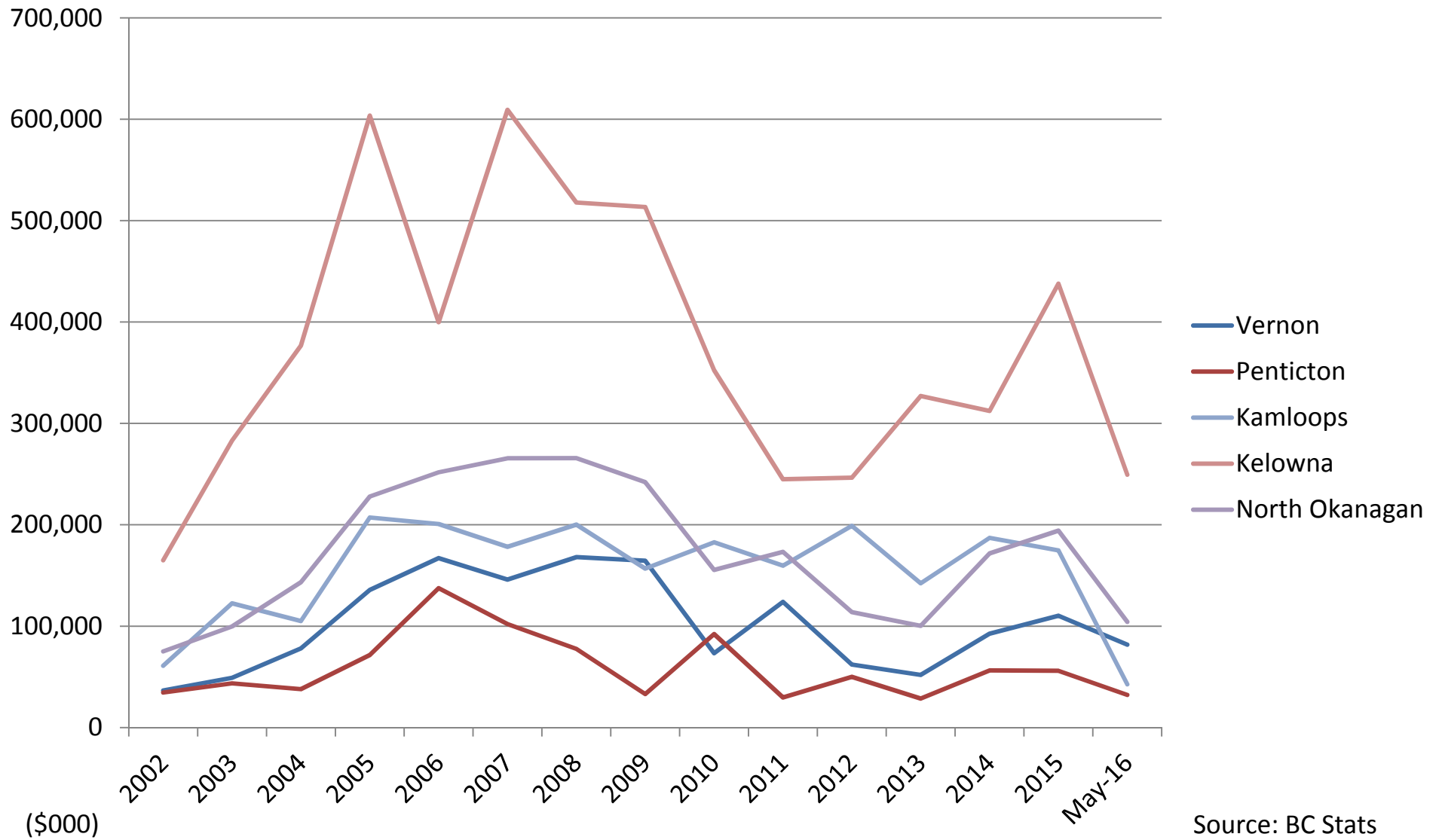




Photo: Robb Thompson

<b>Name</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2014-15</b>
<b>North Okanagan</b>	<b>81,956</b>	<b>82,038</b>	<b>83,011</b>	<b>84,587</b>	<b>1.9%</b>
<b>Vernon</b>	<b>38,573</b>	<b>38,672</b>	<b>39,167</b>	<b>40,497</b>	<b>3.4%</b>
Unincorporated Areas	18,438	18,425	18,630	18,518	-0.6%
Coldstream	10,286	10,277	10,523	10,821	2.8%
Spallumcheen	5,080	5,057	5,166	5,207	0.8%
Armstrong	4,960	4,950	4,878	4,951	1.5%
Enderby	2,871	2,908	2,878	2,840	-1.3%
Lumby	1,748	1,749	1,769	1,753	-0.9%
<b>Central Okanagan</b>	<b>184,956</b>	<b>185,845</b>	<b>189,480</b>	<b>195,523</b>	<b>3.2%</b>
Kelowna	120,283	120,123	121,529	124,378	2.3%
West Kelowna	31,527	31,926	32,744	34,484	5.3%
Lake Country	12,193	12,342	13,048	14,035	7.6%
<b>Okanagan-Similkameen</b>	<b>80,631</b>	<b>80,509</b>	<b>81,559</b>	<b>81,841</b>	<b>0.3%</b>
Penticton	33,174	33,231	34,050	33,964	-0.3%
Unincorporated Areas	22,684	22,632	22,935	23,057	0.5%
Summerland	11,105	11,024	11,095	11,267	1.6%
Osoyoos	4,813	4,812	4,745	4,796	1.1%
Princeton	2,755	2,745	2,761	2,729	-1.2%
<b>Thompson-Nicola</b>	<b>130,842</b>	<b>131,601</b>	<b>133,349</b>	<b>133,191</b>	<b>-0.1%</b>
Kamloops	87,703	88,294	89,454	89,995	0.6%
<b>British Columbia</b>	<b>4,542,578</b>	<b>4,582,607</b>	<b>4,638,415</b>	<b>4,683,139</b>	<b>1.0%</b>

