



## District of West Kelowna 2009 Demographic Profile

May 2009

Central Okanagan Economic Development Commission

1450 KLO Road, Kelowna, BC, V1W 3Z4

[info@investkelowna.com](mailto:info@investkelowna.com)

[www.investkelowna.com](http://www.investkelowna.com)

Toll Free: 1.877.332.2673

250.469.6280

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**About this Document**

The District of West Kelowna Demographic Profile was updated in spring 2009 using the most up to date information and statistics available. Statistics Canada and BC Stats are major sources of information for this document. However, because these statistics are updated throughout the year, the reader may want to compare the statistics herein with the actual federal and provincial sources:

Statistics Canada: [www.statcan.ca](http://www.statcan.ca)

BC Stats: [www.bcstats.gov.bc.ca](http://www.bcstats.gov.bc.ca)

Throughout the profile, we have also included links to other websites for additional information. The Economic Development Commission of the Central Okanagan is a division of the Regional District of the Central Okanagan.

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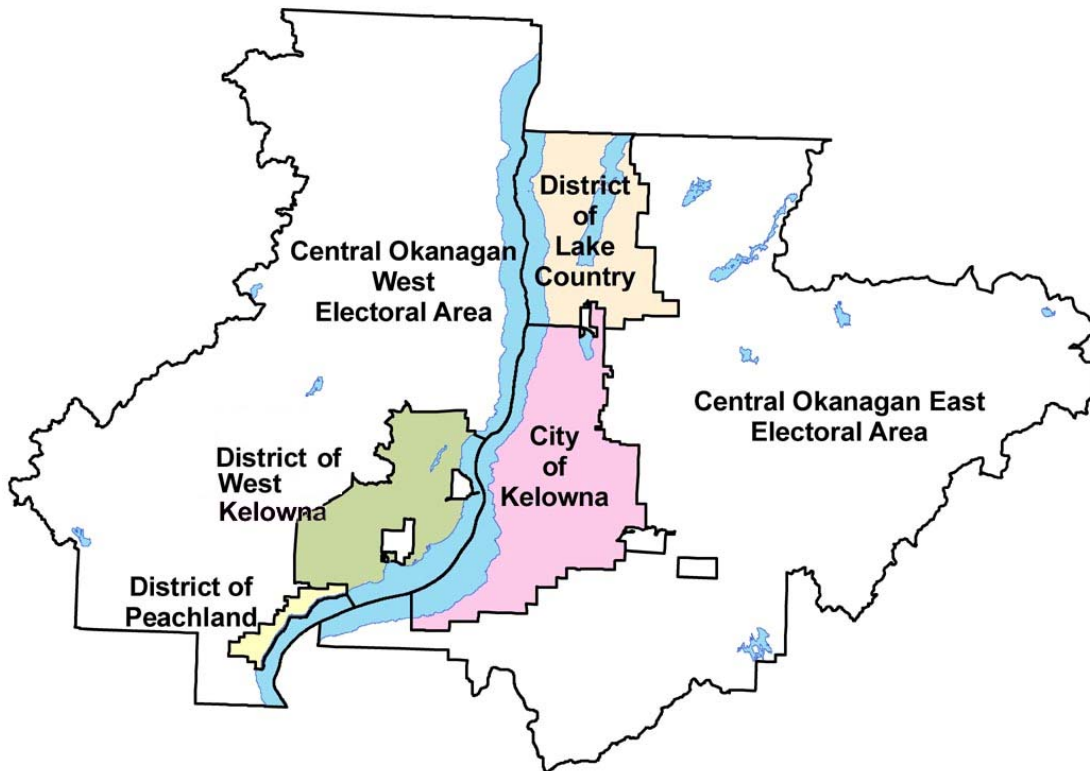
## 1 Geography

The West Kelowna District Municipality (District of West Kelowna) is a new local government incorporated in December 2007. The West Kelowna District Municipality is the second largest municipality in the Central Okanagan with a population of 28,793<sup>1</sup> (2007). The communities within the new district municipality include Westbank, which comprises just under half of the total population, Shannon Lake, Glenrosa, Casa Loma, West Kelowna Estates, Rose Valley and Lakeview Heights. West Kelowna surrounds two self-governing reserves of the Westbank First Nation, Tsinstikeptum #9 and Tsinstikeptum #10.

A district municipality is a group of neighbouring municipalities joined together for the purposes of regional planning and managing common services (such as police or ambulance services).

The West Kelowna District Municipality did not exist at the time of the 2006 Census. However, a custom Census Profile was commissioned by the CO EDC to provide data for this new municipality as it would have been at the time of the Census. Where ever possible this community profile will present data and statistics for this new geographic designation.

### Map of District of West Kelowna<sup>2</sup>



<sup>1</sup> *Regional District of the Central Okanagan, Population, Map, and General Info*, [http://www.regionaldistrict.com/about/about\\_pop.aspx](http://www.regionaldistrict.com/about/about_pop.aspx), (Accessed May 15, 2009)

<sup>2</sup> *IBID*

## 2 Population

### 2.1 POPULATION AND GROWTH

In 2008 the West Kelowna population was estimated to be 27,161, compared to 180,114 for the Regional District and 4.38 million for BC overall. Because West Kelowna was incorporated in 2007 growth and change data are not available. Between 2006 and 2008, the population of West Kelowna grew slightly (0.2%). However, readers should note that these population data were derived from different sources and are not directly comparable.

#### West Kelowna Population Compared to RDCO and BC 2001 to 2008

| Year              | West Kelowna |          | RDCO <sup>3</sup> |          | BC         |          |
|-------------------|--------------|----------|-------------------|----------|------------|----------|
|                   | Population   | % Change | Population        | % Change | Population | % Change |
| 2001              | n/a          | n/a      | 154,193           |          | 4,078,447  |          |
| 2002              | n/a          | n/a      | 156,430           | 1.5%     | 4,115,413  | 0.9%     |
| 2003              | n/a          | n/a      | 159,639           | 2.1%     | 4,155,370  | 1.0%     |
| 2004              | n/a          | n/a      | 161,319           | 1.1%     | 4,203,807  | 1.2%     |
| 2005              | n/a          | n/a      | 165,662           | 2.7%     | 4,260,246  | 1.3%     |
| 2006 <sup>4</sup> | 27,095       | n/a      | 170,187           | 2.7%     | 4,320,255  | 1.4%     |
| 2007              | n/a          | n/a      | 177,093           | 4.1%     | 4,380,256  | 1.4%     |
| 2008 <sup>5</sup> | 27,161       | n/a      | 180,114           | 1.7%     | 4,381,603  | 0.0%     |

