



The City has been reaching out to residents over the past few months and we've received a lot of great questions. We are doing our best to get them answered and each month we are going to highlight a few right here in the newsletter.

For plenty more Q&A just like this, visit ShapeYourCityPenticton.ca

What is Economic Development? Why is it important to Penticton?

In Penticton, Economic Development is a division within our Development Services Department which also is home to the Planning, Bylaw, Building, and Business Licensing functions delivered by the City. It is a common misunderstanding that Economic Development is solely focussed on business. This is very simplified. Economic Development is a tool to look at ways that a community can grow and prosper such that it can weather unexpected situations such as emergencies or large

economic changes. It is important to also consider the wellbeing of the community, housing inventory, education opportunities, and greater market forces.

Part of delivering good Economic Development support to a community is understanding the needs and challenges of the existing businesses and delivering programs tailored to these. At this point in time, Penticton is focused on Business Retention and Expansion. Recent studies of the region indicate that forecasted changes in the labour market across BC will make it more challenging for employers to find and retain skilled labour.

We need to better understand what kind of training needs to be offered to our existing residents and who

else needs to move here to fill these positions. The next few months are being committed to a formal survey and questionnaire process of Penticton business to ensure we have the best and most current information. Input from this process and findings from recent studies will feed into a 5-year Economic Development Plan with measurable goals. The timing of this survey couldn't be better. As the City continues the Official Community Plan review process, the information from the business community can be interleaved with the community feedback on visioning the future of the entire city.

How can you provide input for the future? Get involved!

Visit ShapeYourCity.ca to take the survey and find out more.



What is an Economic Investment Zone (EIZ)? Why does the City have one?

An EIZ is a designated area of the City where special Bylaws apply, to encourage business and development activity that help to grow the economy.

The main benefits to having an EIZ are: attract new businesses, assist in existing businesses reinvest in their Penticton location, increase tax revenue, and create new jobs and opportunities. The Economic Investment Zones are also for strategic wishes of the citizens,

an example of this would be a downtown grocery store.

Revitalization tax exemptions are a tool that municipalities may use to encourage various types of revitalization to achieve a range of environmental, economic, or social objectives.

EIZ benefits our community through environmental, economic and social benefits through new development.



Meet Us!

Upcoming Programs at the Museum:

- ❖ New "Penticton at 150" exhibit beginning Fall 2017
- ❖ Watch for the new roster of Brown Bag lunch presentations beginning in September
- ❖ The Museum and the Penticton Public Library will be hosting their annual Community Warm-Up event in December, stay tuned!

What is a typical day-in-the-life for you?

A typical day at the Museum consists of researching a new exhibit, talking to staff, meeting the public, possibly looking over a new donation, and feeding our pet snake! Of course, there is also a certain amount of administrative work to do as well.

What is the most rewarding aspect of the job?

I think the most rewarding aspect of working at the Museum is curating exhibits with the chance of being able to talk to local people (and tourists) about Penticton. I also enjoy delivering a Brown Bag lecture in our auditorium.

What is one of the best things about working in Penticton?

The people here are great! They are interested in what we do



Who works for the City and what do they do?

Each month we shed some light on who does what around City Hall as well as the numerous other facilities and operations managed by the City.



Name: Dennis Oomen

Position: Museum Manager

Start date: November, 2014

Primary responsibilities: To oversee the day-to-day operations of the Museum and fulfill our main job of showcasing Penticton's unique history.

and support the Museum and Archives. The support that we get is noticeably higher than in many other communities. This is something that we are really proud of, it's always great to have support from the community.

How do you make the day fun?

We have tea twice a day, which is a great way to meet with all of our amazing volunteers and trade ideas with them and Museum staff. We are very lucky here at the Museum because our work is interesting in itself. We get the chance to work with objects and stories every day, and each one is special and different.

What is one of your favourite things to do here in Penticton?

You cannot beat the summers here! I like going to the beach with my family, picking cherries, eating cherries, and browsing for books downtown.

What is something you think the public should be more aware of at the Museum?

We are here for the community and public. We offer lots of different

programs for all ages including school programs that focus on topics such as science, cultures, and natural history. We are here for the community and we would love to see you!

Is there something that you have learned from this job that you did not know was so important before you played a role in this industry?

I have learned that museums have an important role to play in the community, and not just through collecting and putting on exhibits. Events like our Brown Bag Lecture series and our Community Warm-Up Party in December show that we can really extend our reach into the community and do a variety of things that impact Penticton in a positive way.

Did you know?

The Museum is a provincially recognized source for archaeological material found in the region.