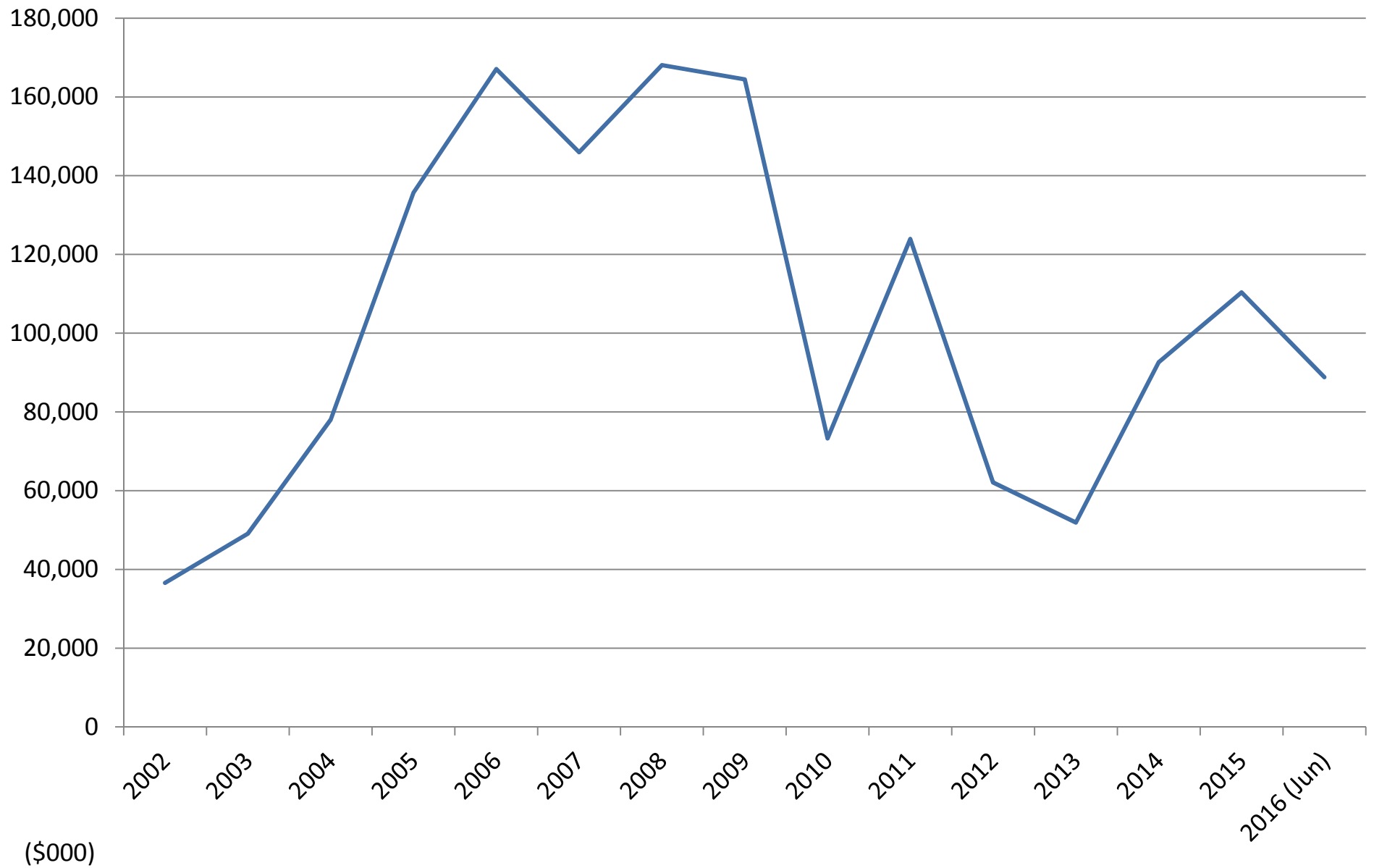
## 2002-2016 (May) Building Permit Values