<sup>3</sup> BC Stats, Population Estimates, [http://www.bcstats.gov.bc.ca/data/pop/pop/mun/PopulationEstimates\\_1996-2008.xls](http://www.bcstats.gov.bc.ca/data/pop/pop/mun/PopulationEstimates_1996-2008.xls) (Accessed April 30, 2009)

<sup>4</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

<sup>5</sup> BC Stats, Population Estimates, [http://www.bcstats.gov.bc.ca/data/pop/pop/mun/PopulationEstimates\\_1996-2008.xls](http://www.bcstats.gov.bc.ca/data/pop/pop/mun/PopulationEstimates_1996-2008.xls) (Accessed April 30, 2009)

## 2.2 POPULATION DENSITY

The total land area of the West Kelowna is 1,214.0 square kilometres which represents 41.8% of the land area of the Regional District. The population of the West Kelowna accounts for 16.7% of the Regional District. The population density of West Kelowna is 22.3 persons per square kilometre compared to 55.9 for the Regional District and only 4.4 for BC overall.

### Population and Density 2006

|   | West Kelowna <sup>6</sup> | RDCO <sup>7</sup> | BC        |
|---|---------------------------|-------------------|-----------|
| Population in 2006                      | 27,095                    | 162,276           | 4,113,487 |
| Population in 2001                      | n/a                       | 147,739           | 3,907,738 |
| 2001 to 2006 population change (%)      | n/a                       | 9.8%              | 5.3%      |
| Population density per square kilometre | 22.3                      | 55.9              | 4.4       |
| Land area (square km)                   | 1,214.0                   | 2,904.0           | 924,815.4 |

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<sup>6</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

<sup>7</sup> Statistics Canada. 2007. Central Okanagan, British Columbia (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

<http://www12.statcan.ca/english/census06/data/profiles/community/Index.cfm?Lang=E> (accessed April 30, 2009)

### 3 Demography

#### 3.1 AGE

##### 3.1.1 POPULATION AGE DISTRIBUTION

In 2006, the major bulge in age distribution within West Kelowna was in age group 40 to 59 years (31.1%) with a secondary bulge in age groups from 10 to 19 years (14.6%). In 2006, the median age of West Kelowna's population was 42.7, which was very similar to the Regional District (43.4) and the province overall (40.8).

**Age Distribution West Kelowna, RDCO and BC 2006**

|                                      | West Kelowna <sup>8</sup> |         |        |        | RDCO <sup>9</sup> | BC        |
|--------------------------------------|---------------------------|---------|--------|--------|-------------------|-----------|
|                                      | Population                | Percent | Male   | Female |                   |           |
| Total Population                     | 27,095                    | 100.0%  | 13,510 | 13,580 | 162,275           | 4,113,485 |
| 0 to 4 years                         | 1,385                     | 5.1%    | 5.3%   | 4.9%   | 4.4%              | 4.9%      |
| 5 to 9 years                         | 1,540                     | 5.7%    | 6.0%   | 5.3%   | 5.1%              | 5.4%      |
| 10 to 14 years                       | 2,010                     | 7.4%    | 7.5%   | 7.4%   | 6.2%              | 6.2%      |
| 15 to 19 years                       | 1,950                     | 7.2%    | 7.9%   | 6.5%   | 6.6%              | 6.7%      |
| 20 to 24 years                       | 1,345                     | 5.0%    | 5.0%   | 5.0%   | 6.2%              | 6.5%      |
| 25 to 29 years                       | 1,130                     | 4.2%    | 4.3%   | 4.1%   | 5.1%              | 6.0%      |
| 30 to 34 years                       | 1,460                     | 5.4%    | 4.9%   | 5.9%   | 5.3%              | 6.2%      |
| 35 to 39 years                       | 1,785                     | 6.6%    | 6.5%   | 6.7%   | 6.1%              | 7.1%      |
| 40 to 44 years                       | 2,170                     | 8.0%    | 7.9%   | 8.1%   | 7.7%              | 8.1%      |
| 45 to 49 years                       | 2,330                     | 8.6%    | 8.2%   | 9.0%   | 8.2%              | 8.4%      |
| 50 to 54 years                       | 2,045                     | 7.5%    | 7.7%   | 7.4%   | 7.5%              | 7.8%      |
| 55 to 59 years                       | 1,895                     | 7.0%    | 7.0%   | 7.0%   | 7.0%              | 7.0%      |
| 60 to 64 years                       | 1,560                     | 5.8%    | 5.6%   | 5.9%   | 5.7%              | 5.2%      |
| 65 to 69 years                       | 1,430                     | 5.3%    | 4.9%   | 5.7%   | 5.2%              | 4.1%      |
| 70 to 74 years                       | 1,260                     | 4.7%    | 4.9%   | 4.4%   | 4.6%              | 3.5%      |
| 75 to 79 years                       | 1,005                     | 3.7%    | 3.8%   | 3.6%   | 4.0%              | 2.9%      |
| 80 to 84 years                       | 490                       | 1.8%    | 1.5%   | 2.1%   | 2.9%              | 2.2%      |
| 85 years and over                    | 290                       | 1.1%    | 1.1%   | 1.0%   | 2.3%              | 1.8%      |
| Median age of the population         | N/A                       | N/A     | N/A    |        | 43.4              | 40.8      |
| % of the population aged 15 and over | 81.8%                     |         | 81.1%  | 82.4%  | 84.3%             | 83.5%     |
| % of the population aged 65 and over | 16.5%                     |         | 16.2%  | 16.8%  | 19.0%             | 14.6%     |

<sup>8</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

<sup>9</sup> Statistics Canada. 2007. Central Okanagan, British Columbia (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

<http://www12.statcan.ca/english/census06/data/profiles/community/Index.cfm?Lang=E> (accessed April 30, 2009)

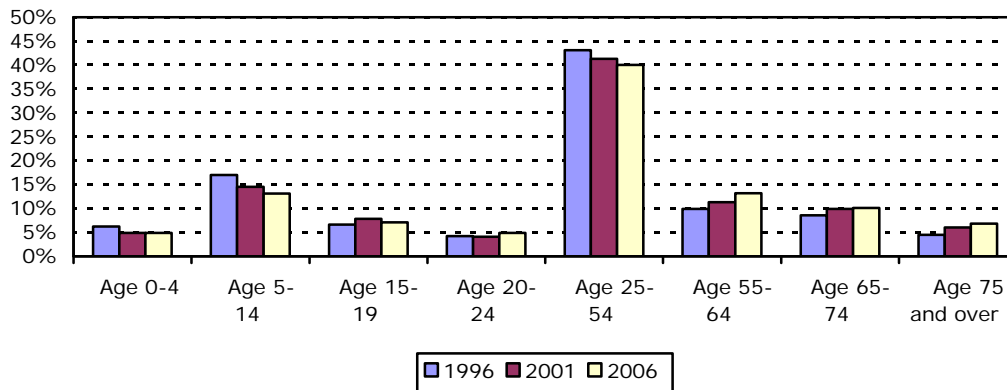
### 3.1.2 POPULATION GROWTH BY AGE GROUP

Population estimates are not available for West Kelowna prior to 2006, as such, figures presented here are for the Central Okanagan West Electoral Area. The fastest growing age group between 1996 and 2006 has been the 75 year and over age group which grew 88.9% percent to 6.8% of the total municipal population. Population in age group 5 to 14 has declined slightly over the same period (-2.7%).

