



Media Release

THE CORPORATION OF THE CITY OF VERNON
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FOR IMMEDIATE RELEASE
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Vernon Business Walks to take place October 5

On Thursday, October 5, the City of Vernon will be visiting approximately 150 Vernon businesses for the fifth annual *Business Walks* program as a part of Small Business Month. The City has partnered with Community Futures North Okanagan, the Greater Vernon Chamber of Commerce and the Downtown Vernon Association to ensure as many businesses as possible can be visited.

“We have a record number of volunteers that will be visiting commercial businesses throughout Vernon from 10:00 a.m. until noon with a goal of gaining a better understanding of the economic climate in the community,” explains Kevin Poole, Manager of Economic Development and Tourism. “Last year we were able to visit 112 businesses in Vernon and we are hoping to surpass this in 2017.”

Business Walks is meant as a five minute check in with businesses to gain a better understanding of how things are going and how support agencies can better meet their needs.

“The goal of *Business Walks* is to get a pulse on the immediate issues and challenges that companies may be facing,” said Poole. “Prominent economists such as David Birch and David Kraybill have said that up to 80 per cent of job growth in a community is created from within. This is contrary to the belief that new job growth is achieved through business attraction efforts. Our goal is to create an environment in Vernon where business can continue to grow and thrive.”

Vernon was the second region in BC to participate in the *Business Walks* program starting back in 2013 and visited over 550 businesses throughout the community since that time. It is anticipated that 40 communities throughout British Columbia will undertake a *Business Walks* survey throughout the month of October.

For more information on the Business Walks program, please contact Kevin Poole at kpoole@vernon.ca or 250-550-5565.

