers to share the story of the area;
- Birding:
    - Destination BC launched the BC Bird Trail in September 2020;
    - Developing a bird watching brochure to support this sector;
- Craft Beverage:
    - Support branding and development of Westside Wine Trail and Breweries;
    - New barrel on Elliott and Paynter Roads;
    - Banners coming to Glencoe Road;
    - Currently 1 brewery with more opening this year;
    - Opportunity to tie into the provincial BC Ale Trail;

Spring Campaign:

- Bird watching website updates;
- Bird watching brochure and print materials;
- For all ages and mobilities;

Economic Development Newsletter:

- Subscriber list is growing each week;
- Will tailor information to what people are looking at;
- First newsletter had a 72.7% open rate;

Economic Development Website Updates:

- Invest West Kelowna contains links and sources of business resources and information;
- Live and Work in West Kelowna contains neighbourhood information;
- Visit West Kelowna links to visitwestide.com;
- Film in West Kelowna information for permitting and process.

Highlights of the discussion include:

- How do we connect the locals to the tourism resources? Destination marketing is not focused on the local market. The driving force is people coming to stay. Visit Westside is unique - creates interest for

people who are here and exploring local and in region visitors such as friends and family. Reaching and engaging local residents through social media and blog posts to support local businesses.

- Is tourism information shared with local residential community associations? Not at this time. Some groups are sharing the information but Economic Development department are not active members in those groups.
- Historically for development initiatives the City has reached out to community associations depending on the project.

9.3 Development Services Update

Highlights of the presentation include:

Major developments map with overview and classifications of development status;

1. Glenrosa/Smith Creek/Shannon Lake:
    - Smith Creek advancing through pre-zoned lands;
    - Subdivision and rezoning developments in Glenrosa;
    - Shannon Lake Asquith Road rezoning;
    - Will Smith Creek 900 units be mixed residential? Primarily single family residential with cluster zone with a timeline of 20 years;
    - OCP statistics will be important for driving our long term plan;
2. Rose Valley/Raymer/Boucherie:
    - Public Works Yard;
    - Rose Valley Water Treatment Plant;
    - Kyle Road industrial development;
    - Campbell Road development;
    - Raymer CDP area;
3. Goats Peak/Gellatly:
    - Block C Goats Peak rezoning;
    - Townhouses on Gellatly Road;
    - Apollo Road mixed used commercial;
    - New City Hall in Westbank Centre;

4. Lakeview Heights/Casa Loma:
    - Thacker subdivision;
    - 100 unit multi family units;
    - TerraLux Winery;

Other Items

1. OCP Review Update
    - Finished visioning endorsed by Council;
    - OCP review and update to begin;
    - OCP completion planned for Spring of 2022;
    - Also reviewing Transportation Master Plan and the School District's Long Term Facility Plan;
2. Short Term Rentals:
    - Public Hearing on March 16th;
    - Encouraging written and emailed submissions;
    - Option to call in to the Public Hearing (recommend pre registration).

10. OTHER BUSINESS

11. ADJOURNMENT OF THE MEETING

The meeting adjourned at 9:36 a.m.

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CHAIR

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RECORDING SECRETARY