



## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

**March 29, 2010**

#### **Kelowna Chamber Initiates Economic Impact Study**

Kelowna, BC – An independent economic impact study determining the business case for a proposed hotel development on the Royal Trust site, located within the proposed Comprehensive Development (CD-21) zone has been completed. The study was spearheaded by the Kelowna Chamber of Commerce and was funded by a group of stakeholders, including:

- Kelowna Chamber of Commerce
- Downtown Kelowna Association
- Economic Development Commission
- Grant Thornton LLP
- Quail's Gate Winery
- Pushor Mitchell LLP
- Dr. Ronald J. Shupe Inc.
- Astral Media
- Royal LePage Kelowna
- Site360 Consulting Inc.

The purpose of the study was to determine the economic impact of the proposed hotel development and to add an economic case for moving forward with the overall CD-21 development proposal. "The hotel is just one part of the CD-21 plan. This report shows the positive spin-offs for job creation", notes Wesley Shields, Chamber President. "City Council needs to be aware of the impact the CD-21 Zone has on creating jobs for our community", adds Shields.

The proposed hotel on the Royal Trust site was one of the stumbling blocks that City Council faced when determining whether or not to pass the CD-21 plan at 4th reading.

The study focuses on both the short-term and long-term economic impacts of the proposed hotel. The short-term impacts including the multiplier impacts (indirect and induced) associated with the construction phase of the hotel include a total of 485 new jobs. In addition to job creation, this hotel will generate approximately \$22 million in Gross Domestic Product (GDP) and \$53 million in economic output during the construction phase.

The long-term impacts from ongoing operations of the hotel include the creation of 229 jobs. In addition to employment, this hotel development will generate approximately \$8 million in GDP and \$13 million in economic output. Visitor impacts will also be significant as visitors to the hotel will spend an estimated \$14 million in the community annually, which will generate \$33 million in direct economic output.

The final report was given to Council to review prior to the March 29<sup>th</sup> CD-21 plan workshop, where the results of the study were officially presented.

Established in 1906, the Kelowna Chamber of Commerce is a membership based business organization representing the “Voice of Business”. Our mission is to foster a positive business environment by providing members with leadership, advocacy and services of value.

**For more information, call:**

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