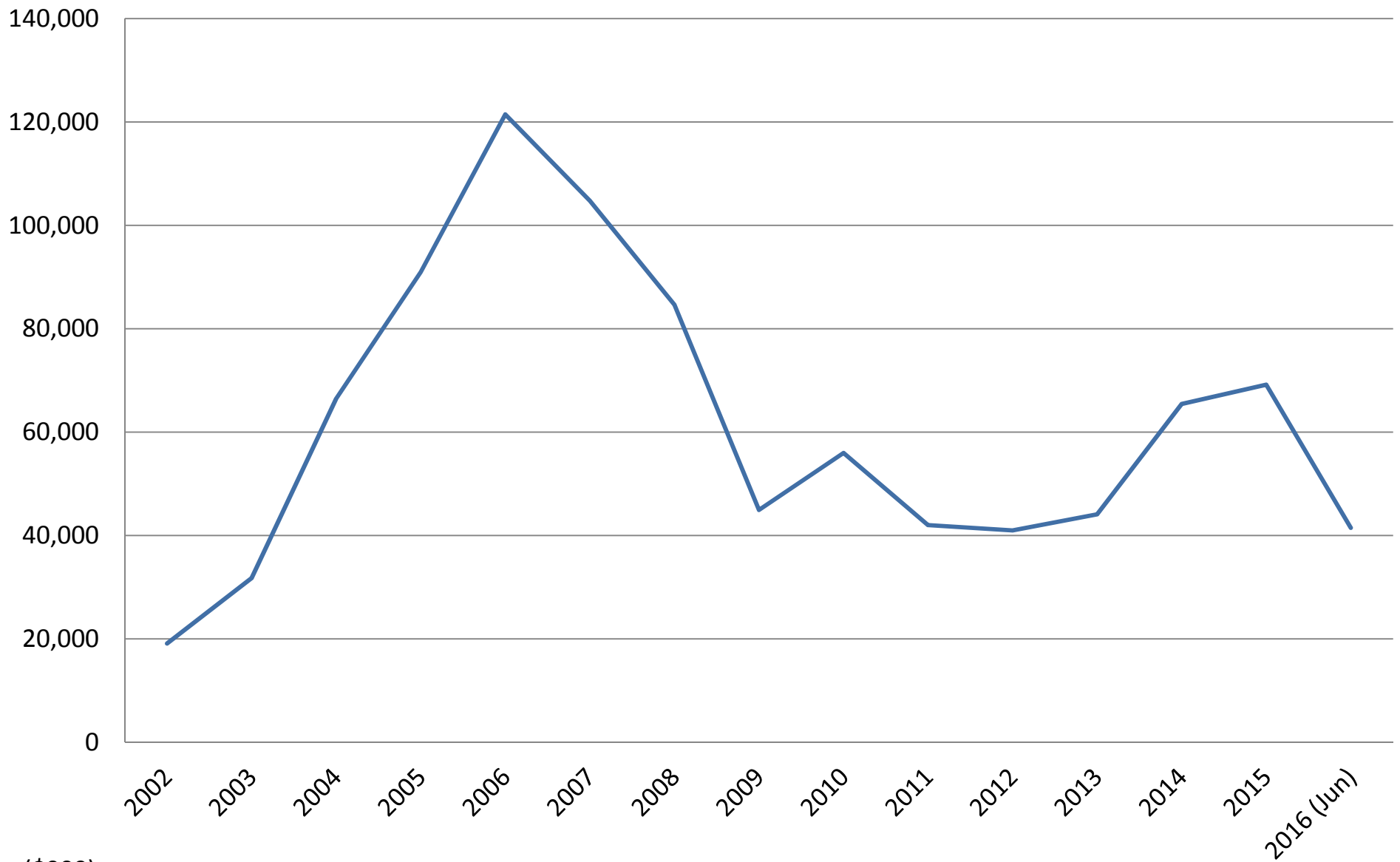
Source: BC Stats



# Total Building Permit Values



