



2009 Economic Profile - Infrastructure Regional District of the Central Okanagan

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About this Document

The Economic Profile is available online through the Economic Development Commission's website:
www.investkelowna.com.

The Economic Profile was updated in spring 2009 using the most up to date information and statistics available. Statistics Canada and BC Stats are major sources of information for this document. However, because these statistics are updated throughout the year, the reader may want to compare the statistics herein with the actual federal and provincial sources:

Statistics Canada: www.statcan.ca

BC Stats: www.bcstats.gov.bc.ca

Throughout the profile, we have also included links to other websites for additional information. The Economic Development Commission of the Central Okanagan is a division of the Regional District of the Central Okanagan. Whenever possible, the information herein reflects the areas within the Regional District boundaries.

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1 Infrastructure

1.1 TRANSPORTATION

1.1.1 AIR

Kelowna International Airport is the gateway into B.C.'s southern interior and a vital part of the economic prosperity of the Okanagan Valley. Along with aerospace businesses and world class education facilities, Kelowna International Airport represents an employment cluster of nearly 2,000 jobs and \$310 million in economic activity annually.¹

The Kelowna International Airport is investing \$36 million to expand facilities to meet the growing demand as passenger numbers are forecast to grow to 1.6 million passengers by 2015. These include a new international arrivals concourse capable of handling 250 passengers per hour and a runway extension from 7300 feet to 8900 feet completed in November 2008. A new screening area, opened in May 2008, features four fully-operational screening lines and the expanded departures lounge amenities, including a full service White Spot restaurant, a gift shop, cafe, children's play area and a wine shop which sells local vintages.

¹ City of Kelowna, Kelowna International Airport, About YLW, [Hhttp://www.city.kelowna.bc.ca/CM/Page135.aspx](http://www.city.kelowna.bc.ca/CM/Page135.aspx), (Accessed April 15, 2009)

1.1.2 AIR TRAFFIC

The first three quarters of 2008 proved to be the busiest in the history of Kelowna International Airport, with March being the busiest month ever. The economy downturn in the latter half of 2008 had a negative impact on passenger volumes in the final quarter of 2008 which were down modestly from 2007.

A total of 1,387,043 passengers used the Airport in 2008, compared to 1,363,391 in 2007, an increase of 23,652 passengers or 5%.

Kelowna International Airport Facts and Figures²

	2005	2006	2007	2008	
	Monthly Passenger Volumes	Monthly Passenger Volumes	Monthly Passenger Volumes	Monthly Passenger Volumes	Total-to-Date Passenger Volumes
January	89,656	104,256	120,075	125,448	125,448
February	90,229	100,113	113,013	124,644	250,092
March	95,961	110,771	128,040	128,999	379,091
April	74,718	88,067	106,406	106,532	485,623
May	82,202	93,049	109,572	110,622	596,245
June	83,228	92,936	106,583	107,133	703,378
July	92,439	105,744	113,575	116,638	820,016
August	101,521	112,087	122,397	124,214	944,230
September	85,470	98,538	106,129	108,081	1,052,311
October	90,488	101,526	109,093	111,757	1,164,068
November	86,948	98,955	103,101	102,006	1,266,074
December	105,792	120,400	124,851	120,969	1,387,043
Year Total	1,078,652	1,226,442	1,363,391	1,387,043	

² City of Kelowna, Kelowna International Airport, Facts and Figures, <http://www.city.kelowna.bc.ca/CM/Page182.aspx>, (Accessed April 15, 2009)

Major Routes³

Kelowna International Airport services nine non-stop destinations and 372 worldwide destinations with one-stop connections.

Non-Stop Destinations

Calgary - Air Canada, WestJet (seven days a week)
Edmonton - Air Canada, WestJet (seven days a week)
Kamloops - Central Mountain Air (Sundays)
Toronto - Air Canada, WestJet (seven days a week)
Las Vegas - WestJet (Thursdays and Sundays)
Prince George - Central Mountain Air (Monday-Friday)
Seattle - Horizon Air (seven days a week)
Vancouver - Air Canada and WestJet (seven days a week)
Victoria - WestJet (seven days a week)

Seasonal Non-Stop Flights to Sunny Destinations December - April

Cancun - Sunwing Vacations, Transat Holidays
Los Cabos - Sunquest
Puerto Vallarta - Sunquest, Transat Holidays

