PILLAR 3:

AFFORDABILITY & COMPETITIVENESS

A competitive business environment is essential to a strong local economy, sustainable employment, community prosperity, and Penticton's ability to attract and retain investment.

The Chamber supports policies that strengthen the competitiveness of businesses by reducing unnecessary costs, removing barriers to investment, improving regulatory efficiency, encouraging innovation, and creating an environment where businesses of all sizes can invest, grow, and create employment.

Businesses operate within an increasingly complex and competitive environment. Rising costs, workforce challenges, taxation, regulatory requirements, access to capital, and broader economic uncertainty can affect whether a business expands, hires additional employees, makes new investments, or remains viable.

The Chamber recognizes that affordability and business competitiveness are influenced by:

- taxation, fees, and other government-imposed costs;
- regulatory complexity and approval timelines;
- commercial property and occupancy costs;
- labour availability, skills, and employment costs;
- energy, utilities, insurance, and other operating expenses;
- access to capital and financing;
- availability and cost of housing for employees;
- transportation and supply-chain costs;
- interprovincial and international trade barriers;
- access to technology and opportunities for innovation;
- government procurement and opportunities for local businesses; and
- overall economic confidence and investment conditions.