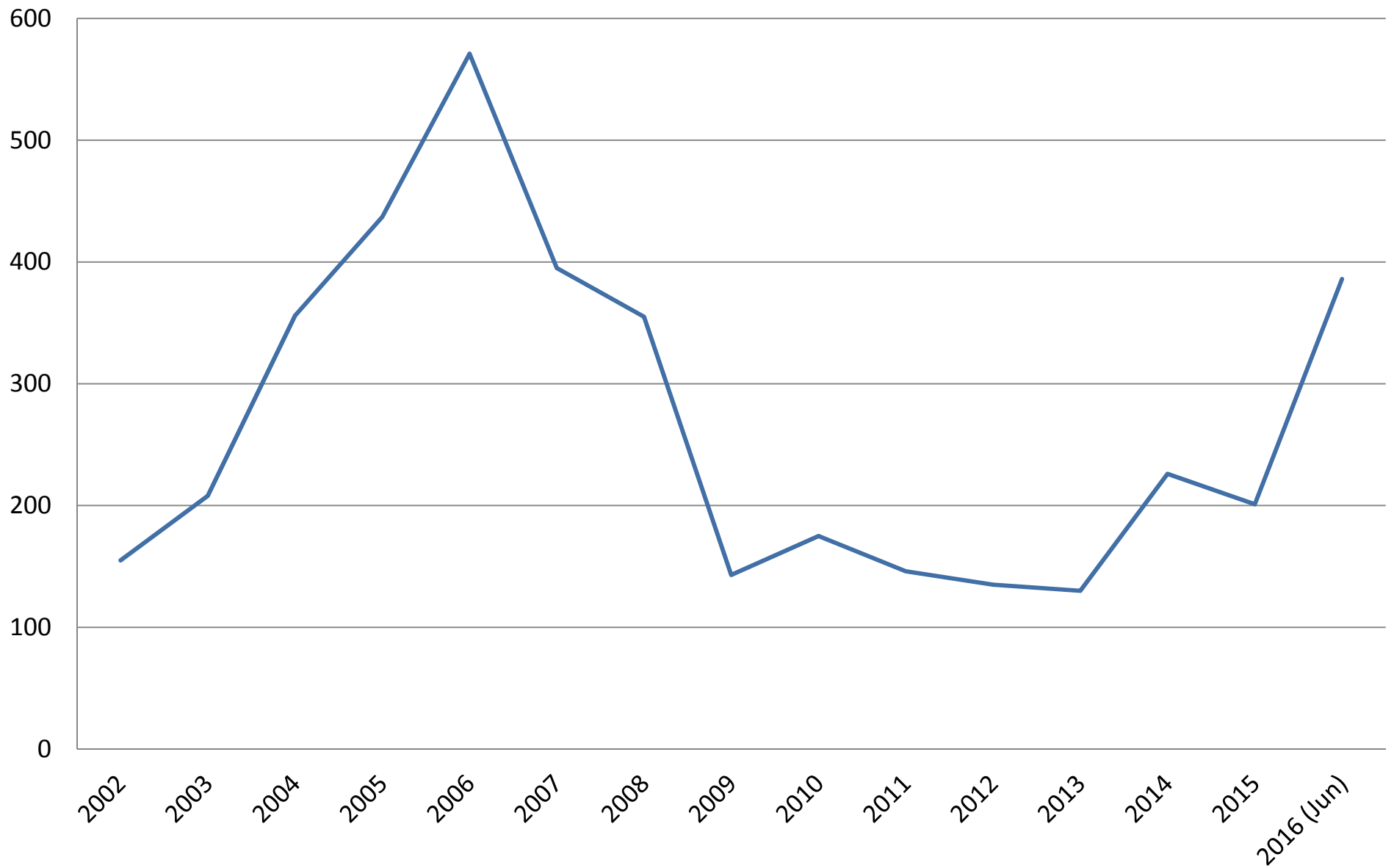
## Total Building Permits



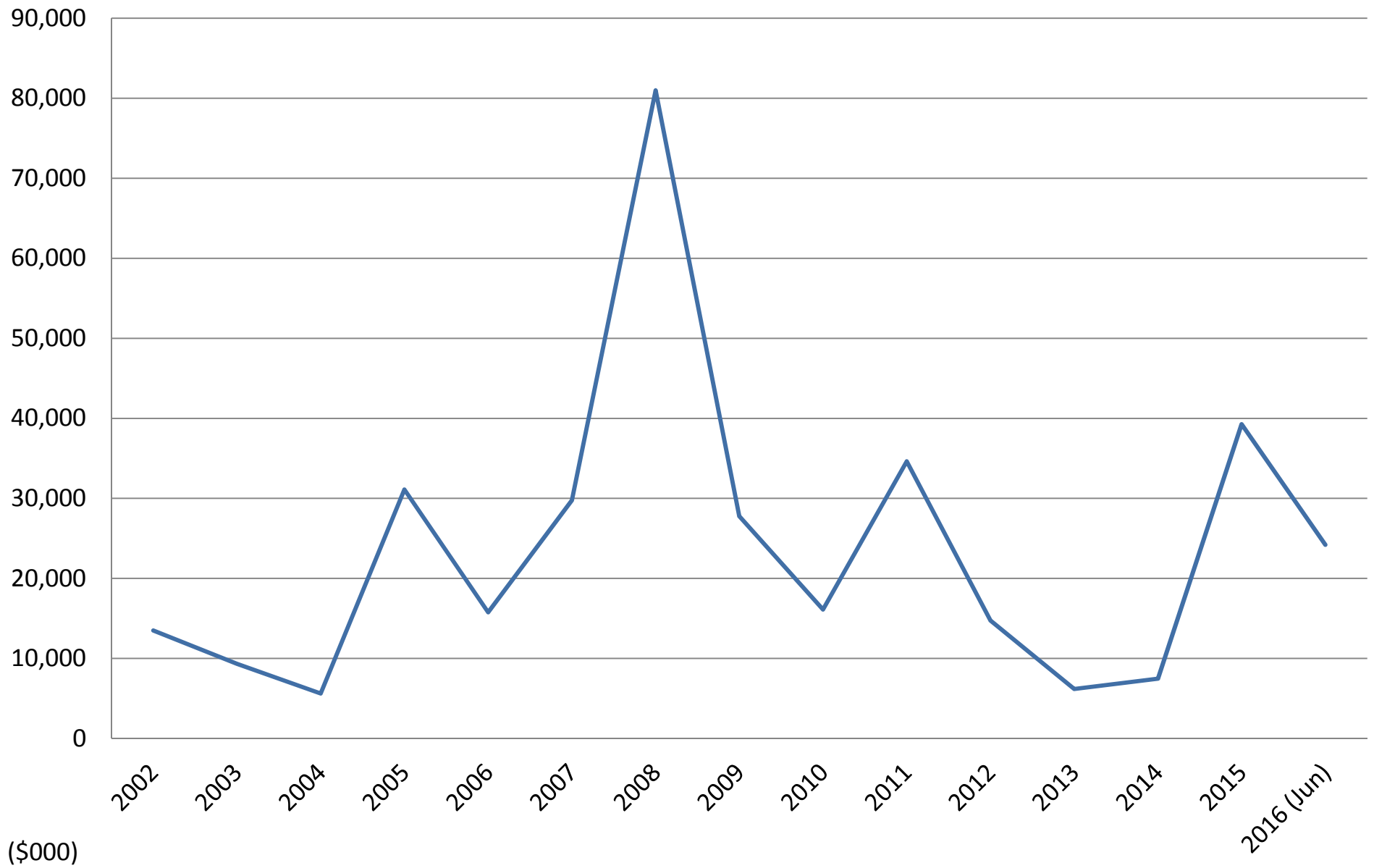
(\$000)



