

OK *GO*

**QUICK
FACTS**

/ TABLE OF CONTENTS

Collaborative by nature, the OKGo campaign brings together three organizations that share a common purpose to raise awareness of the Central Okanagan's economic and tourism opportunities and look to position the regions for future economic and business growth.

The supportive business environment, competitive tax climate, easy access, outdoor lifestyle, entrepreneurial energy and spirit of collaboration get startups, established businesses and innovative thinkers excited.

From startups to expansions to thought leaders, the three partner organizations can help with everything needed to make locating your business or event here fast and easy.

The business stories shared tell the story of innovation and entrepreneurship of the Central Okanagan and will drive growth in all industries.

Below you will discover quick facts to stay informed on each growing industry in the Central Okanagan region.

03 / CENTRAL OKANAGAN

04 / AEROSPACE

05 / VITICULTURE

06 / AGRICULTURE

07 / DIGITAL TECHNOLOGY

08 / MANUFACTURING

09 / CLEAN TECH

10 / CANNABIS

11 / POST SECONDARY

/ CENTRAL OKANAGAN

- Fastest growing metro area in Canada with 14% growth census to census
- Kelowna was named #2 Best Small City in Canada and ranked first in promotion
- Kelowna ranked #2 Western Canadian city for real estate investors
- Kelowna crowned 2nd most livable place in Canada
- Close proximity to Cascadia Innovation Corridor, a partnership between BC, Washington and Oregon
- Kelowna ranked 12th on list of top cities for youth to work in Canada
- Kelowna ranked 15th out of 100 as best city in the world to take a “workation”

/ AEROSPACE

- \$2.4B in annual revenue generated provincially (1.3B direct GDP)
- Kelowna ranked 10th busiest airport in Canada based on number of passengers in 2022, total passengers was 1,651,239
- The BC aerospace industry is the third largest in the country after Ontario and Quebec
- The BC aerospace industry employs more than 9,300 British Columbians and supports nearly another 20,000 jobs indirectly
- Kelowna CMA is in the top 10 cities for air transportation businesses with employees
- The BC aerospace industry is comprised of some 190 companies

/ VITICULTURE

- 222+ licensed wineries are in the Okanagan with 10,920 acres planted in region
- There are 1,049 vineyards in BC (both winery and independent grower operated)
- BC's wine industry employs over 14,000 full time people and has an economic impact of \$3.75 billion annually on our province's economy
- There are 72 Okanagan based beverage manufacturing companies
- \$2.8B in annual provincial economic impact
- The Okanagan Valley is BC's largest winegrowing region in BC (175 km north to south)
- The Okanagan Valley has 86.8% of the total vineyard acreage in BC

/ AGRICULTURE

- The Central Okanagan is home to
 - 807 farms employing 4,942 people
 - 51,615 acres in total farm area
 - 410 fruit and tree nut farming businesses
 - 4,942 paid agricultural workers
- Total Agriculture Land Reserve (ALR) area in the Okanagan is 224,717 hectares
- Of the 737 farms reporting the total operating revenues in 2021, excluding forest production, was \$187,375,495
- The BC tree fruit industry generates over \$130M in wholesale revenue and \$900M in economic activity and directly employs 1,500 people

/ DIGITAL TECH

- \$21.6M Innovation Centre in Kelowna puts multiple high-tech businesses and service providers under one roof
- 36KM of dark fiber network throughout Kelowna
- The Okanagan Tech Industry:
 - 930 companies
 - 15,000 workers
 - \$2.5 billion annually to the economy
- BC ranks third in Canada in per capital venture capital investment
- Number of BC high-tech sector businesses is 10,236
- \$1.67 billion combined economic impact of Okanagan tech industry

/ MANUFACTURING

- The sector accounts for 10% of the provincial GDP, and 11% of Canada's GDP
- 648+ manufacturing firms call the Okanagan home
- The manufacturing sector employs over 6,000 people
- 4,700 manufacturing employees in Kelowna CMA
- A cluster of agriculturally focused research facilities like the University of British Columbia's Okanagan Campus, Summerland Research Centre and the newly opened BC Technical Access Centre for fermented beverages
- Manufacturing employs more than 7.1% of all workers in BC

/ CLEAN TECH

- \$11.04 billion contributed to BC's GDP by clean tech sector
- BC's clean tech sector ranks in top 10 globally
- More than 500 clean tech companies in BC, employing over 23,000
- Canada is ranked number 2 on global clean tech innovation index and BC ranks 10th
- The clean tech sector in BC employs more than 40,086 workers
- 492 clean tech companies in BC
- The Okanagan is has one of the largest clean tech sectors in BC along with Victoria and Vancouver
- UBCO is home to clean tech hub which was created from \$1.9 million in funding

/ CANNABIS

- 24% of Canada's licensed producers are based in BC, producing over 40% of Canada's cannabis product output
- BC has 105 businesses dedicated to growing cannabis, which is the second highest province in the country
- The Central Okanagan has 26 Health Canada commercial cannabis licenses to cultivate, process or sell cannabis
- The Central Okanagan has over 28 cannabis retail stores
- Total Canadian cannabis industry revenue in 2021 was \$5.6B, with \$8.5B expected industry revenue by 2026

/ POST SECONDARY

- Okanagan College is BC's second largest trades training institution and is home to:
 - 15,900 students each year
 - 7,988 full-time equivalent students
 - 1,515 Indigenous students
 - 18 students per class (average)
- UBCO is consistently ranked in the top 5 per cent of universities in the world and has:
 - 10,610 undergraduate students
 - 1,368 graduate students
 - 24,193 total degrees conferred
- Kelowna General Hospital is a designated teaching hospital for instruction and research

**WE'RE
READY.**

**ARE YOU
SET?**

OK *GO*

QUESTIONS?
OK-GO.CA

