

Terms of Reference



COMMUNITY TASK FORCE ON ECONOMIC PROSPERITY

1. Introduction

The Community Task Force on Economic Prosperity is to provide recommendations to Council on community-driven opportunities to strengthen Kelowna's business, employment and tourism sectors, with the specific aims of growing the health and resiliency of current industries and exploring new business investment/partnership opportunities to enhance the economic viability of the region.

The Community Task Force on Economic Prosperity functions as a **Task Force** of Council.

2. Objectives

Task Force recommendations to Council will focus on the following objectives:

- Consider partnership opportunities to enhance tourism and tourism related business via the **creation** of hotels, conference and/or convention facilities;
- Engage the business community to improve understanding of industry **growth** opportunities;
- Conduct a gap analysis, with community input, on industry sector **gaps** that Kelowna may be able to fulfill;
- Identify civic **investment opportunities** that would support the health and wellbeing of local businesses.

3. Scope of Work

To achieve its purpose and objectives, the Community Task will:

- Review all relevant policy, programs and services within the City of Kelowna and those held by relevant partners and institutions (i.e. Chamber of Commerce, Economic Development Commission);
- Identify and consult key stakeholders;
- Report back to Council with a summary of what was learned through the community and stakeholder review process; and
- Develop actionable recommendations related to:
 - Specific steps forward based on learnings from the policy, program and services review in addition to the community and stakeholder consultation process;
 - Review the viability of a convention/conference center;
 - The support required to grow private business in Kelowna and stimulate employment;
 - Specific public investments that will stimulate economic growth;
 - Identify new business opportunities
 - private
 - multi-party partnership
 - hybrid
 - determine government policy challenges, related preventing economic growth

4. Guiding Principles

The Task Force should consider the following guiding principles when developing recommendations:

- Consider legislative context, authorities and limitations;
- Categorizing recommendations into short, medium and long-term in order to set expectations;
- Be aware of the City's overall financial plans and relative priority of any recommended investments;
- Leverage partnerships that may involve; community groups, resident or business association, non-profit sectors, businesses, post-secondary institutions and other potential partners in the community while acknowledging capacity, respective mandates, expertise, and level of involvement;
- Base recommendations on best practices, data and evidence-based models;
- Consider cost, sustainability, and ongoing operations.

Note: *limitations to the assistance of a business, noted in the Community Charter are acknowledged and will be respected.*

5. Membership, Appointment and Term

Members will be appointed by the Mayor and will include:

- 1 member with legal expertise
- 1 – 2 Subject Matter Experts
 - Convention facilities
 - Economic development
 - Real Estate
- 1 member at large
- 1 member from the technology sector
- 1 member from the financial sector
- 1 member from the retail/restaurant sector
- 1 member with partnership development expertise
- 1 Councillor
- Mayor

The Mayor will serve as the Task Force Chair.

The Community Task Force on Economic Prosperity will be in place for a 10-month timeframe with the ability to extend.

6. Reporting to Council

The Task Force will provide updates to Council on at the end of month 5 and month 10.

10. Support

Support will be provided as follows:

- Administrative support will be provided by the City of Kelowna;
- Meeting rooms will be provided at City Hall as needed;
- Miscellaneous expenses will be covered by the City of Kelowna; and
- Financial recommendations are subject to the regular City of Kelowna budgeting processes.

Endorsed by Council: June 9, 2025