Central Okanagan West Share of Population by Age Group 1996 to 2006<sup>10</sup>

|                                      | 1996   | 2001   | 2006   | % Change 1996 to 2006 |
|--------------------------------------|--------|--------|--------|-----------------------|
| Total - All persons                  | 22,900 | 26,000 | 28,975 | 26.5%                 |
| Age 0-4                              | 1,420  | 1,285  | 1,420  | 0.0%                  |
| Age 5-14                             | 3,890  | 3,775  | 3,785  | -2.7%                 |
| Age 15-19                            | 1,505  | 2,030  | 2,055  | 36.5%                 |
| Age 20-24                            | 960    | 1,065  | 1,425  | 48.4%                 |
| Age 25-54                            | 9,860  | 10,738 | 11,595 | 17.6%                 |
| Age 55-64                            | 2,260  | 2,950  | 3,815  | 68.8%                 |
| Age 65-74                            | 1,980  | 2,580  | 2,920  | 47.5%                 |
| Age 75 and over                      | 1,040  | 1,565  | 1,965  | 88.9%                 |
| Average age of the population        | 36.4   | 41.1   | 42.7   |                       |
| % of the population ages 15 and over | 76.8   | 80.6%  | 82.1%  |                       |

Central Okanagan West Share of Population by Age Group 1991 to 2006



<sup>10</sup> Statistics Canada. 2007. Central Okanagan J, British Columbia (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. <http://www12.statcan.ca/english/census06/data/profiles/community/Index.cfm?Lang=E> (accessed April 30, 2009).



### 3.2 HOME LANGUAGE

Home language refers to the language that was most often spoken at home by the individual at the time of the census. Almost all residents of Central Okanagan J spoke English as their home language, 95.9% compared to 83.6% for BC overall. German was the next most common home language (0.9%), followed by French (0.7%), and Polish (0.5%).

#### Home Language West Kelowna and Central Okanagan, 2006

|  | West Kelowna <sup>11</sup> | Central Okanagan <sup>12</sup> |
|--|----------------------------|--------------------------------|
| Total population by language spoken most often at home - 20% sample data | 27,095                     | 160,565                        |
| Single responses   | 26,870                     | 159,015                        |
| English  | 95.8%                      | 95.9%                          |
| French   | 0.6%                       | 0.4%                           |
| Non-official languages   | 3.6%                       | 3.8%                           |
| German   | 1.0%                       | 0.8%                           |
| Hungarian  | 0.5%                       | 0.2%                           |
| Polish   | 0.5%                       | 0.2%                           |
| Chinese, n.o.s.  | 0.2%                       | 0.2%                           |
| Panjabi (Punjabi)  | 0.2%                       | 0.7%                           |
| Vietnamese   | 0.2%                       | 0.2%                           |

<sup>11</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

<sup>12</sup> BC Stats, 2006 Census Profile, Central Okanagan J, July 2008

### 3.3 ETHNICITY

#### 3.3.1 ETHNICITY (BROAD CATEGORIES)

People of British Isles origins represent over half (54.8%) of the population of West Kelowna. Western European origins represent 29.9% of the population. In general, West Kelowna is less ethnically diverse than BC overall. Percentages total more than 100% because people selected multiple ethnicities.

#### Ethnicity (Broad Categories) West Kelowna and Central Okanagan, 2006<sup>13</sup>

|   | West Kelowna |         | Central Okanagan |
|---|--------------|---------|------------------|
|   | People       | Percent |                  |
| Total population by ethnic origin         | 27,095       | 100.00% | 160,560          |
| British Isles origins                     | 14,850       | 54.8%   | 54.1%            |
| Western European origins                  | 8,110        | 29.9%   | 30.4%            |
| Other North American origins              | 6,330        | 23.4%   | 22.3%            |
| Eastern European origins                  | 5,400        | 19.9%   | 19.1%            |
| Northern European origins                 | 3,210        | 11.8%   | 9.9%             |
| French origins                            | 3,085        | 11.4%   | 11.8%            |
| Southern European origins                 | 2,090        | 7.7%    | 7.1%             |
| Aboriginal origins                        | 1,500        | 5.5%    | 5.6%             |
| East and Southeast Asian origins          | 635          | 2.3%    | 2.9%             |
| South Asian origins                       | 330          | 1.2%    | 1.6%             |
| Other European origins                    | 220          | 0.8%    | 0.8%             |
| Caribbean origins                         | 130          | 0.5%    | 0.3%             |
| Arab origins                              | 130          | 0.5%    | 0.2%             |
| Latin, Central and South American origins | 125          | 0.5%    | 0.6%             |
| Oceania origins                           | 95           | 0.4%    | 0.6%             |
| African origins                           | 75           | 0.3%    | 0.5%             |
| West Asian origins                        | 45           | 0.2%    | 0.3%             |

<sup>13</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

### 3.3.2 ETHNICITY (DETAILED CATEGORIES)

Over a third (34.6%) of residents identified English as an ethnic origin compared to 29.6% for BC overall. The next most common ethnicity was Scottish (23.8%) and German (23.4%). Percentages total more than 100% because people selected multiple ethnicities.

#### Ethnicity (Detailed Categories, Broad Categories Removed) West Kelowna and Central Okanagan, 2006<sup>14</sup>

|                                   | West Kelowna <sup>15</sup> |         | Central Okanagan |
|-----------------------------------|----------------------------|---------|------------------|
|                                   | People                     | Percent | Percent          |
| Total population by ethnic origin | 27,095                     | 100.0%  | 160,560          |
| English                           | 9,365                      | 34.6%   | 34.0%            |
| Scottish                          | 6,460                      | 23.8%   | 23.6%            |
| German                            | 6,435                      | 23.4%   | 24.0%            |
| Canadian                          | 5,855                      | 21.6%   | 21.0%            |
| Irish                             | 4,735                      | 17.5%   | 17.6%            |
| French                            | 3,080                      | 11.4%   | 11.8%            |
| North American Indian             | 1,020                      | 3.8%    | 3.7%             |
| Welsh                             | 820                        | 3.0%    | 2.9%             |
| American                          | 605                        | 2.2%    | 1.7%             |
| British Isles                     | 490                        | 1.8%    | 1.9%             |
| Métis                             | 475                        | 1.8%    | 2.0%             |

<sup>14</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

<sup>15</sup> *IBID*

### 3.4 MARITAL STATUS

Six in ten (60.9) people in West Kelowna that were 15 years or over were legally married in 2006.