# Residential Building Permits



## Total Residential Units



# Commercial Permits

City of Vernon	Jan – Jun 2016	Jan – Jun 2015
Residential	\$42.6M	\$34.2M
Units	386 units	115 Units
Institutional	\$21.3M	\$ 1.3M
Commercial	\$24.2M	\$ 8.4M
<b>Total Building Permit Value</b>	<b>\$88.8M</b>	<b>\$44.3M</b>



## Building Permit to Date



- 2710 39 Avenue
- 11,330 sq ft
- BP: \$2.1M
- Issued Jun 15, 2015
- Now open



- 5640 Anderson Way
- 5,645 sq ft
- BP: \$2.1M
- Issued Aug 20, 2015

## BC HYDRO VERNON REGIONAL OPERATIONS FACILITY



- Seven building totaling approximately 120,000 sq ft
- Main office totals over 83,000 sq ft
- BP: \$23.6M
- Issued Sep 2, 2015



PREDATOR RIDGE

NEW BANQUET FACILITY NOW OPEN!

- 300 Village Centre Way
- Update and expansion of existing clubhouse
- BP: \$1.25M
- Issued Oct 30, 2015
- Grand opening July 11, 2016 from 4:00-6:00pm



Predator Ridge Clubhouse



- Unit 345-4900 27 Street
- Former Target
- 102,000 sq ft
- BP: \$2.4M
- Issued Dec 14, 2015
- Opened in May 2016

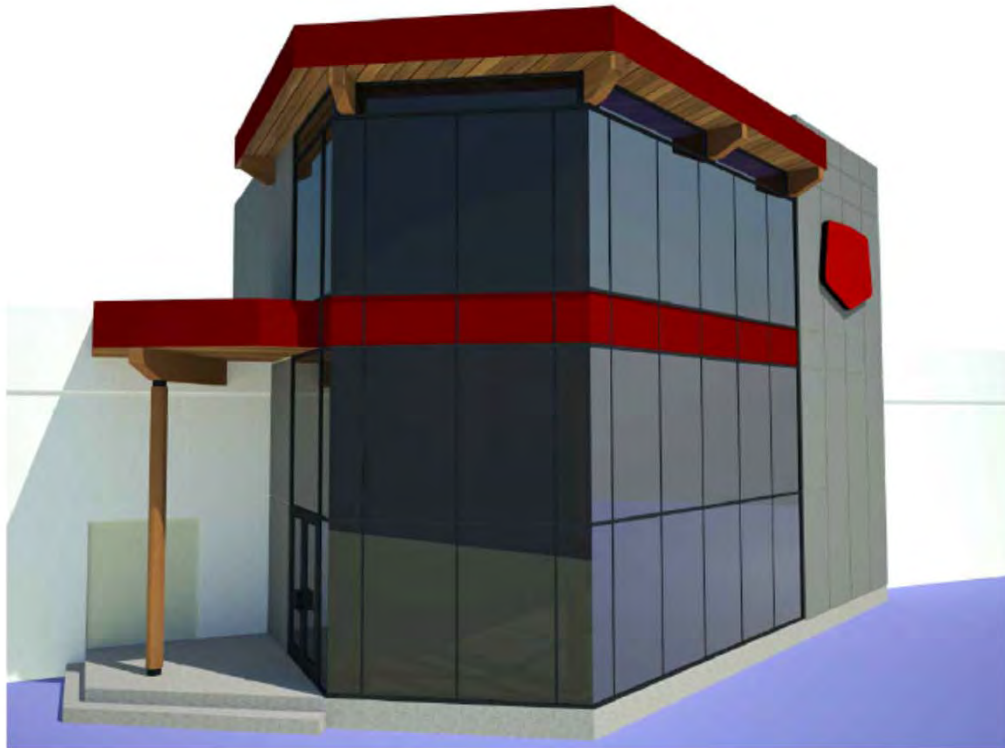


- Office Building
- 6,000 sq ft
- BP: \$750,000
- Issued Dec 21, 2015





- 2501 48 Avenue
- Redevelopment
- DP Application May 20, 2015
- 86 Units
- BP \$12M
- Issued Feb 9, 2016



