

Subject: News from the Central Okanagan Economic Development Commission - July 26, 2010

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New Okanagan Studio and Farm Tour Guide

The Central Okanagan Economic Development Commission, in partnership with Tourism Kelowna, has launched *The Studio and Farm Tour*. If you love art, markets, crafts, farms, wine and all things artisan, don't miss this self-guided tour through the spectacular landscapes of Kelowna, West Kelowna, Westbank First Nations and Lake Country to 37 unique studios, farms, museums, markets and wineries. Take your time, meet the artisans and find surprises at every corner.



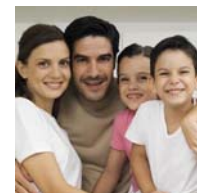
Central Okanagan Economic Development Commission Releases 2010 Economic Profile

A wide range of demographic information pertinent to the local economy is included in the [2010 Central Okanagan Economic Profile](#). The annual Profile includes information and statistics on post secondary education, labour force details, industry sector activity, major projects underway and resources related to living in the Central Okanagan. It is a valuable market research tool for users ranging from company site selectors looking to locate in the Region, to business students and individuals researching the marketplace.

An updated Community Profile will be available for West Kelowna next week.

Highlights from the 2010 Profile include:

* The estimated population for the Central Okanagan in 2009 was 184,411, representing over 50 percent of the Okanagan Valley's total population and a growth rate of 2.3 percent from 2008.



[Click here](#) for a PDF file of the brochure.

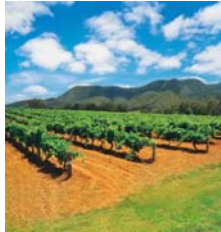


Statistics Show Education Important to British Columbians

Recent data from Statistics Canada shows that enrollment at BC's universities increased by a third between 2007/08 and 2008/09. This significant increase in enrollment is largely due to five colleges in the province obtaining university status.

Canada-wide, the number of university students receiving bachelor's degrees slipped to 171,882 in 2008 (down 2.4% from 2007). At the same time, 36,423 students obtained a master's degree - up 4.2percent from 2007 - and 5,421 (+8.2%) were awarded doctorates, the highest number recorded since 1992. Women accounted for 44 percent of these doctorates, up from 36 percent a decade earlier.

* UBC Okanagan has been a major economic driver since its creation in 2005, bringing to Kelowna direct and spin-off employment, significant capital expenditure, industry partnerships, research dollars, profile and demand for housing. Okanagan College is the largest post-secondary institution in the Region, educating and training more than 19,000 people annually.



* Farm revenues from apple and other tree fruit crops are slowly shrinking in the Region as older orchards are converted to more profitable uses, including grape growing, hobby farms and non-farming uses. Revenues from tree fruit crops remains moderately high, however, and is likely to remain so over the next several years.

* There were 16,219 firms in the Central Okanagan as of December, 2009. Of these, 8,546 firms had no employees. Of the 7,673 firms with employees, the total number of employees was less than 20.

* Approximately 7 percent of technology firms in British Columbia are found in the Thompson-Okanagan Development Region, and more than one third of those businesses are located in the Central Okanagan.



Links and Events

August 18 - 22

Join the Canadian Pavilion at Gamescon Cologne 2010

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