#### Legal Marital Status, 2006<sup>16</sup>

|                                      | West Kelowna |         | BC        |
|--------------------------------------|--------------|---------|-----------|
|                                      | Total        | Percent |           |
| Total population 15 years and over   | 22,160       | 100.0%  | 3,433,880 |
| Never legally married (single)       | 5,475        | 24.7%   | 32.1%     |
| Legally married (and not separated)  | 13,500       | 60.9%   | 50.4%     |
| Separated, but still legally married | 645          | 2.9%    | 3.2%      |
| Divorced                             | 1,550        | 7.0%    | 8.3%      |
| Widowed                              | 990          | 4.5%    | 6.0%      |

Just over half of couple families in West Kelowna did not have children at home (54.2%) compared to 48.6% for BC overall.

#### Couple Families by Type and Presence and Number of Children, 2006<sup>17</sup>

|                          | Couple Families |         |        | Married Couple Families |        | Common-Law Couples |        |
|--------------------------|-----------------|---------|--------|-------------------------|--------|--------------------|--------|
|                          | Population      | Percent | BC     | West Kelowna            | BC     | West Kelowna       | BC     |
| Families                 | 7,565           | 100.0%  | 100.0% | 6,700                   | 100.0% | 860                | 100.0% |
| Without children at home | 4,100           | 54.2%   | 48.6%  | 53.7%                   | 45.9%  | 58.7%              | 64.6%  |
| With children at home    | 3,460           | 45.7%   | 51.4%  | 46.3%                   | 54.1%  | 41.9%              | 35.4%  |
| 1 child                  | 1,170           | 15.5%   | 19.8%  | 15.5%                   | 20.1%  | 15.1%              | 17.9%  |
| 2 children               | 1,570           | 20.8%   | 22.2%  | 21.1%                   | 23.9%  | 18.0%              | 12.0%  |
| 3 or more children       | 720             | 9.5%    | 9.4%   | 9.6%                    | 10.1%  | 8.7%               | 5.5%   |

#### Lone-Parent Families by Type and Presence and Number of Children<sup>18</sup>

|                    | All lone-parents |        |        | Male Parent  |        | Female Parent |        |
|--------------------|------------------|--------|--------|--------------|--------|---------------|--------|
|                    | West Kelowna     | BC     | BC     | West Kelowna | BC     | West Kelowna  | BC     |
| Total              | 1,015            | 100.0% | 100.0% | 200          | 100.0% | 815           | 100.0% |
| 1 child            | 575              | 57.4%  | 61.9%  | 67.5%        | 66.9%  | 54.0%         | 60.7%  |
| 2 children         | 325              | 32.1%  | 28.7%  | 27.5%        | 25.3%  | 33.1%         | 29.6%  |
| 3 or more children | 110              | 10.5%  | 9.3%   | 5.0%         | 7.8%   | 12.3%         | 9.7%   |

<sup>16</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009.

<sup>17</sup> IBID

<sup>18</sup> IBID

### 3.5 GENDER

The population of West Kelowna is split relatively equally between males (49.9%) and females (50.1%).

#### Population Gender and Age Characteristics<sup>19</sup>

|                                      | West Kelowna |        | BC        |           |
|--------------------------------------|--------------|--------|-----------|-----------|
|                                      | Male         | Female | Male      | Female    |
| Total Population                     | 13,510       | 13,580 | 2,013,990 | 2,099,495 |
| Gender Split                         | 49.9%        | 50.1%  | 49.0%     | 51.0%     |
| 0 to 4 years                         | 5.3%         | 4.9%   | 5.1%      | 4.7%      |
| 5 to 14 years                        | 13.5%        | 12.7%  | 12.2%     | 11.1%     |
| 15 to 24 years                       | 12.9%        | 11.5%  | 13.6%     | 12.6%     |
| 25 to 34 years                       | 9.1%         | 10.0%  | 12.1%     | 12.2%     |
| 35 to 44 years                       | 14.4%        | 14.8%  | 15.1%     | 15.3%     |
| 45 to 54 years                       | 15.9%        | 16.4%  | 16.1%     | 16.2%     |
| 55 to 64 years                       | 12.5%        | 13.0%  | 12.4%     | 12.2%     |
| 65 years and over                    | 16.2%        | 16.8%  | 13.5%     | 15.6%     |
| Median age of the population         | 42.5         | 43.5   | 40        | 41.5      |
| % of the population aged 15 and over | 81.1%        | 82.4%  | 82.7%     | 84.2%     |

<sup>19</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

### 3.6 EDUCATION

The proportion of the population with a college or university education was lower for West Kelowna (37.3%) than for BC in general (41.4%). However, the proportion of apprenticeship and trade certificate/diplomas (16.9%) was significantly higher than BC overall (10.9%). This educational profile is consistent with the labour force requirements in the region.

#### Educational Attainment<sup>20</sup>

|   | West Kelowna |         |        |         | BC        |
|---|--------------|---------|--------|---------|-----------|
|   | Population   | Percent | Males  | Females |           |
| Total population 15 years and over                            | 23,645       | 100.0%  | 11,720 | 11,930  | 3,394,910 |
| No certificate, diploma or degree                             | 4,155        | 17.6%   | 18.3%  | 16.8%   | 19.9%     |
| High school certificate or equivalent                         | 6,665        | 28.2%   | 25.1%  | 31.3%   | 27.9%     |
| Apprenticeship or trades certificate or diploma               | 3,990        | 16.9%   | 22.1%  | 11.8%   | 10.9%     |
| College, CEGEP or other non-university certificate or diploma | 4,660        | 19.7%   | 17.4%  | 22.0%   | 16.7%     |
| University certificate or diploma below the bachelor level    | 1,210        | 5.1%    | 4.7%   | 5.6%    | 5.4%      |
| University certificate, diploma or degree                     | 2,960        | 12.5%   | 12.5%  | 12.5%   | 19.3%     |
| College / University  | 8,830        | 37.3%   | 34.6%  | 40.1%   | 41.4%     |

<sup>20</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

### 3.7 PERSONAL INCOME (POPULATION 15 YEARS AND OVER)

The median income of persons 15 years and over in West Kelowna for 2005 was \$26,442 compared to \$24,867 for BC overall. The average income in West Kelowna was \$34,951 compared to \$34,519 in BC overall.