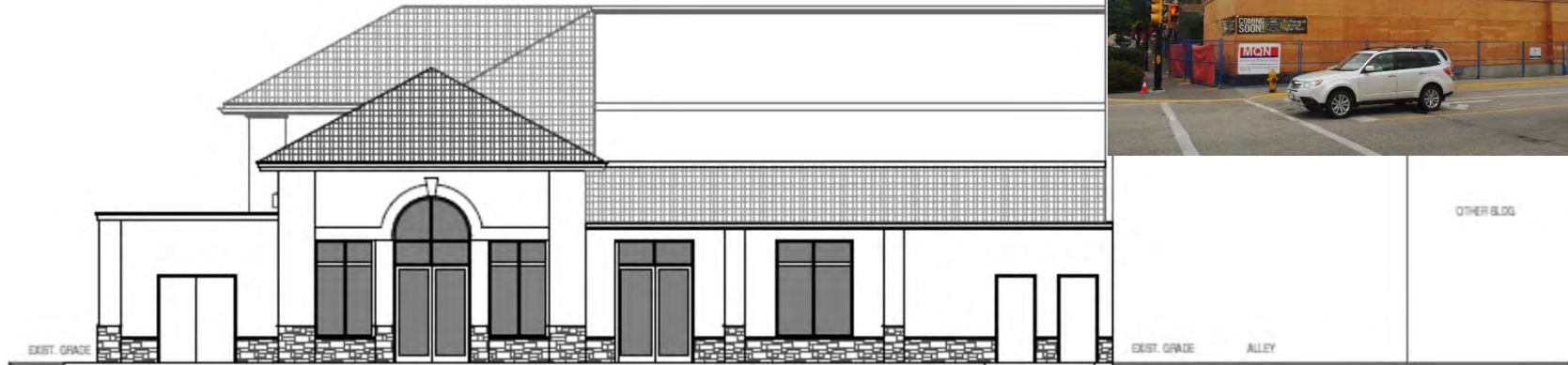
- Building addition
- Lunch Room/Lockers
- Fronting 28 Avenue
- BP \$850,000
- Issued March 4, 2016

OKANAGAN SPRING | gateway building



# MONASHEE'S LIQUOR STORE

2922 30th AVENUE, VERNON, BC



- Renovation of restaurant to liquor store
- BP \$535,000
- Issued March 24, 2016



- 3510-30 27 Street
- Tim Hortons
  - BP: \$1.2M
  - Issued May 14, 2015
- Armstrong Co-op
  - BP: 1.1M
  - Issued Mar 29, 2016



- 1800 58 Avenue
- 150 units Retirement Resort
- BP \$18M
- Issued April 11, 2016



- 3200 30 Avenue
- DP: March 28, 2013
- BP: \$350,000 structural
  - Issued Oct 14, 2015
- BP: \$300,00 leaseholds
  - Issued April 13, 2016





- Foot and ankle surgeon
- 3005 41 Avenue
- BP \$550,000
- Issued April 28, 2016



- 3050 29 Ave
- Phase 1: 142 Units (90 Care Beds, 52 Assisted Living) and 3,500 sq ft of commercial
- Phase 2: 72 Units (1 and 2 Bedroom)
- Phase 3: 36 Assisted Units and 5,800 sq ft of commercial
- BP Value: \$20M
- Issued May 20, 2016



## The Hamlets at Vernon



- 3403 28 Avenue
- 9,500 sq ft
- BP \$1.3M
- Issued June 22, 2016



<b>Taxable Assessment (000's)</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Residential</b>	\$ 5,769,474	\$ 5,681,349	\$ 5,689,870	\$ 5,582,742	\$ 5,406,304	\$ 5,320,192	\$ 5,939,468
<b>Commercial</b>	\$ 840,277	\$ 989,505	\$ 1,038,220	\$ 1,078,428	\$ 1,086,765	\$ 1,093,901	\$ 1,131,080
<b>Light Industrial</b>	\$ 34,467	\$ 37,990	\$ 41,050	\$ 40,771	\$ 37,735	\$ 37,214	\$ 37,813
<b>Recreation &amp; Non-Profit</b>	\$ 25,033	\$ 29,567	\$ 29,358	\$ 29,284	\$ 27,050	\$ 23,375	\$ 22,982
<b>Utility</b>	\$ 5,231	\$ 5,548	\$ 7,276	\$ 7,149	\$ 7,138	\$ 7,333	\$ 7,385
<b>Farm Land &amp; Managed Forest</b>	\$ 4,067	\$ 4,016	\$ 4,037	\$ 4,069	\$ 3,920	\$ 3,988	\$ 3,988
<b>TOTAL</b>	<b>\$ 6,678,549</b>	<b>\$ 6,747,975</b>	<b>\$ 6,809,811</b>	<b>\$ 6,742,443</b>	<b>\$ 6,568,912</b>	<b>\$ 6,486,003</b>	<b>\$ 7,142,716</b>



