

Kelowna

and the Okanagan

Thriving on a national level





3rd largest census metropolitan area
in BC



\$1.7 BN
annual tech economic impact



633
tech companies
in Okanagan Valley



240
wineries
in Okanagan Valley



2,000
hours of sun
every year



10th
busiest airport
in Canada

The Kelowna region boasts one of the top tech and startup hubs in Canada.



Kelowna is ranked the
#1 entrepreneurial region in Canada.



693 technology businesses,
employing a collective workforce
of **12,474 employees**.



In 2017, the Okanagan tech industry
contributed a whopping **\$1.7 billion to the local economy**, up 31% in just four years.

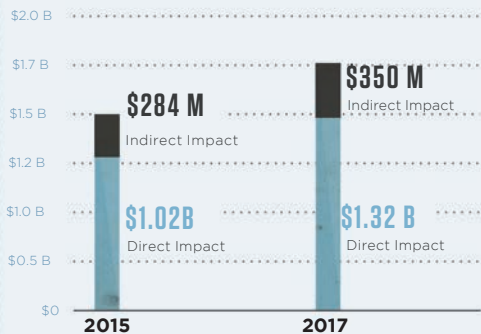


55% of tech workers are under the age of 35.

Kelowna and the Okanagan are on the rise.

The region is a hotbed for those who enjoy local craft beer, food and wine, beaches and boats, as well as outdoor enthusiasts during both summer and winter.

The area has also gained international attention thanks to its reputation as a hub for the tech industry.



Direct Impact
Revenue generated by
tech companies

Indirect Impact
Revenue from businesses
that supply inputs to the
tech sector

Source: CFIB and AO 2017 industry status



High Tech Hotspot

Kelowna and the Okanagan region are home to various high-profile exits such as:



Digital Domain purchased Immersive Media

A company specializing in 360 video was sold for **\$100M**



Disney purchased Club Penguin

The multiplayer virtual world was sold to Disney for **\$350M**

The region also has the infrastructure to keep building the companies of the future, including:

Responsive Post Secondary



UBC Okanagan



Okanagan College



Accelerate Okanagan
500+ companies supported

Tech Sector



\$35 million Okanagan Centre for Innovation



\$85 million in local funding available (grants and angel funds)

36 km of dark fibre network, allowing businesses to take advantage of:



Fast speeds



Infinite bandwidth



Reduced costs



"The industry itself is a sleeping giant."

People are starting to notice and I believe it will be the number one sector in the next five to ten years. Ten years from now, I truly believe the tech industry's reach will double or triple to become the number one driver in the regional economy."

—RAGHWA GOPAL, CEO of Accelerate Okanagan



People

Kelowna is the third-largest region in BC, but not so large that you don't know your neighbours.

Based on census metropolitan areas (2016)
Source: Canada Statistics, US Census Bureau

Vancouver
2,463,431
(2016)

Calgary
1,392,609
(2016)

194,882
(2016)

**Kelowna
Central Okanagan**

Toronto
5,928,040
(2016)

San Francisco
7,684,011
(2016)



Kelowna Demographics

Lake Country
12,922

Central Okanagan
Electoral Areas
5,805

City of Kelowna
WFN
127,380

West Kelowna
32,655

Peachland
5,428



**FEMALE
51.4%**
**MALE
48.6%**



**POPULATION
GROWTH**
(between censuses)
8.4%







**AVERAGE AGE
44**



Live

Kelowna and the Okanagan region is warmer, milder and more affordable.

When you factor in a year's worth of mortgage payments, Kelownians have potentially almost 61% of pre-tax household income left to spend.

| |  Gross median household income (2015) |  Median cost of 2 bedroom apt. (Sept 2018) |  Estimated yearly mortgage cost* |  Income leftover (%) |
|------------------------|---|--|--|--|
| Kelowna | \$71,127 | \$329,450 | \$28,041 | 61% |
| Calgary | \$99,583 | \$255,000 | \$21,704 | 78% |
| Toronto | \$78,373 | \$506,300 | \$43,095 | 45% |
| Vancouver | \$72,662 | \$687,300 | \$58,501 | 20% |
| San Francisco** | \$104,958 | \$1,477,050 | \$125,723 | -20% |