The following table breaks out total income by income group for West Kelowna compared to BC overall. West Kelowna has an income distribution similar to the province.

#### Total income in 2005 of population 15 years and over West Kelowna and BC<sup>21</sup>

|                              | Both Sexes |         | BC     |
|------------------------------|------------|---------|--------|
|                              | Persons    | Percent |        |
| Population 15 years and over | 23,650     | 100.0%  | 100.0% |
| Without Income               | 790        | 3.3%    | 4.8%   |
| With Income                  | 22,855     | 100.0%  | 100.0% |
| Under \$15,000               | 6,185      | 27.1%   | 32.7%  |
| \$15,000 to \$24,999         | 3,980      | 17.4%   | 17.5%  |
| \$25,000 to \$34,999         | 3,175      | 13.9%   | 13.5%  |
| \$35,000 to \$44,999         | 2,310      | 10.1%   | 10.9%  |
| \$45,000 to 59,999           | 2,505      | 11.0%   | 10.8%  |
| \$60,000 and over            | 3,260      | 14.3%   | 14.7%  |

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<sup>21</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

## 4 Household Characteristics

### 4.1 PRIVATE HOUSEHOLDS

#### 4.1.1 SELECTED HOUSEHOLD CHARACTERISTICS

In 2006, there were 10,205 households in West Kelowna. The average household size was 2.7 people, slightly higher than the BC average of 2.5 people. Over two thirds of West Kelowna households contained a couple (70.5%).

**Selected Household Characteristics West Kelowna and BC, 2006<sup>22</sup>**

|  | West Kelowna |         | BC        |
|--|--------------|---------|-----------|
|  | Households   | Percent |           |
| Total private households   | 10,205       | 100.0%  | 1,643,150 |
| Households containing a couple<br>(married or common-law) with children    | 3,327        | 32.6%   | 26.3%     |
| Households containing a couple<br>(married or common-law) without children | 3,868        | 37.9%   | 29.6%     |
| One-person households  | 1,690        | 16.6%   | 28.0%     |
| Other household types  | 1,360        | 12.9%   | 16.1%     |
| Average household size   | 2.7          |         | 2.5       |

<sup>22</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009



#### 4.1.2 SIZE OF HOUSEHOLD

Two person households were the most common household type in West Kelowna (41.9%), which was a higher proportion than for BC overall (34.2%).

**Number of Households by Size of Household, West Kelowna and BC, 2006<sup>23</sup>**

|                                    | West Kelowna |         | BC     |
|------------------------------------|--------------|---------|--------|
|                                    | Households   | Percent |        |
| Total number of private households | 10,205       | 100.0%  | 100.0% |
| 1 person                           | 1,690        | 16.6%   | 28.1%  |
| 2 persons                          | 4,275        | 41.9%   | 34.2%  |
| 3 persons                          | 1,550        | 15.2%   | 14.8%  |
| 4 to 5 persons                     | 2,360        | 23.1%   | 19.6%  |
| 6 or more persons                  | 320          | 3.1%    | 3.3%   |

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<sup>23</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

## 4.2 HOUSEHOLD INCOME

### 4.2.1 MEDIAN HOUSEHOLD INCOME

Overall, the median income of households in West Kelowna was \$60,639 compared to \$52,709 for BC overall. Couple households with children had a higher median income in West Kelowna (\$84,135) than for BC overall (\$79,509). Couple households without children had a lower median income than for the province overall likely due to the large number of retirees and seniors in the region.

The median income of a specified group of households is that amount which divides their income size distribution, ranked by size of income, into two halves. That is, the incomes of the first half of households are below the median, while those of the second half are above the median. Median incomes of households are normally calculated for all units in the specified group, whether or not they reported income.<sup>24</sup>

#### Household Income Profile West Kelowna and BC, 2005<sup>25</sup>

|   | West Kelowna | BC       |
|---|--------------|----------|
| All private households (\$)             | \$60,639     | \$52,709 |
| Couple households with children (\$)    | \$84,135     | \$79,509 |
| Couple households without children (\$) | \$62,072     | \$63,969 |
| One-person households (\$)              | \$29,376     | \$27,773 |
| Other household types (\$)              | \$48,015     | \$47,266 |

### 4.2.2 GROWTH IN AVERAGE HOUSEHOLD INCOME

Average household incomes for West Kelowna were not available in prior census releases.

#### Average Household Income West Kelowna and BC, 1980 to 2005<sup>26</sup>

|      | West Kelowna   |                | BC             |                |
|------|----------------|----------------|----------------|----------------|
|      | Average Income | Percent Change | Average Income | Percent Change |
| 1980 | n/a            | n/a            | \$26,171       |                |
| 1985 | n/a            | n/a            | \$33,497       | 28.0%          |
| 1990 | n/a            | n/a            | \$46,909       | 40.0%          |
| 1995 | n/a            | n/a            | \$50,667       | 8.0%           |
| 2000 | n/a            | n/a            | \$57,593       | 13.7%          |
| 2005 | \$60,639       | n/a            | \$67,675       | 17.5%          |

<sup>24</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

<sup>25</sup> IBID

<sup>26</sup> IBID

#### 4.3 SOURCE OF INCOME

Source of income data is not provided for electoral areas.

##### West Kelowna Source of Total Income, 2006

|               | West Kelowna |            | BC         |
|---------------|--------------|------------|------------|
|               | \$ Thousands | % of Total | % of Total |
| Employment    | n/a          | n/a        | 65.9%      |
| Pension       | n/a          | n/a        | 12.5%      |
| Investment    | n/a          | n/a        | 8.6%       |
| Self-Employed | n/a          | n/a        | 6.0%       |
| Other         | n/a          | n/a        | 5.0%       |
| Tax Exempt    | n/a          | n/a        | 2.0%       |
| Total         | n/a          | n/a        | 100.0%     |

#### 4.4 DWELLINGS

In total, there were 10,205 dwellings in West Kelowna in 2006. The proportion of owned dwellings was higher for West Kelowna (88.0%) than for the province overall (69.7%). West Kelowna has a higher than average proportion of single-detached housing (75.3%) than BC overall (49.0%).

