

For November, 2009

It's all Business!

Penticton's Rona Home Centre

Penticton's Rona has just been awarded recognition as one of Canada's Outstanding Building Supply / Home Centres. Rona home centre located at 348 Duncan is a 52,000-square-foot store with an 8,000-square-foot garden centre and a 2 acre lumberyard.

Okanagan College "Centre of Excellence"

Okanagan College is leading the way in the development of one of the most unique campuses in the country. The new Centre of Excellence will be a Canadian showplace that will attract international attention and draw many students and visitors to the Okanagan Valley. The new facility should also attract investment and new businesses to Penticton. Sustainability and energy conservation based companies will lead economic growth in the next decade and this initiative is timely and well thought out. Congratulations Okanagan College! Highlights of the new building include:

- Achieving net zero energy and net zero water consumption
- Incorporating innovative use of concrete and wood to allow for radiant heating and cooling
- Utilization of low energy equipment
- Substantial portion of the roof will be a living, green roof that includes the use of native plant
- Systems exposed, monitored/metered to allow them part of the curriculum
- The establishment of an incubator space for start-up green technologies companies
- The extensive use of wood to help create a beautiful space, reflective of the region

Okanagan Research and Innovation Centre (ORIC)

Behind every successful business is a cast of support groups and people and ORIC is one of those organizations that are thinking beyond today and to the future. ORIC is set to launch its Penticton Innovation Centre which will be associated with Okanagan College Penticton. The Innovation Centre will be designed to add technical support for technology based start-ups. This anchor in our community will be a catalyst to attract green technology and wireless companies to Penticton. The incubator will have a positive impact on the community and emerging companies. Here are some quick facts on the value of the business of incubation:

- Every \$1 in investment produces a \$30 in tax revenue
- 84% of graduates stay in community
- Businesses coming from an incubator have a higher chance of success
- New businesses are created
- New jobs are developed
- Supports economic diversity

Canada Post in Downtown

A number of businesses have expressed interest in having a postal outlet in the downtown core. Discussions between Canada Post and some local business owners has taken place and an announcement could be made in the not to distant future.

Please Mum

Please Mum has opened its newest store in Penticton this month. The store offers trendy, boutique-style children's clothes and high-quality, high-value children's, baby and infant clothes that are affordable and easy care. Check them out at 284 Main Street.

Website launch

Penticton Economic Services launches its new website this November. The branding message has been designed to talk about our **quality of life**. Its focus is to portray the community as vibrant place to do business where the potential business entrepreneur can establish their business and enjoy an excellent quality of life. The theme and tag line offers a consistent message and will be used as a framework for a number of economic opportunities. Check it out at www.ImaginePenticton.ca

Stay tuned

David Arsenault MBA is Penticton's Economic Development Officer and a former college professor with Okanagan College. If you have good news stories related to Business in Penticton contact 250-493-3323 or email darsenault@penticton.org