



Council Report

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Date: October 7, 2025
To: Anthony Haddad, City Manager
From: Sheri Raposo, Land Administrator
Address: 110 - 888 Westminster Avenue West

File No: 4320-80

Subject: Penticton & Wine Country Chamber of Commerce - Relocation

Staff Recommendation

THAT Council approve the 2-year License to Use Agreement with the Penticton & Wine Country Chamber of Commerce for the premises located at Unit 110 – 888 Westminster Avenue West, at a monthly rental rate of \$632.84 plus GST, subject to annual Consumer Price Index (CPI) adjustments;

AND THAT Council authorize the General Manager of Corporate Services and the Corporate Officer to execute the License to Use Agreement.

Strategic priority objective

Mission: Penticton will serve its residents, businesses and visitors through organizational excellence, partnership and the provision of effective and community focused services.

Property Description

The licensed area comprises approximately 905 square feet of office space, including a washroom and kitchen facilities.

Background

The Penticton & Wine Country Chamber of Commerce (The Chamber) is a long-standing, not-for-profit organization that has served the local business community since 1907. The Chamber supports its members by fostering valuable connections through networking events, promoting local businesses and the importance of shopping locally, and providing educational resources such as workshops, seminars, and newsletters on topics relevant to the region and business development.

The Chamber currently has a License to Use (LTU) Agreement with the City for their current office space located at the Jubilee Pavilion (185 Lakeshore Drive West) where it has been operating since May 2020. The Chamber shares this space with Travel Penticton Society, also named on the LTU Agreement, who use the Jubilee Pavilion for a satellite Visitors Centre in the peak tourism season. Travel Penticton opted to not use the

space for the 2025 season and redirected their focus on their main Visitors Centre located at 888 Westminster Avenue West.

The LTU was renewed in 2024 for a 5-year term.

The City of Penticton recently approached The Chamber with an opportunity to relocate to the available office space at 888 Westminster Avenue West, co-locating once again with Travel Penticton at the Penticton Visitor Centre. This shared location is expected to enhance collaboration between the two organizations and strengthen service delivery to the community, making it a strategic and mutually beneficial arrangement.

Furthermore, it frees up the Jubilee Pavilion for Community Policing to move back into this location, providing an improved RCMP presence and visibility along the Okanagan Lakefront. This strategic location is aligned with the Civic Places & Spaces plan, which recommends additional space for Community Policing in the downtown area, and is also aligned with the Lakeshore Safety Initiatives being proposed for the area later this fall.

License to Use Summary

The proposed term of the License to Use Agreement is from January 1, 2026, to December 31, 2027. Under the terms of the agreement:

- The Licensee (Penticton & Wine Country Chamber of Commerce) will be responsible for any leasehold improvements required to accommodate their operations.
- The City of Penticton will maintain the surrounding grounds and will be responsible for any major repairs and maintenance of the facility.

The end date of the 2-year LTU aligns with the end date of Travel Penticton's current 5-year lease agreement at 888 Westminster Avenue West. Staff recommend aligning these agreements so future renewals can be closely aligned for both of these important partner organizations.

Financial implication

The current estimated market rate for Unit 110 – 888 Westminster is approximately \$23 per square foot, which equates to ~\$1,750 per month.

Staff recommend maintaining The Chamber's current rental rate of \$632.84 per month and agreement terms from the Jubilee Pavilion through to the end of the new agreement on December 31, 2027. The rental rate is subject to annual CPI adjustments.

Upon renewal, staff propose aligning The Chamber's rental rate with that of Travel Penticton, based on a per-square-foot calculation with additional rent proportionate of their space for operational costs (utilities, property taxes, insurance, etc.). A new agreement for 2028 will be brought forward for Council's approval.

Analysis

Relocating the Chamber of Commerce to the Penticton Visitor Centre will foster stronger collaboration between two key organizations that support local business and tourism. Co-locating these entities enhances

operational efficiency, improves public accessibility, and reinforces their shared mission to promote Penticton as a vibrant place to visit, live, and do business.

Both The Chamber and Travel Penticton are in support of terminating the existing LTU Agreement at the Jubilee Pavilion, and the relocation of The Chamber to 888 Westminster Avenue West. All parties agree that this strategic partnership benefits not only the organizations involved but also the broader community.

Alternate recommendations

That Council direct staff not to proceed with the relocation of the Penticton & Wine Country Chamber of Commerce.

Attachments

Attachment A – Aerial view of Licensed Area

Respectfully submitted,

Sheri Raposo, Land Administrator

Concurrence

General Manager of Community Services <i>KJ</i>	General Manager of Corporate Services <i>AMC</i>	General Manager of Public Safety & Partnerships JC	City Manager <i>SH</i>
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Attachment A – Aerial view of Licensed Area

