PILLAR 5:

ECONOMIC DEVELOPMENT & TOURISM

A strong, diverse, and resilient economy is essential to Penticton's long-term prosperity, quality of life, and ability to provide opportunities for residents, businesses, and future generations.

The Chamber supports policies that strengthen Penticton's economy through investment, entrepreneurship, tourism, innovation, workforce development, and sustainable business growth. Economic development should support existing businesses while creating the conditions necessary to attract new investment, encourage business formation, and diversify the local economy.

The Chamber recognizes that economic development and tourism are influenced by:

- business attraction, retention, and expansion;
- investment readiness and availability of employment lands;
- entrepreneurship and small-business development;
- tourism, events, festivals, sport, and visitor experiences;
- agriculture, wine, hospitality, and other key regional industries;
- workforce availability, skills development, and talent attraction;
- transportation and regional accessibility;
- housing availability and affordability;
- regulatory efficiency and development approval processes;
- infrastructure, utilities, and servicing capacity;
- access to capital, technology, and innovation;
- downtown vitality and commercial activity;
- regional, Indigenous, and intergovernmental partnerships; and
- Penticton's reputation as a place to visit, invest, work, and do business.