##### Selected Dwelling Characteristics West Kelowna and BC, 2006<sup>27</sup>

|  | West Kelowna |         | BC     |
|--|--------------|---------|--------|
|  | Dwellings    | Percent |        |
| Number of occupied private dwellings       | 10,205       | 100.0%  | 100.0% |
| Owned                                      | 8,980        | 88.0%   | 69.7%  |
| Rented                                     | 1,220        | 12.0%   | 30.1%  |
| Band housing                               | 0            | 0.0%    | 0.2%   |
| Single-detached house                      | 7,680        | 75.3%   | 49.0%  |
| Semi-detached house                        | 420          | 4.1%    | 3.1%   |
| Row house                                  | 365          | 3.6%    | 6.8%   |
| Apartment, duplex                          | 720          | 7.1%    | 10.2%  |
| Apartment, building with 5 or more storeys | -            | 0.0%    | 7.2%   |
| Apartment, building with under 5 storeys   | 635          | 6.2%    | 20.9%  |
| Other single-attached house                | 10           | 0.1%    | 0.2%   |
| Movable dwelling                           | 480          | 4.7%    | 2.6%   |
|  |              |         |        |
| Average number of rooms per dwelling       | 7.8          |         | 6.4    |
| Average number of bedrooms per dwelling    | 3.2          |         | 2.7    |

<sup>27</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

## 5 Labour Force Characteristics

### 5.1 SIZE OF THE LABOUR FORCE

In 2006 there were 14,395 people in the West Kelowna labour force. Labour force refers to persons who were either employed or unemployed during the week (Sunday to Saturday) prior to Census Day (May 16, 2006).<sup>28</sup> There were 7,585 males and 6,810 females in the labour force. The participation rate for males (69.2%) was higher than for females (60.8%)

The labour force participation rate for West Kelowna (65.0%) was similar to BC overall (65.6%).

#### Selected Labour Force Characteristics West Kelowna and BC, 2006<sup>29</sup>

|                                    | West Kelowna |        |        | BC        |
|------------------------------------|--------------|--------|--------|-----------|
|                                    | Total        | Male   | Female |           |
| Total population 15 years and over | 22,160       | 10,965 | 11,195 | 3,394,910 |
| In the labour force                | 14,395       | 7,585  | 6,810  | 2,226,380 |
| Employed                           | 13,555       | 7,195  | 6,365  | 94.0%     |
| Unemployed                         | 835          | 395    | 445    | 6.0%      |
| Not in the labour force            | 7,765        | 3,380  | 4,385  | 1,168,525 |
| Participation rate                 | 65.0%        | 69.2%  | 60.8%  | 65.6%     |
| Employment rate                    | 61.2%        | 65.6%  | 56.9%  | 61.6%     |
| Unemployment rate                  | 5.8%         | 5.2%   | 6.5%   | 6.0%      |

The unemployment rate in Central Okanagan West has decreased significantly over the past ten years from a peak 9.2% in 1996 to a low of 5.8% in 2006. However, the participation rate has been volatile, ranging from 62.0% to 66.7% over the same period. Note, unemployment information was unavailable for West Kelowna from prior Censuses.

#### Changes in Central Okanagan West Labour Force 1996 to 2006<sup>30</sup>

|                         | 1996   | 2001   | 2006   |
|-------------------------|--------|--------|--------|
| In the labour force     | 15,810 | 19,081 | 15,280 |
| Employed                | 10,545 | 11,830 | 14,400 |
| Unemployed              | 1,454  | 1,507  | 880    |
| Not in the labour force | 5,265  | 7,251  | 8,365  |
| Participation rate      | 66.7%  | 62.0%  | 64.6%  |
| Unemployment rate       | 9.2%   | 7.9%   | 5.8%   |

<sup>28</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009  
<http://www12.statcan.ca/english/census06/data/profiles/community/Index.cfm?Lang=E> (accessed July 16, 2008)

<sup>29</sup> IBID

<sup>30</sup> BC Stats, 2006 Census Profile, Central Okanagan J, July 2008

## 5.2 LABOUR FORCE BY INDUSTRY SEGMENT

The largest segment of the West Kelowna labour force is in the retail trade segment (13.2%) and construction (12.5%). There are proportionately more people in the construction industry in West Kelowna (12.5%) than in BC overall (7.6%).

**Labour Force by Industry Segment Central Okanagan West and BC, 2006<sup>31</sup>**

|   | West Kelowna |         |       |         | BC        |
|---|--------------|---------|-------|---------|-----------|
|   | Labour Force | Percent | Males | Females |           |
| Total labour force 15 years and over by industry                      | 14,395       | 100.0%  | 7585  | 6810    | 2,193,115 |
| Industry - Not applicable   | 135          | 0.9%    | 0.6%  | 1.3%    | 1.5%      |
| All industries  | 14,260       | 99.1%   | 99.4% | 98.8%   | 98.5%     |
| Retail trade  | 1,905        | 13.2%   | 11.5% | 15.1%   | 11.2%     |
| Construction  | 1,805        | 12.5%   | 20.1% | 4.0%    | 7.5%      |
| Health care and social assistance                                     | 1,455        | 10.1%   | 3.2%  | 17.9%   | 9.6%      |
| Manufacturing   | 1,295        | 9.0%    | 12.3% | 5.4%    | 8.5%      |
| Accommodation and food services                                       | 1,050        | 7.3%    | 5.1%  | 9.8%    | 8.1%      |
| Professional, scientific and technical services                       | 940          | 6.5%    | 6.7%  | 6.3%    | 7.3%      |
| Other services (except public administration)                         | 840          | 5.8%    | 5.2%  | 6.5%    | 4.9%      |
| Administrative and support, waste management and remediation services | 715          | 5.0%    | 4.5%  | 5.5%    | 4.4%      |
| Educational services  | 685          | 4.8%    | 3.0%  | 6.9%    | 6.9%      |
| Wholesale trade   | 595          | 4.1%    | 5.9%  | 2.2%    | 4.1%      |
| Transportation and warehousing  | 555          | 3.9%    | 5.5%  | 2.1%    | 5.2%      |
| Finance and insurance   | 510          | 3.5%    | 2.2%  | 5.1%    | 3.8%      |
| Agriculture, forestry, fishing and hunting                            | 390          | 2.7%    | 0.0%  | 2.6%    | 3.4%      |
| Real estate and rental and leasing                                    | 370          | 2.6%    | 2.5%  | 2.6%    | 2.3%      |
| Public administration   | 335          | 2.3%    | 2.6%  | 2.0%    | 5.0%      |
| Arts, entertainment and recreation                                    | 305          | 2.1%    | 1.9%  | 2.3%    | 2.3%      |
| Information and cultural industries                                   | 250          | 1.7%    | 1.6%  | 1.9%    | 2.6%      |
| Mining and oil and gas extraction                                     | 165          | 1.1%    | 2.0%  | 0.1%    | 0.9%      |
| Utilities   | 95           | 0.7%    | 1.0%  | 0.4%    | 0.5%      |
| Management of companies and enterprises                               | 10           | 0.1%    | 0.0%  | 0.0%    | 0.1%      |

<sup>31</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

### 5.3 LABOUR FORCE OCCUPATIONS (NATIONAL OCCUPATIONAL CLASSIFICATION FOR STATISTICS 2006)

#### 5.3.1 LABOUR FORCE BY OCCUPATION (MAJOR CATEGORIES)

In 2006, the most common occupation in West Kelowna were sales and service occupations (25.3%), followed by trades, transport and equipment operators (18.0%) and business, finance and administration occupations (16.1%). The profile of labour force occupations was very similar to BC in general.