## Taxable Assessment

Vernon Smart Centre	\$629,000
Village Green Centre	\$627,000
Real Canadian Superstore	\$369,000
Shops at Polson	\$228,000
Vernon Square (north end)	\$228,000
Sparkling Hill Resort	\$208,000
Home Depot	\$186,000
Kal Tire – Corporate Office	\$183,000
Canadian Tire	\$143,000
Tolko – Corporate Office	\$127,000

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## Major Tax Contributors



<b>Class 1 Inventory Change</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Land	(437,900)	(1,577,800)	(5,561,000)
Improvements	40,584,600	134,116,814	62,746,349
<b>Total</b>	<b>40,146,700</b>	<b>132,539,014</b>	<b>57,185,349</b>
Tax Rate - City	3.38752	3.6348	3.6716
Tax Impact	\$135,998	\$481,753	\$209,962

<b>Class 6 Inventory Change</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Land	(256,302)	2,270,000	606,351
Improvements	4,443,902	2,769,860	1,402,549
<b>Total</b>	<b>4,187,600</b>	<b>5,039,860</b>	<b>2,008,900</b>
Tax Rate - City	8.6988	9.9612	9.9847
Tax Impact	\$46,427	\$50,203	\$20,058



## New Taxation Revenue

## January to June 2016 - North Okanagan

Sales Volume up 61%

- YTD 2016 \$533M      - YTD 2015 \$331M

Single Family volume up 71%

- YTD 2016 \$298M      - YTD 2015 \$174M

Single Family Dwelling

- Average SFD \$421k (2016)      \$377k (2015)

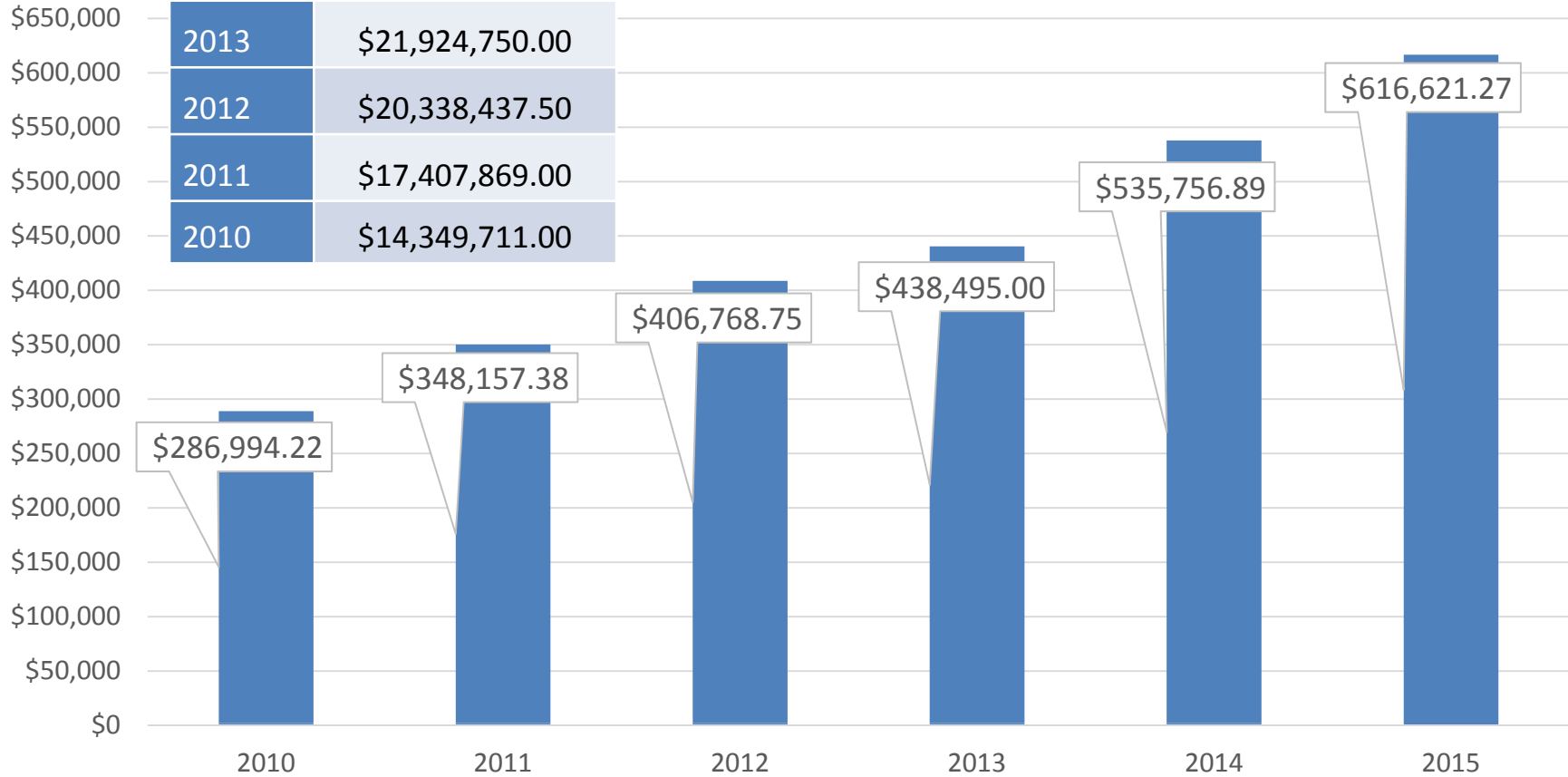
- Median SFD \$385k (2016)      \$353k (2015)