Customer Satisfaction

YLW has been participating in an independent national customer satisfaction survey by InterVistas Consulting Inc since 2003. 2008 results indicated an impressive level of satisfaction with Kelowna International's facilities and services among passengers. YLW received an overall high rating. In 2008, YLW saw an increase in passenger satisfaction to 96 per cent, up from 92 per cent in 2007. Increased marks in the 2008 survey included areas of safety and security, terminal cleanliness, staff courtesy and access for the disabled. Areas for improvement included food and beverage facilities; however to address this, branded restaurants such as the WhiteSpot and Tim Horton's were installed at the airport in 2008.⁴

³ City of Kelowna, Kelowna International Airport, Destinations, <http://www.kelowna.ca/CM/Page1343.aspx>, (Accessed April 15, 2009)

⁴ Airport News, ACI-NA, Another record breaking year at Kelowna International Airport, http://aci-na.org/index/todaynews_012609e (Access April 15, 2009)

1.1.3 ROAD

Highway 97 is the Okanagan Valley's key north-south highway with connections to several east-west highways, including the Trans Canada Highway and Highways 3 (Crowsnest or Southern Trans Provincial Highway), 3A, 6 and 97C (Okanagan Connector). Highways 97A, 97B and 33 are north-south routes that parallel various sections along the Highway 97 spine. However, none of these routes provides a continuous connection between the communities in the north and the south.

Okanagan Valley Road Network Map



1.1.4 TRAFFIC VOLUME⁵

Traffic measurement site P25-1NS-N monitors traffic on Highway 97, at the south end of the William R. Bennett Bridge. The TRADAS (TRAffic DAta System) has been used since 2004 to monitor traffic volume from 120 permanent and 550 occasional sites around the province. 65 of these measurement sites also provide information on vehicle length and speed. The TIG (Traffic Information GIS), used from 1994-2003, employed permanent traffic counters and short seven day counts along with mathematical modeling to approximate average numbers of vehicles at sites along the provincial highway system.

Both the TRADAS and TIG systems use common road-count terms in reports that display Annual Average Daily Traffic (AADT), Annual Average Weekday Traffic (AAWT), Summer Average Daily Traffic (SADT), and Annual Average Weekend Traffic (AAWET).

Below are summaries of traffic counts for Route 97 at the south end of the William R. Bennett Bridge.

Traffic Data for: William R. Bennett Bridge – P25-1NS-N 1997 - 2005

Year	AADT	AAWDT	AAWET
1997	41,595	44,476	35,488
1998	43,006	46,017	36,697
1999	43,989	46,889	37,824
2000	43,701	46,701	37,256
2001	43,809	46,616	37,772
2002	45,292	48,239	39,186
2003	45,992	49,098	39,498
2004	46,514	48,705	39,699
2005	46,786	49,132	39,604

⁵ Ministry of Transportation, *Traffic Volumes Data, Traffic Data For: Okanagan Lake Bridge - P-25-1NS – N*, <http://www.th.gov.bc.ca/trafficData/index.asp>, (Accessed June 24, 2008)

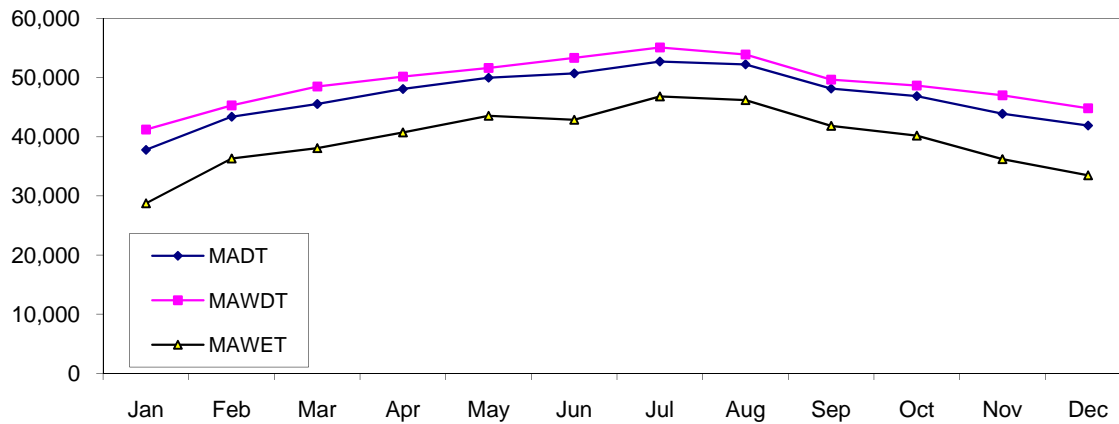
1.1.5 TRAFFIC SEASONALITY

Traffic volumes on Highway 97 are highly seasonal. Peak months for travel volumes peak in July and August and are lowest in January.