**Labour Force by Occupation West Kelowna and BC, 2006<sup>32</sup>**

|   | West Kelowna |         |       |        | BC        |
|---|--------------|---------|-------|--------|-----------|
|   | People       | Percent | Male  | Female |           |
| Total experienced labour force 15 years and over                          | 14,395       | 100.0%  | 7,585 | 6,810  | 2,193,115 |
| Sales and service occupations   | 3,640        | 25.3%   | 18.7% | 32.6%  | 25.3%     |
| Trades, transport and equipment operators and related occupations         | 2,590        | 18.0%   | 31.4% | 3.1%   | 15.5%     |
| Business, finance and administration occupations                          | 2,320        | 16.1%   | 6.7%  | 26.6%  | 17.1%     |
| Management occupations  | 1,960        | 13.6%   | 16.2% | 10.8%  | 10.5%     |
| Occupations in social science, education, government service and religion | 840          | 5.8%    | 3.8%  | 8.1%   | 8.1%      |
| Health occupations  | 830          | 5.8%    | 2.2%  | 9.8%   | 5.5%      |
| Natural and applied sciences and related occupations                      | 635          | 4.4%    | 7.0%  | 1.5%   | 6.3%      |
| Occupations unique to primary industry                                    | 590          | 4.1%    | 5.9%  | 2.1%   | 3.9%      |
| Occupations unique to processing, manufacturing and utilities             | 500          | 3.5%    | 5.5%  | 1.2%   | 4.2%      |
| Occupations in art, culture, recreation and sport                         | 355          | 2.5%    | 2.1%  | 2.9%   | 3.5%      |

<sup>32</sup> Stats Canada Custom Census Profile, 2006 District of West Kelowna, March 2009

### 5.3.2 TOP TEN OCCUPATIONS (DETAILED CATEGORIES)

Sales and service occupations were the most common detail category occupations in West Kelowna (9.4%), followed by clerical occupations (8.5%), and construction trades (5.0%).

#### Top Ten Occupations (Major Categories Removed)<sup>33</sup>

|  | West Kelowna |         | RDCO    |
|--|--------------|---------|---------|
|  | People       | Percent | Percent |
| Total labour force 15 years and over by occupation - National Occupational Classification              | 15,280       | 100.0%  | 86,390  |
| Occupation - Not applicable  | 135          | 0.9%    | 0.9%    |
| All occupations  | 15,135       | 99.1%   | 99.1%   |
| Sales and service occupations  | 1360         | 9.4%    | 8.6%    |
| Clerical occupations   | 1225         | 8.5%    | 8.1%    |
| Construction trades  | 715          | 5.0%    | 5.0%    |
| Retail salespersons and sales clerks   | 710          | 4.9%    | 5.2%    |
| Managers in retail trade, food and accommodation services  | 665          | 4.6%    | 4.0%    |
| Other managers   | 640          | 4.4%    | 3.9%    |
| Specialist managers  | 465          | 3.2%    | 2.3%    |
| Technical occupations related to natural and applied sciences  | 410          | 2.8%    | 2.6%    |
| Transportation equipment operators and related workers, excluding labourers                            | 365          | 2.5%    | 2.8%    |
| Wholesale, technical, insurance, real estate sales specialists, and retail, wholesale and grain buyers | 365          | 2.5%    | 2.4%    |

<sup>33</sup> Statistics Canada 2006 Census prepared by BC Stats July 21, 2008, Custom Data Run

#### 5.4 LABOUR FORCE BY CLASS OF WORKER

The proportion of self-employed people in West Kelowna was slightly higher in 2006 than BC overall particularly in the unincorporated segment. 17.6% of the labour force in West Kelowna were self employed compared to 14.1% for BC overall.

#### Labour Force by Class of Worker 2006<sup>34</sup>

|   | West Kelowna |        |       |        | BC     |
|---|--------------|--------|-------|--------|--------|
|   | Both Sexes   |        | Male  | Female |        |
| Total labour force 15 years and over by class of worker | 14,395       | 100.0% | 7,585 | 6,810  | 100.0% |
| Class of worker - Not applicable                        | 130          | 0.9%   | 0.7%  | 1.3%   | 1.5%   |
| All classes of worker                                   | 14,260       | 99.1%  | 99.4% | 98.8%  | 98.5%  |
| Paid workers  | 12,670       | 88.0%  | 87.7% | 88.3%  | 89.0%  |
| Employees   | 11,765       | 81.7%  | 79.7% | 84.1%  | 84.1%  |
| Self-employed (incorporated)                            | 900          | 6.3%   | 8.0%  | 4.3%   | 4.9%   |
| Without paid help                                       | 370          | 2.6%   | 3.4%  | 1.7%   | 1.8%   |
| With paid help  | 535          | 3.7%   | 4.7%  | 2.6%   | 3.1%   |
| Self-employed (unincorporated)                          | 1,510        | 10.5%  | 11.3% | 9.5%   | 9.2%   |
| Without paid help                                       | 1,005        | 7.0%   | 6.9%  | 7.1%   | 6.5%   |
| With paid help  | 505          | 3.5%   | 4.5%  | 2.3%   | 2.7%   |
| Unpaid family workers                                   | 85           | 0.6%   | 0.3%  | 1.0%   | 0.3%   |

<sup>34</sup> Statistics Canada 2006 Census prepared by BC Stats July 21, 2008, Custom Data Run



## 6 Land Taxation Rates

### Real Property Tax Rates: \$ per \$1000 of Assessed Property (Land/Buildings)<sup>35</sup>

| Municipality      | Business     | Light Industry | Major Industry | Residential |
|-------------------|--------------|----------------|----------------|-------------|
| Kelowna           | 17.5457      | 18.2170        | 22.4399        | 5.8896      |
| Lake Country      | 18.3756      | 23.9426        | 24.2351        | 5.3632      |
| Peachland         | 16.5344      | 22.0027        | n/a            | 6.2241      |
| West Kelowna      | 16.07103     | 15.4603        | 16.3023        | 5.6338      |
| RDCO – Rural Tax* | 14.2 to 15.8 | 19.7 to 22.0   | 19.7 to 22.0   | 5.8 to 6.5  |

