

City of Penticton: Financial Plan Reporting Structure

General

Utilities

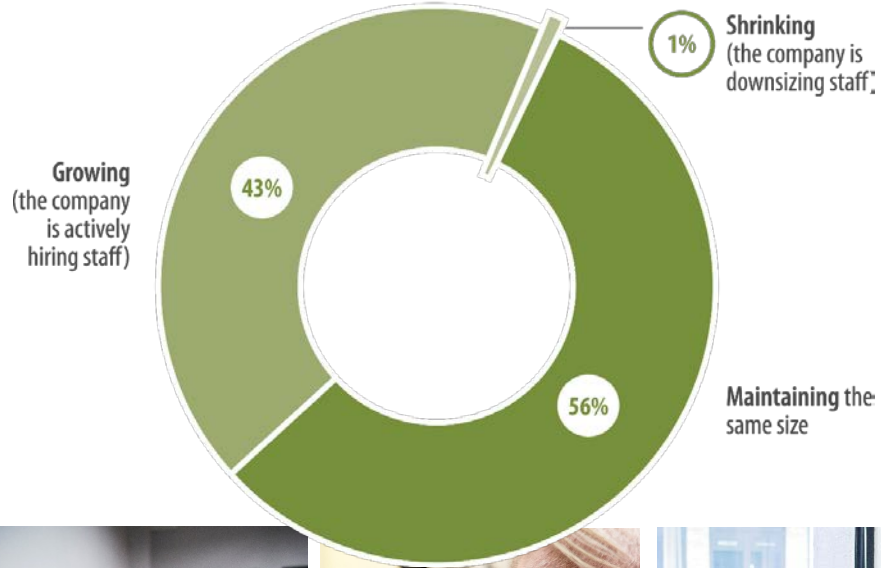


General Government	Transportation Services	Recreation and Culture	Environmental Health Services	Public Health and Safety	Protective Services	Environmental Development Services	Electrical Supply	Sewer System	Water Utility
Mayor and Council	Transit	Parks	Solid Waste Management	Cemetery	RCMP	Tourism	Electrical Utility	Engineering	Engineering
Corporate Administration	Operations	SOEC			Fire Services	Development Services		AWWTP	WTP
Communications	Fleet	Recreation			Building and License	Development Engineering		Sewer Collection	Water Distribution
Facilities	Roads and Maintenance	Library			Bylaw Enforcement	Planning			
Human Resources	Storm Water	Museum			Dog Control	Economic Development			
Finance	Street Lighting					Land Management			
Information Technology	Traffic Control					Engineering			
Revenue & Collections									
Procurement									
Municipal Grants									

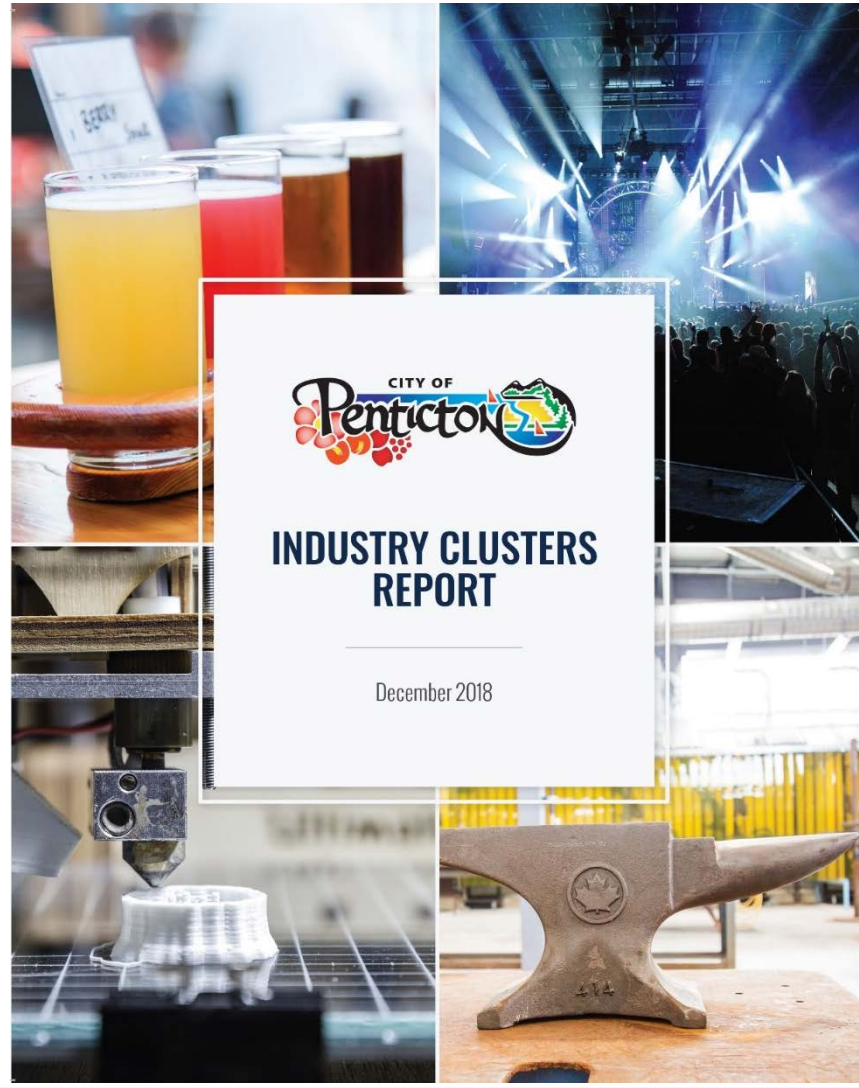
Public Works Engineering Electric Development Services Financial Services Recreation & Culture



