



2022 GO UPDATE

Partnerships and Collaboration

This year our Grow Oliver (GO) priorities were strongly centered around working in collaboration with local partners, organizations, and businesses to ensure we were supporting each other and maximizing everyone's efforts and often limited resources.

What is Local Economic Development?

It is a process of strategic planning through partnerships between local government, the business community and non government organizations. The objectives are to stimulate investments (financial, time, and energy) that will promote sustained growth or improvements in our local community.



Throughout the year, the Town, SO Chamber, Okanagan College as well as local businesses gathered for information sharing, networking and discussions around building a strong, connected, and vibrant business community.

Coworking opportunities and having business support and resources available are a couple of the identified opportunities for GO. Having a few pop up coworking and training sessions will be coordinated and a well rounded resource section for start ups, entrepreneurs, and long time business owners can be found on the town website below.



Local businesses working together to learn about creating a strong digital online presence as well as current information was shared about the ever changing social media landscape.



As staffing continues to be a challenge for most of our local businesses we partnered with the Okanagan College, WorkBC and the Chamber to host an open house for both employers and the public to connect about local job and career opportunities.

#strongertogether

Downtown Oliver Days



With many businesses sharing with us that it had been an abnormally quiet summer so far and several businesses wanting to do something special, we helped coordinate a Downtown Oliver Days event.

There was participation from more than a dozen businesses with many activities and donations for a prize wheel that allowed us to create some energy and reasons to come downtown.

It was a collaborative effort by many! One business opened on a day that they are normally closed, there was a hotdog truck that had a line up and sold out early, there was music, and tea leaf readings and a kids activity table in an empty lot. A few businesses had cold treats for guests of all ages as well and it really was a great day.