Source: Okanagan Mainline Real Estate Board

# Working with Okanagan Film Commission Old Far West Building at 1701 Kosmina Rd



Total Room Revenue	
Year	Amount
2015	\$30,831,063.50
2014	\$26,787,344.50
2013	\$21,924,750.00
2012	\$20,338,437.50
2011	\$17,407,869.00
2010	\$14,349,711.00



# City of Vernon Hotel Tax

Community	2011	2012	2013	2014	2015
Kamloops	9.9%	-4.4%	7.9%	3.9%	1.0%
Kelowna	-1.5%	4.1%	6.5%	10.1%	9.4%
Osoyoos	5.6%	3.9%	5.4%	8.3%	10.3%
Penticton	2.8%	5.1%	3.7%	5.4%	11.1%
Vernon	<b>21.6%</b>	<b>17.0%</b>	<b>9.7%</b>	<b>16.6%</b>	<b>15.1%</b>

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## Change in Room Revenue

THE VANCOUVER SUN

BC Living

Westworld  
MAGAZINE

VANCOUVER courier

VITAMIN dAILY

WESTJET  
MAGAZINE

The Province  
SERIOUSLY WESTCOAST



Forever Young  
Magazine  
Focus: Art, Aging, Fitness, Health & Beauty



Media coverage

# Sample of Articles:

## Silver Star Mountain Resort - #2 in WestJet Magazine Top Picks

Vernon is again showcased in WestJet magazine as the second top pick

D6 SATURDAY, JUNE 18, 2016 VANCOUVER SUN

**CASUAL DINING**

### Hungry in Victoria?

Thanks to the valley's food scene, it's very close to home.

If you're in Victoria this summer there are plenty of interesting, affordable, casual places to eat. Here are some to try.

**The Ruby**  
Wonder where Victoria hipsters are? At Hotel Zed, having breakfast or brunch at the 1970s inspired The Ruby, 3110 Douglas St., Victoria | 250-507-1325  
therubyvictoria.com

**Fish Hook**  
Ocean Wise seafood with great Indian flavours à la tartines and other dishes. 805 Fort St., Victoria | 250-477-0470  
fishhookvic.com

**Stage Wine Bar**  
A nice neighbourhood vibe (Fernwood), elegant food, good wine. 1307 Gladstone Ave., Victoria | 250-388-4222  
stagewinebar.com

**Pizzeria Prima Strada**



If you like your meat cooked low and slow over sweet smoke, try out the Naked Pig Smokehouse and barbecue in Vernon. *JOANNE SASVARI*

## WHERE TO EAT IN WINE COUNTRY

While many of the Okanagan Valley's wineries have eateries, here are a few alternate delicious stops, writes *Joanne Sasvari*

Planning a wine tour of the Okanagan Valley this summer? You'll need to keep your strength

250-868-8805  
raudz.com  
Chef Rod Butters has done more

SUMMERLAND  
Local Lounge • Grille  
12817 Lakeshore Dr. South,

**Bogner's of Penticon**  
302 Eckhardt Ave. West, Penticon | 250-493-2711  
bogners.ca

For nearly 40 years, this has been Penticon's favourite place to celebrate special events. It's located in a quaint old house with leaded windows and Tudor-style half-timbering. Old-fashioned it may look, but the food is not — chef Darin Paterson is obsessed with fresh, local fare.

**OKANAGAN FALLS**  
Tickleberry's  
1207 Main St., Okanagan Falls | 250-497-8862  
tickleberrys.com



2 3 4

战甲 手机搜狐 手机游戏 e购房  
数码 手机 创客 汽车 二手车  
房产 二手房 家居 彩票 城市



MPAGNE  
DREAMS

- 80 media hosted/engagements in 2016
- Equivalent Ad Value: Over \$1M



PREDATOR RIDGE



Media



Goal of \$7.86M  
Matching donor up to \$100k  
[www.okanaganrailtrail.ca](http://www.okanaganrailtrail.ca)



Coquitlam September 2016  
Promoting Vernon & Area Games



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Opportunities

## Trade Shows:

Canada Media Marketplace – April 18 - 21, 2016

- 34 media appointments with US journalists

Travel Media Association of Canada – June 22 - 26, 2016

- 20 media appointments with Canadian journalist

## Media Hosting Events:

Hosted:

- Edmonton
- Calgary
- Toronto

Upcoming:

- Vancouver
- Seattle
- Spokane





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[kpoole@vernon.ca](mailto:kpoole@vernon.ca)