Environmental Development Service: Economic Development



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Overview

The Economic Development Department's mandate is to increase the Economic Vitality of Penticton. In 2018, Economic Development worked with key stakeholders, Mayor and Council, and City departments to develop a 5-year Strategic Plan to develop a resilient and prosperous community for the future.

- Business licence growth
- Business contact / assistance
- Investment Attraction
- Process navigation assistance
- Penticton brand and reputation-building
- Quarterly Reporting / Annual Report

- Partnership growth
- Okanagan College initiatives
- Penticton Indian Band
- Penticton Airport
- Event / Tourism assistance
- New Resident assistance



2018 Achievements

*Environmental Development Services
Economic Development*

- ✓ Completion of Business Climate Survey
- ✓ 5-Year Strategic Plan Engagement & Approval
- ✓ Development of Quarterly Reporting Framework
- ✓ Launch of Business Highlights PR Strategy
- ✓ Development of the Penticton Economic Development Partnership
- ✓ Business Resources: PentictonBizToolkit.com and Communications Tool Kit
- ✓ Priority Industry Clusters identification
- ✓ Publication of 2018 Start Here Okanagan Magazine
- ✓ Amalgamation of PentictonWorks & StartHereOkanagan websites



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2018 Achievements

*Environmental Development Services
Economic Development*

Additional Achievements

- ✓ **Smart Cities Challenge:** co-led application to Infrastructure Canada competition
- ✓ **UBCO Capstone Project:** Smart Cities Project exploration
- ✓ **FutureBiz Penticton: Economic Outlook Forum**
- ✓ **Business Education** workshops:
 - ✓ Tech Dev 101, Social Enterprise Fundamentals, Intro to B Corps
- ✓ **Okanagan Agricultural Innovation Centre** Business Plan support
- ✓ **Sustainable Agri-Fruit Beverage Research & Innovation** funding application
- ✓ **Business licensing e-apply** development process



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Challenges & Opportunities

*Environmental Development Services
Economic Development*

WORKFORCE: Aging national age demographic is reducing available labour across Canada

HOUSING: The housing market remains tight in all aspects of the housing continuum

AGING POPULATION: Penticton's has a high median age and an undersupply of youth

CHANGING WORLD: Technology & global economics impacting competitive advantages/disadvantages

POLICY & ALIGNMENT: Alignment of business needs with policy & regulatory requirements

FOCUSED RESOURCES: Support economic vitality with limited resources and a diverse business community



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2019 Initiatives

Environmental Development Services
Economic Development

Priority Cluster Impact & Opportunity Assessments:

- Manufacturing
 - Technology
 - Tourism/SOEC/Events/Arts & Culture
 - Wine, Beer, Spirits Production
- **Hiring & Housing Forum** for business community
 - 2nd Annual **FutureBiz Penticton** Economic Outlook Forum
 - Economic Development **Newsletter**
 - **Welcome Package** for new residents & new business licenses



Staffing

*Environmental Development Services
Economic Development*

<u>2018</u>	<u>2019</u>
1	1.5
(+consulting)	



Highlights

	2019 Budget	% change	Trend
Total Revenue	0	0.00%	→
Operational Expense	386,000	16.47%	↑
Total Internal Allocation In	5,000		→
Total Internal Allocation Out	<u>0</u>		→
Net Operating Expense	391,000		↑
Total Capital	0		→
Cost per Capita	11.58		↑
% of Property Tax	1.17%		↑



2019 Budget

Environmental Development Services Economic Development

Expenses	2018 Budget	2018 Forecast	2019 Budget	2020 Budget	2021 Budget	2022 Budget	2023 Budget
Special Programs	35,500	12,500	30,000	30,600	31,212	31,836	32,473
Strategic Communication	81,000	73,000	52,000	53,041	54,103	55,186	56,290
Collaboration	17,000	12,902	10,000	10,200	10,405	10,613	10,826
Retention & Expansion	50,000	50,000	90,000	91,804	93,643	95,520	97,434
Attraction	105,000	86,000	110,000	112,203	114,450	116,742	119,080
Organizational Excellence	10,000	7,000	9,000	9,180	9,364	9,551	9,742
Salaries and benefits	90,000	90,000	85,000	86,700	88,434	90,203	92,007
Operating Expense	388,500	331,402	386,000	393,728	401,610	409,651	417,852
Internal Allocation In	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>
Net Operating Expense	393,500	336,402	391,000	398,728	406,610	414,651	422,852



Questions