* Calculated based on 5.0% interest rate, 15 year amortization, 10% down payment

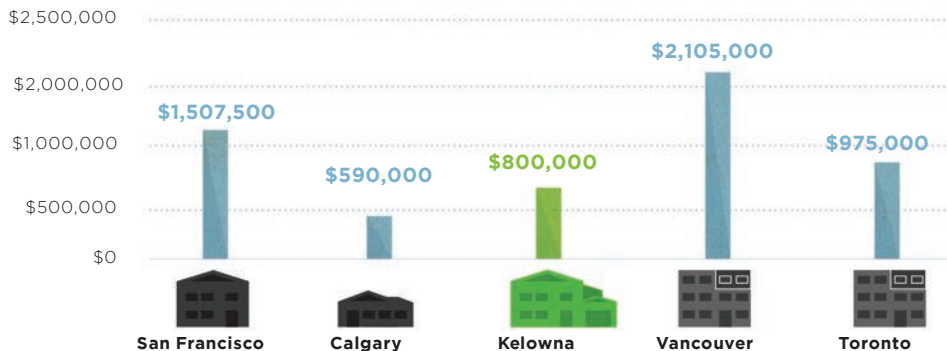
**All prices shown for San Francisco converted to CAD at 1.29

Source: Statistics Canada, Department of Numbers, OMREB, MLS Home Price Index, California Association of Realtors (Feb 2018)



More bang for your buck

When it comes to buying, dollars go further in the Kelowna region.

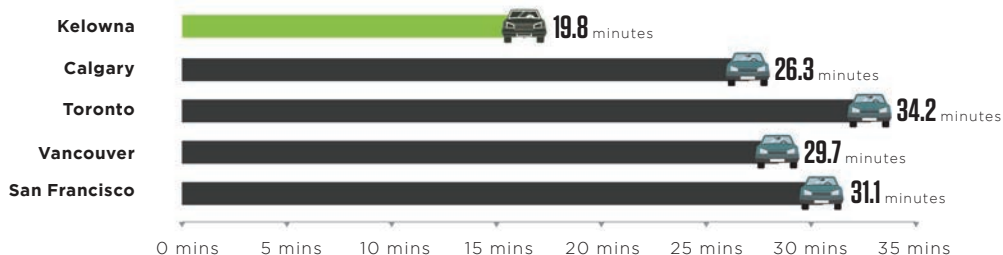


Source: Feb 2018 Median Prices - CAR, Sept 2018 Median Prices - CMHC



The daily commute

Kelowna has the shortest average commute out of these major North American cities, at just over 15 minutes.



**This is a great daily perk for Kelowna's commuters.
Annually, the impact is huge.**

Time is money,
so that means during one year, commuters in Kelowna save up to \$3,322 compared to commuters in Toronto.

Yearly total (Hours)
Yearly cost*



Source: Statistics Canada Census 2016,
Metropolitan Transportation Commission

*Calculated by multiplying yearly commute time with with average full time hourly rate of \$26.91 (Census 2016)



Prefer to rent?

The cost of renting a 2-bedroom apartment downtown is 50% cheaper in Kelowna compared to Vancouver.

Average monthly rent for 2-bedroom apartment (2018)

Kelowna CMA

\$1,600



Calgary

\$1,410



Toronto

\$2,830



Vancouver

\$3,160



San Francisco*

\$4,481



*All prices shown for San Francisco converted to CAD at 1.29

Source: padmapper.com, rentjungle.com



Take the scenic route

Cycling to work is becoming more popular and where better to do it than beautiful Kelowna?

The city boasts the most extensive cycling network in Canada for a city of its size, with:

300 km
on-street bicycle lanes

40km
of paved multi-use paths



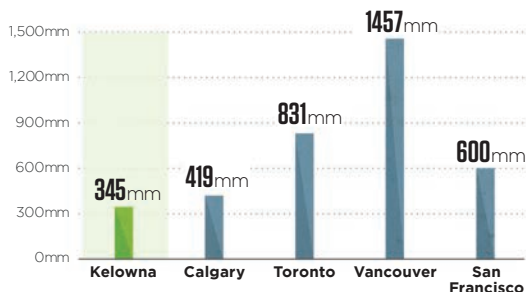


Weather

Kelowna boasts ideal summer temperatures and mild snowy winters. There's no digging your car out like in Toronto, or carrying an umbrella like in Vancouver.