2005 - Traffic Data for: William R. Bennett Bridge – P25-1N S-N⁶

Month	MADT	MAWDT	MAWET
Jan	37,786	41,237	28,758
Feb	43,401	45,322	36,342
Mar	45,551	48,516	38,082
Apr	48,097	50,200	40,750
May	49,999	51,664	43,572
Jun	50,739	53,348	42,890
Jul	52,744	55,118	46,836
Aug	52,265	53,940	46,215
Sep	48,159	49,670	41,866
Oct	46,898	48,688	40,216
Nov	43,898	47,038	36,237
Dec	41,901	44,840	33,490

2005 - Traffic Data for: William R. Bennett Bridge – P25-1NS-N



⁶ Ministry of Transportation, Traffic Volumes Data, Traffic Data For: Okanagan Lake Bridge - P-25-1NS – N, <http://www.th.gov.bc.ca/trafficData/index.asp>, (Accessed April 15, 2009)

Definitions:

Annual Average Daily Traffic (AADT): A calculated annual estimate of the average number of vehicles traveling through a traffic monitoring (TM) site during a midnight-to-midnight period on any day of the year.

Annual Average Weekday Traffic (AAWDT): A calculated annual estimate of the average number of vehicles traveling through a TM site for each weekday (Monday through Friday).

Annual Average Weekend Traffic (AAWET): A calculated annual estimate of the average number of vehicles traveling through a TM site for each day of the weekend (Saturday and Sunday).

Monthly Average Daily Traffic (MADT): A calculated estimate of the average number of vehicles traveling through a TM site in the course of a calendar month.

Monthly Average Weekday Traffic (MAWDT): A calculated estimate of the average number of vehicles traveling through a TM site for each weekday (Monday through Friday) in the course of a calendar month.

Monthly Average Weekend Traffic (MAWET): A calculated estimate of the average number of vehicles traveling through a TM site for each weekend day (Saturday and Sunday) in the course of a calendar month.

1.1.6 OKANAGAN LAKE BRIDGE REPLACEMENT PROJECT (WILLIAM R. BENNETT BRIDGE)⁷

The William R. Bennett Bridge has replaced the old three-lane Okanagan Lake Bridge in Kelowna. This corridor is the most congested stretch of highway outside the Lower Mainland accommodating an average of 46,000 vehicles per day. By 2017, more than 69,000 vehicles are expected to use the new bridge each day.

The William R. Bennett Bridge (Okanagan Lake Bridge), was completed in May 2008, and is the centerpiece of a revitalized road network in the Okanagan.

The five-lane structure will relieve congestion along Highway 97, ensuring the safe, efficient movement of people and goods through this growing corridor. It will play a pivotal role in growing the regional economy, particularly the Okanagan's signature tourism industry.



⁷ Ministry of Transportation, William R. Bennett Bridge Project. <http://www.th.gov.bc.ca/WilliamRBennettBridge/index.htm> (Accessed June 24, 2008)

1.2 FREIGHT

Over 15 truck lines, 10 freight forwarders, and three provincial and three inter-provincial freight forwarders service the area.

1.2.1 RAIL

For passenger transportation, both BC Rail and VIA Rail offer passenger stops in Kamloops, however they do not pick up and deliver passengers in Kelowna. BC Rail runs north/south between North Vancouver and Prince George, while VIA Rail serves communities moving eastward from Vancouver towards Alberta. The Okanagan Valley Railway provides rail service to and from CPR's east-west main line at Sicamous. The Kelowna Pacific Railway has recently taken over as the short line operator of the Canadian National line with rights over the 77-kilometers (40-miles) between Kamloops to Kelowna and Vernon to Lumby.

To date, the Okanagan Valley Railway has transported a wide variety of products, including forest products, grain and industrial products. The entry of Kelowna Pacific Railway provides more options in getting products to markets.

Canadian Pacific, Canadian National and Burlington Northern Railway services interconnect across North America.

1.2.2 BUS

The Central Okanagan is served by Greyhound Lines of Canada Ltd., which provides a network to all Canadian and US destinations.

1.3 COMMUNICATIONS

The Okanagan Valley is well served by state-of-the-art telecommunications facilities and high-speed networks. Firms moving to the area have a choice of competing suppliers of fibre optic networks at virtually any desired bandwidth. High-speed connectivity is also available from cable suppliers, DSL services, or wireless connections from local ISP's.

Following are the major newspapers, radio stations and television stations based in the Central Okanagan.

