

IMAGINE KELOWNA



*Imagine***Kelowna**





OUTLINE

- ▶ Engagement themes (Citizens)
 - ▶ Phase 1 (Share)
- ▶ Young professionals market study (External)
- ▶ Engagement Phase 2 (Shape) endorsement
- ▶ Next Steps



SHARE YOUR VISION, SHAPE THE FUTURE





THE PROCESS

Jan – Apr 2017

We are
here!



SHARE YOUR VISION, SHAPE THE FUTURE





THEMES FROM ENGAGEMENT (CITIZENS)

- ▶ Over 2000 responses
- ▶ Market Study



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LOVE:

- The natural beauty
- Experiences (recreational)
- Sense of community

OPPORTUNITIES:

- City of experiences
- College and University
- Entrepreneurial/Collaborators

CHALLENGES:

- Affordability and housing
- Employment
- Transportation
- Regional perspectives

THREATS:

- Natural resources under pressure
- Diversity: cultural and economy
- Labour gaps



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EXTERNAL MARKET RESEARCH

Study in partnership with COEDC

- ▶ **Young Professional Market Research**
 - ▶ 1,750 (20-45 year old) respondents from Vancouver, Toronto, Edmonton and Calgary



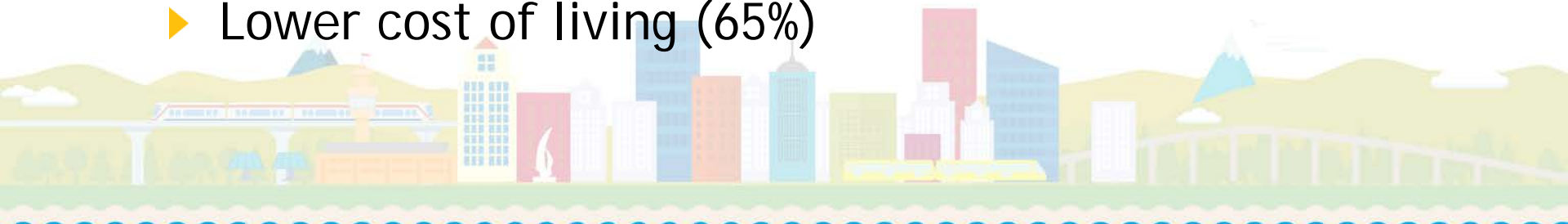
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HIGHLIGHTS

- ▶ 35% of respondents say it is likely that they may move
- ▶ Motivators for a relocation:
 - ▶ Career opportunity (72%)
 - ▶ Better quality of life (70%)
 - ▶ Lower cost of living (65%)



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SHAPE (PHASE 2)

Jan to Apr 2017



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PROPOSED ENGAGEMENT - SHAPE (PHASE 2)

Scenario
Planning/Testing
Workshop



Feb 17



Mar 13

Council Workshop
on global forces and
scenarios

Deliberative
Forum



Apr 8

Affirm



May

Integrate

Imagine Kelowna
Compilation



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NEXT STEPS

Phase 3 - Affirm (May to September)

- Guiding principles
- Preliminary vision
- Open House
- Input from community

Phase 4 - Integrate (October to November)

- Final preparation
- Strategic partnership and planning framework
 - Alignment and priorities
- Endorsement
- Implementation



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