



Kelowna's COVID-19 economic response

April, 2020

Our underlying strengths

- ▶ Control our fate – follow Dr. Bonnie Henry’s advice
- ▶ Great entrepreneurial spirit, creating flexible & resilient strategies
- ▶ Strong local organizations with resources to link businesses to financial assistance programs offered by federal and provincial governments
- ▶ Working together to make strong business-to-business connections

Regional economic task force

- ▶ **Prioritize** the response for the most vulnerable sectors
- ▶ **Advocate** for stimulus funding for the Central Okanagan
- ▶ **A conduit** for local organizations – a coordinated “one voice” regional approach to response and recovery
- ▶ **Avoid** duplication and use our resources effectively
- ▶ **A leader** and centre of knowledge for key industries

City actions

- ▶ Tightening our belt
 - ▶ City has cut workforce by 10%
 - ▶ City budgets cut, some capital projects deferred
- ▶ Providing relief to businesses & citizens
 - ▶ Extending the commercial late tax penalty deadline to September 30 for those who really need it
- ▶ Deliver needed services
 - ▶ Keeping people employed and contributing to the local economy
- ▶ Bylaw Officers – physical distancing

City actions

- ▶ Free parking in urban business centres
- ▶ Free transit
- ▶ Safe pick-up zones

Organizations working together

Chamber of Commerce

RDCO / COEDC/WFN

Okanagan Young
Professionals Collective

LOCAL LOVE
BINGO
CENTRAL OKANAGAN EDITION
LET'S GIVE SOME LOVE AND SUPPORT TO
LOCAL BUSINESSES AND COMMUNITY MEMBERS

WRITE A REVIEW FOR A LOCAL STORE	BUY A GIFT CARD TO YOUR FAVOURITE STORE	GO FOR A HIKE OR WALK & PICK UP GARBAGE ALONG THE WAY**	SIGN UP FOR A MAILING LIST FOR A LOCAL BUSINESS	BUY TICKETS OR A GIFT CARD TO A FUTURE ARTS PERFORMANCE
BUY A RESTAURANT GIFT CARD	GIVE A SHOUTOUT TO A BUSINESS OR EMPLOYEE WORKING EXTRA HARD RIGHT NOW	PHONE A SENIOR IN YOUR NEIGHBOURHOOD TO SEE IF THEY NEED ANYTHING	PROMOTE & ATTEND A LOCAL BUSINESS'S WEBINAR	GET CURBSIDE DELIVERY OR TAKE OUT FROM A LOCAL RESTAURANT*
TAKE AN ONLINE FITNESS OR MEDITATION CLASS	BUY SOME MERCH FROM A LOCAL MUSICIAN	FREE	WRITE A REVIEW FOR A LOCAL SERVICE	PICK UP SUPPLIES FOR SOMEONE WHO CAN'T GO OUT

Long-term recovery

- ▶ Business development & recruitment
 - ▶ Many mobile entrepreneurs moving to Kelowna thanks to infrastructure set in place
- ▶ Strong institutions
- ▶ Metabridge momentum
 - ▶ Leading technology event in Kelowna
 - ▶ Supports next level growth for technology founders
 - ▶ Attracts investment in the region for future growth





Stay Strong, Work Together