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Business Organizations

Penticton Tourism
Downtown Penticton Association
Chamber of Commerce

Special Events

Subaru Ironman
Meadowlark Festival
Pentastic Jazz Festival
Peach City Beach Cruise
Peach Fest

Community

Regional District of Okanagan Similkameen
City of Penticton

Weather

Environment Canada

Employment

BCjobnetwork

Real Estate Weekly



Sister Papers

Kelowna Capital News
Salmon Arm Observer
Vernon Morning Star
Summerland Review
Princeton Similkameen Spotlight



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Royal LePage
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www.Mike.Ingraham.com

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www.rothomes.net

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FEEDBACK

Facility could reshape future

Jul 18 2007

The purchase of land for a new performing arts facility downtown could — and we stress could — reshape Penticton in a profound and meaningful way.

Plans for a new performing arts facility received a major boost Monday when the city announced that it had purchased

a lot near Nanaimo Hall for \$1.25 million. That site, plus the Nanaimo Hall lot, will be large enough to accommodate such a new building.

Many key questions about the facility, such as its final price tag and opening date, are still uncertain because it is up to the Penticton and District Performing Arts Facilities Society, rather than the city, to raise funds. We wish its members the best of luck as they move forward with their fundraising campaign and hope they paid attention to the events and circumstances which surrounded the early history of the South Okanagan Event Centre. But we cannot agree more with the city's direction to actively support a new performing arts facility in the downtown core.

Research from renowned academic Richard Florida shows a direct link between creativity and economic development. He argues that cities which appeal to creative workers like software designers, architects and artists prosper in today's globalized economy. The opposite is the case for cities which lack certain technological and cultural amenities that appeal to the creative class.

Penticton, unfortunately, has fallen behind many communities in providing such amenities. Even smaller communities like Ashcroft and Nelson out-compete Penticton in attracting acts and events that appeal to younger, creative types. We only need to glimpse the latest census figures to witness the demographic atrophy currently gripping the South Okanagan. While the aging of our society has fueled an unprecedented real estate boom, this is hardly a solid foundation for growth and prosperity.

A new performing arts facility will not guarantee these conditions in the future. Nor will the SOEC. The region must also become more like the rest of Canada in attracting immigrants whose backgrounds and values do not necessarily match the area's social conservatism.

But both facilities will help retain and attract the kind of people who want to build a future in Penticton rather than just live out their final years.

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