\* Note: Rural tax rates presented are estimates only. To determine the exact rate including local services you need to be familiar with the area or specific property. You can estimate rural property tax for specific locations using the on-line tax calculator at

[http://www.sbr.gov.bc.ca/applications/rpt/tax\\_calc/online\\_calculator.asp](http://www.sbr.gov.bc.ca/applications/rpt/tax_calc/online_calculator.asp)

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<sup>35</sup> By phone and e-mail from: City of Kelowna, District of Lake Country, District of Peachland, RDCO, June 2009

## 7 Construction and Business Activity

### 7.1 BUILDING PERMITS

Value of building permits data is not available for West Kelowna

### 7.2 INCORPORATIONS

Business formations and failures data is not available for West Kelowna

### 7.3 BUSINESS LICENSES

In 2008, there were a total of 11,827 business licenses issued as of December 31<sup>st</sup>, 2008. Of these, 1,704 were new business licenses. The relatively new Mobile Business License program has reduced the overall number of business licenses issued. Mobile businesses may now purchase a business license in the community where they reside and may now purchase a single license for all of the other participating communities where they do business.

#### Business Licenses<sup>36</sup>

| Area |                       | City of Kelowna | District of Lake Country | District of Peachland | RDCO  | West Kelowna | Total  |
|------|-----------------------|-----------------|--------------------------|-----------------------|-------|--------------|--------|
| 2008 | <b>Total Licenses</b> | 9,324           | 644                      | 197                   | 412   | 1,250        | 11,827 |
|      | <b>New</b>            | 1,454           | 137                      | 38                    | 75    | n/a          | 1,704  |
|      | <b>Renewed</b>        | 7,870           | 578                      | 159                   | 337   | n/a          | 8,944  |
| 2007 | <b>Total Licenses</b> | 10,241          | 715                      | 209                   | 1,660 | n/a          | 12,825 |
|      | <b>New</b>            | 1,604           | 136                      | 45                    | 295   | n/a          | 2,080  |
|      | <b>Renewed</b>        | 8,637           | 579                      | 164                   | 1,365 | n/a          | 10,745 |
| 2006 | <b>Total Licenses</b> | 9,162           | 662                      | 230                   | 1,561 | n/a          | 11,615 |
|      | <b>New</b>            | 1,470           | 127                      | 27                    | 282   | n/a          | 1,906  |
|      | <b>Renewed</b>        | 7,692           | 535                      | 203                   | 1,279 | n/a          | 9,709  |
| 2005 | <b>Total Licenses</b> | 9,092           | 583                      | 264                   | 1,496 | n/a          | 11,435 |
|      | <b>New</b>            | 1,582           | 127                      | 45                    | 452   | n/a          | 2,206  |
|      | <b>Renewed</b>        | 7,510           | 456                      | 219                   | 1,044 | n/a          | 9,229  |

#### Mobile Business Licenses<sup>37</sup>

A Mobile Business is a business that performs a service in more than one participating municipality without an associated storefront, and who provides the service by moving from client to client. If your business falls within the definition of a Mobile Business you have the opportunity to apply for a Mobile Business Licence that encompasses all the participating municipalities. With a mobile business license you do not need to purchase individual business licenses for each of the communities where you do business. This however, does not exempt you from the requirement of having a Business Licence in the jurisdiction where you reside. The following communities in the Central Okanagan participate in the mobile business license program as well as several surrounding communities:

- District of Lake Country
- District of West Kelowna
- City of Kelowna
- District of Peachland
- District of Summerland

<sup>36</sup> Municipalities by phone and e-mail

<sup>37</sup> Regional District of the Central Okanagan, Inspections, <http://www.regionaldistrict.com/docs/inspections/Mobile%20Business%20Licence%20Pilot.pdf>, Accessed June 1, 2009)

## 8 Local Government Contacts

### Regional District of Central Okanagan

1450 KLO Road  
Kelowna BC, V1W 3Z4

[www.regionaldistrict.com](http://www.regionaldistrict.com)

Contact: Harold Reay, Chief Administrative Officer

|                            |      |                |
|----------------------------|------|----------------|
| Main Switchboard:          | Tel: | (250) 763-4918 |
|                            | Fax: | (250) 763-0606 |
| Engineering Department     | Tel: | (250) 469-6241 |
| Finance Department         | Tel: | (250) 469-6242 |
| Inspection Services        | Tel: | (250) 469-6211 |
| Human Resources Department | Tel: | (250) 469-6249 |
| Planning Department        | Tel: | (250) 469-6227 |
| Regional Parks             | Tel: | (250) 469-6232 |

### Central Okanagan Economic Development Commission

1450 KLO Road  
Kelowna BC, V1W 3Z4

Tel: (250) 469-6280  
Toll Free: (877) 332-2673

Contact: Robert Fine, Director of Economic Development

E-mail: [info@investkelowna.com](mailto:info@investkelowna.com)

Web site: [www.investkelowna.com](http://www.investkelowna.com)

### City of Kelowna

1435 Water Street  
Kelowna BC, V1Y 1J4

Tel: (250) 469-8500  
Fax: (250) 861-7412

Contact: Ron Mattiussi, City Manager

[www.kelowna.ca](http://www.kelowna.ca)

### District of West Kelowna

Mount Boucherie Municipal Facility  
West Kelowna, BC V1Z 2T6

Tel: (250) 707-2999  
Fax: (250) 707-2997

Contact: Jason Johnson, CEO

[www.districtofwestside.ca](http://www.districtofwestside.ca)

### The Corporation of the District of Peachland

5806 Beach Avenue  
Peachland BC, V0H 1X0

Tel: (250) 767-2647  
Fax: (250) 767-3433

Contact: Elsie Lemke, Administrator

[www.peachland.ca](http://www.peachland.ca)

**The District of Lake Country**

10150 Bottom Wood Lake Road

Lake Country BC, V4V 2M1

Contact: Randy Rose, Administrator

[www.lakecountry.bc.ca](http://www.lakecountry.bc.ca)

Tel: (250) 766-5650

Fax: (250) 766-0116

**Westbank First Nation**

301 – 515 Hwy 97 South

Kelowna BC, V1Z 3J2

E-mail: [mail@wfn.ca](mailto:mail@wfn.ca)

Web site: [www.wfn.ca](http://www.wfn.ca)

Tel: (250) 769-4999

Fax: (250) 769-4377