1.3.1 NEWSPAPERS AND MAGAZINES

Publication	Website	Circulation
The Kelowna Daily Courier	www.kelownadailycourier.ca	Daily 18,023 Weekend 27,800
Events Magazine	www.eventpub.com	Wednesday circulation 55,000 plus
Westside Weekly	None	Biweekly circulation of 12,159
The Kelowna Capital News	www.bclocalnews.com/okanagan_similkameen/kelownacapitalnews	Sunday circulation 50,637; Wednesday circulation 50,699; Friday circulation 49,231-household only
The Lake Country Calendar	www.bclocalnews.com/okanagan_similkameen/lakecountrycalendar	Weekly circulation of 3,000
Okanagan Business Journal	www.bclocalnews.com/businessxaminer/thompson_okanagan	Monthly circulation free to 17,000 businesses in the Thompson/Okanagan
Peachland Signal	None	Weekly circulation of 1,400
Okanagan Life Magazine	www.okanaganlife.com	Monthly circulation of 25,000

1.3.2 RADIO STATIONS

Branding	FM Frequency	Call Letters	ERP	Format
Power 104	104.7 FM	CKLZ-FM	36 kW	Active rock
The Juice	103.9 FM	CJUI-FM	5.2 kW	Adult hits
B103	103.1 FM	CKOV-FM	11 kW	Country music
Silk FM	101.5 FM	CILK-FM	11 kW	Adult contemporary
Sun FM	99.9 FM	CHSU-FM	10 kW	Hot adult contemporary
K963	96.3 FM	CKKO-FM	7.1 kW	Classic Rock
The Bull	92.9 FM	CKBL-FM	10 kW	Country music
CBC Radio 1	88.9 FM	CBTK-FM	5.2 kW	Public Broadcasting
AM 1150	1150 AM	CKFR	10 kW	News / talk

1.3.3 TELEVISION STATIONS

- CHBC TV - CHBC News - Canwest Media, Inc.
- Shaw Cable 11 – Local Cable - Shaw Communications

1.4 UTILITIES

1.4.1 ELECTRIC POWER

FortisBC⁸

FortisBC is a wholly owned subsidiary of Fortis Inc. - a diversified, international electric utility holding company based in Newfoundland and Labrador. Fortis Inc.'s entry into BC began with its purchase of Aquila Networks Canada on May 31, 2004.

The Company serves approximately 110,000 customers directly in communities throughout south central British Columbia, including Kelowna, Osoyoos, Trail, Castlegar, Princeton and Rossland and approximately 47,500 customers through the wholesale supply of power to municipal distributors in the communities of Summerland, Penticton, Kelowna, Grand Forks and Nelson.

FortisBC provides the following services:

- Generating and distributing electricity to homes and businesses in the southern interior of British Columbia
- 24-hour outage repair and emergency response
- Building, maintaining and upgrading power lines and facilities
- Installing and reading meters
- Providing electrical safety education in the community

BC Hydro⁹

BC Hydro is a commercial Crown corporation owned by the Province of British Columbia and regulated by an independent body, the British Columbia Utilities Commission (BCUC). BC Hydro is one of North America's leading providers of clean, renewable energy, and the largest electric utility in British Columbia, serving approximately 95 per cent of the province's population and 1.7 million customers.

BC Hydro's mandate is to generate, manufacture, distribute and sell power, upgrade its power sites, and to purchase power from, or sell power to, a firm or person under the terms of the Hydro and Power Authority Act.

BC Hydro owns the majority of the transmission and distribution systems that deliver electricity in the province.

⁸ FortisBC, *About FortisBC*, 200, http://www.fortisbc.com/about_fortisbc/company/our_vision.html (Accessed April 15, 2007)

⁹ BC Hydro, *2007 Annual Report*
http://www.bchydro.com/about/company_information/reports/2008annualreport/letters/mcpc.html (Accessed April 15, 2009)

1.4.2 NATURAL GAS

Terasen Gas¹⁰

Terasen Inc. is a Canadian corporation headquartered in British Columbia and the parent company of the Terasen Gas companies, the principle natural gas distributor in the province of British Columbia. It is a direct wholly owned subsidiary of Fortis Inc.

Terasen Gas delivers natural gas and piped propane to approximately 920,000 customers in 125 communities throughout British Columbia. Terasen Gas provides service to 95 per cent of BC's natural gas customers and is one of the largest natural gas utilities in Canada.