Source: Current Results, U.S. Climate Data

Average annual precipitation levels

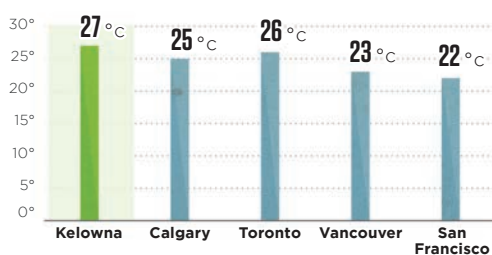


Summer

The summers in the Okanagan region are typically warm, with low humidity – perfect for outdoor activities.

Source: worldweatheronline.com

Average High Temperature in July (°C)



Within 60 minutes, you can access:



20
beautiful lakes
including the
110km long
crown jewel,
Okanagan
Lake.



2904
sq kms of
beaches



30+
breweries,
cideries
and
distilleries



120
wineries
sprawled
across 10,000
acres of
vineyards



19
golf courses
with an extended
season from
March to
November



100's
of kms of trails
for everything
from hiking
and biking to
snowshoeing
and nordic
skiing



63
community
parks



Winter

Where the snow is on the hills, not on your car.
The Kelowna region gets top ski hill snow, with comparatively low urban snowfall every year with an average temp of 1 degree celsius in January.



Big White was voted
#1 Ski Resort in Canada for
'Best Family Resort', 'Best
Grooming' and 'Best Snow'.

| | Kelowna and the Okanagan Region | | | Toronto | Vancouver |
|------------------------------|---------------------------------|------|-----------|-----------|-----------|
| | Silver Star | Apex | Big White | Glen Eden | Cypress |
| Skiable Acres | 1900 | 1112 | 2800 | 10 | 600 |
| No. Ski Runs | 132 | 67 | 118 | 12 | 53 |
| Vertical Drop (m) | 760 | 610 | 777 | 73 | 610 |
| Average Annual Snowfall (cm) | 700 | 600 | 750 | 188 | 1100 |

The stats for Vancouver and Toronto's biggest local ski resort don't even come close!

Vancouverites could go to Whistler Blackcomb, but only after a long 2-hour drive - and that's with no traffic!

Other winter activities Kelowna has to offer include:



Snowboarding



Snowshoeing



Snowmobiling



Nordic Skiing

When you've had enough of the outdoors,
Kelowna's rich arts and culture scene can entertain for days.
The city's highlights include:



**World-class
opera**



**Kelowna Art
Gallery**



**Okanagan Symphony
Orchestra**



Kelowna Pride week

Source: COEDC,
Tourism Kelowna,
Hello BC

**The region is also host to many international
artists and events each year.**

Or why not support the home hockey team,
the almighty Kelowna Rockets?

It costs just \$30 to see the 4x WHL
Championship and Memorial Cup winners play.



Keeping warm

When the weather starts getting chillier, you
can find warmth in the Fall Okanagan Wine
Festival held over 10 days.

If wine isn't your thing, then how about beer?
Celebrate the region's local breweries at the
annual Hopscotch Festival in September.





Wine and Local Craft Drinks

Business is booming in the Kelowna region.

Tourists can't get enough of Kelowna's lakes, wine, weather, and golf. Tourism generates approximately \$1.25 billion in the Okanagan Valley annually.

Okanagan's wine industry is a key part of the local economy.



The Okanagan Valley was named Huffington Post's **#1 Wine Destination**



It is a
\$200 million
industry.



There are
240 vineyards,
welcoming over...



...**500,000**
wine tourists
each year.



10,323
wine related jobs

Source: Tourism Kelowna, Wine BC



Craft revolution

It may be known as the wine country of Canada, but the Okanagan is also home to over 20 craft breweries and growing, making it an attractive destination for beer lovers too.

And that's not all. Thanks to the region's abundance in fresh produce, local cideries use Okanagan-grown apples in their refreshing ciders. Even distilleries take advantage by using fresh fruit to produce liqueurs that are bursting with flavour.

Kelowna and the Okanagan

A hub of innovation, growth and opportunity.

Learn more at
www.investkelowna.com