More information: <http://www.kindermorgan.com/>
www.terasen.com

1.5 EDUCATION, GOVERNMENT, HEALTH AND BUSINESS SERVICES

1.5.1 EDUCATION

Diverse educational opportunities exist for children, including French immersion programs. Specific custom-designed career and technical training are available in addition to traditional university programs. For more detailed information on School District 23, the University of British Columbia-Okanagan, and Okanagan College, please refer to Section 6 of this document.

1.5.2 HEALTH

The aging population of the Central Okanagan is expected to generate more health care jobs. In addition to the public sector jobs, there are opportunities in the private sector with companies that manufacture and sell medical devices, equipment and supplies, health informatics, tele-health, pharmaceuticals and other biotechnology products.

In the Central Okanagan as in other areas, self-employment is expanding within many health care occupations – in addition to physicians, dentists, psychologists and other professionals who are traditionally self-employed. A major retirement community, the Central Okanagan is home to a greater proportion of seniors. Considerable opportunities lie in identifying innovative new niche markets within the home-care market, particularly care for seniors.

1.5.3 INTERIOR HEALTH¹¹

Interior Health was established as one of five geographically-based health authorities in 2001 by the Government of British Columbia. It is responsible for ensuring publicly funded health services are provided to the people of the Southern Interior. Interior Health serves a large geographic area covering almost 215-thousand square kilometres and includes larger cities such as Kelowna, Kamloops, Cranbrook, Penticton and Vernon, and a multitude of rural and remote communities.

1.5.4 KELOWNA GENERAL HOSPITAL¹²

Kelowna General Hospital (KGH) is the Central Okanagan's primary acute care health facility and one of two Interior Health tertiary referral hospitals in the region that offers high-level, specialty medical care. Kelowna General Hospital operates 372 acute care beds, 320 extended care beds and 20 bassinets.

Kelowna General Hospital's services are grouped into three main categories:

¹⁰ Terasen Gas, *About Terasen Inc.*, <http://www.terasen.com/default.htm> (Accessed April 15, 2009)

¹¹ Interior Health, *About Interior Health*, <http://www.interiorhealth.ca/information.aspx?id=566> (Accessed April 15, 2009)

¹² Ministry of Health, *Interior Health, Regional Hospitals, Kelowna General*, <http://www.interiorhealth.ca/health-services.aspx?id=280> (Accessed April 15, 2009)

- Medical/Surgical Services - Emergency medicine, family practice, geriatrics, obstetrics and pediatrics, psychiatry and surgery.
- Ambulatory Care and Outpatient Clinics – Cardiac, chemical dependency, day care surgery, GI lab, EEG, ENG, EMG, hemodialysis, oncology, ophthalmology, orthopedics, pediatric chemotherapy, peritoneal dialysis, pulmonary function, rehab day program, respiratory/allergy program and urology.
- Diagnostic/Paramedical Services - Diagnostic imaging, laboratory, pharmacy, nutrition, counseling, occupational therapy, orthotics and prosthetics, drug counseling, physiotherapy, psychology, and speech pathology.

The Cancer Centre for the Southern Interior (CCSI), located in Kelowna, is the centre for cancer research, education, prevention, diagnosis and treatment in the southern interior of British Columbia. The CCSI is part of the BC Cancer Agency.

Kelowna General Hospital Expansion Project¹³

In 2005/06, KGH provided 68,137 outpatient visits and 109,019 outpatient diagnostic procedures. These numbers are expected to continue to grow by nearly 50 per cent through 2024.

The new KGH outpatient hospital and expanded emergency department is a 16,600-square-metre (approximately 180,000-square-foot) facility to be located on the northeast corner of the KGH site. The project will modernize and quadruple the size of the emergency department from 7,000 to 30,000 square feet. The project will also consolidate outpatient services and programs currently dispersed throughout KGH into one facility, and expand the existing emergency department. A new state-of-the-art emergency department will meet the most current standard of care for the delivery of emergency medicine and will ensure patients get the appropriate level of care in the most timely manner possible. Expansion and a total redesign will provide: a trauma area, minor treatment unit and crisis intervention centre.

The procurement process for the KGH and VJH projects were completed in 2007, construction started in 2008 with expected completion in 2010.

As part of the strategy to address existing and projected congestion at the KGH emergency department, Interior Health is planning to establish a Community Health Centre in West Kelowna. Services planned for the Westside Community Health Centre include an outpatient care treatment clinic, laboratory services, day procedures, group rehabilitation, community health, public health, mental health and addictions, nurse practitioner, aboriginal health liaison, group elder services and a health resource centre.

For more information: Interior Health www.interiorhealth.ca
 BC Cancer Agency www.bccancer.bc.ca

¹³ *IBID*