

**The Role of Restaurants  
in an Evolving Mid-Size City**

by  
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## **Author's Declaration**

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

I understand that my thesis may be made electronically available to the public.

## **Abstract**

Mid-sized Canadian cities are witnessing a fundamental shift in the way their downtowns are being utilized and in the role their downtowns play in the broader urban context. These cities (populations 50,000-500,000) have begun witnessing similar shifts in urban dynamics and urban form that have been noted extensively in larger metropolitan areas such as Toronto, Vancouver, Montreal, New York City, Chicago, and Los Angeles. The purpose of this research is to address the changes in consumption patterns in a mid-sized city's downtown and examine the broader implications these changes have on urban form and dynamics as well as the local economy.

A case study of Kelowna, British Columbia is used to examine trends surrounding amenity-based consumption in the city's downtown. The primary lens through which amenity-based consumption is understood is through the food-services sub-sector. Additionally, inter-industry linkages are explored to determine the extent to which service-based economic activity in the mid-sized city's downtown impacts other local and regional industries that may not be overtly present within the downtown. Both quantitative and qualitative research methods are used to examine the city's local industry concentrations and their impacts on the urban core. The research utilizes an industry concentration analysis to determine the size and importance of specific amenity-related industries in Kelowna. Next, open-ended interviews with the city's culinary and planning and development communities are conducted to further explore the impacts of food-related industries on the downtown as well as the role that a locally-unique food culture has played in urban development.

The study concludes that the role of the restaurant in the downtown has changed substantially in recent decades. The restaurant generates activity in multiple ways through the consumption of the local production landscape by both residents and tourists. Highly concentrated industries surrounding food production and cultural amenities have benefitted from increasing exposure to food in our everyday environments through both traditional media and social media depictions of food culture. While not all mid-size Canadian cities will be able to benefit from these recent transformations, the research shows that those with highly concentrated amenity-related industries can stimulate urban development based on locally unique cultures, which, in the case of Kelowna, are centered around agricultural production and consumption. This research also identifies some of the more challenging problems associated with urban development that is

based on culture-led regeneration and provides recommendations on how they can be accounted for and lessened in the City of Kelowna.

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# Table of Contents

Author’s Declaration.....	ii
Abstract.....	iii
Acknowledgments.....	v
Table of Contents.....	vi
List of Figures.....	viii
List of Tables.....	ix
1. Introduction.....	1
1.1 Study Context.....	3
1.2 Purpose of the Study.....	6
1.3 Study Significance.....	7
1.4 Thesis Outline.....	7
2. Literature Review.....	9
2.1 Suburbanization.....	9
2.2 Downtowns, the Demise and Revitalization Efforts in North America.....	9
2.3 Economic Transitions.....	11
2.4 Urban Amenities.....	14
2.5 Consuming Local Culture.....	16
2.6 Restaurants – A Cultural Production Industry?.....	20
2.7 Restaurants – A Cultural Amenity.....	22
3. Methodology.....	24
3.1 Introduction.....	24
3.2 Hypothesis.....	25
3.3 Research Questions.....	25
3.4 Researcher Positionality.....	25
3.5 Suitable Research Methods.....	26
3.6 Case Study.....	28
3.7 Study Area.....	29
3.8 Mixed-Methods Approach.....	32
3.9 Quantitative Data.....	33
3.10 Location Quotient.....	35
3.11 Qualitative Data.....	37
3.12 Key Informant Interviews.....	38
3.13 Interview Recruitment.....	38

3.14 Interview Sample .....	39
3.15 Coding and Analysing Interview Data.....	40
3.16 Strengths of Approach .....	40
3.17 Limitations of the Approach .....	41
3.18 Summary .....	44
4. Results.....	45
4.1 Introduction.....	45
4.2 Amenity Industry Typology.....	45
4.3 2-Digit Sectoral Analysis.....	50
4.4 Food-Services Industry Concentrations (6-Digit Analysis).....	54
4.5 Kelowna’s Top Amenity Industry Concentrations.....	58
4.6 Interviews.....	64
4.7 Technology and Food Thought .....	66
4.8 Identity and Food Culture .....	69
4.9 Changes in Urban Dynamics.....	72
4.10 Changes in Urban Form .....	75
4.11 Summary .....	80
5. Discussion.....	81
5.1 New Roles for Food in the Urban Environment .....	81
5.2 Agricultural Linkages and the Local Amenity Landscape.....	83
5.3 Kelowna’s Downtown – Revitalization and Form.....	88
5.4 Experience, the New Economy, and Urban Dynamics .....	91
5.5 Casual Food-Services and Cultural Consumption .....	96
5.6 Restaurant Implications for Urban Form .....	99
6. Conclusions.....	102
6.1 Summary of Research.....	102
6.2 Restaurants as Activity Generators .....	102
6.3 Restaurants’ Inter-Industry Linkages.....	103
6.4 Place, Authenticity, and the Food-Services Sub-sector .....	104
6.5 Recognizing the Adverse Consequences of Cultural Amenity-based Activity.....	104
6.6 Mitigating the Impacts of Culture-led Regeneration .....	105
References.....	107
Appendix A – LQ Tables.....	120
Appendix B – Interview Materials.....	156

## List of Figures

<b>Figure 1</b> - The Okanagan Region. (Source: Author's image, based on reference maps from Department of Natural Resources Canada & ArcMap Online.....	30
<b>Figure 2</b> - The City of Kelowna's downtown urban centre boundaries. (Source: Basemap provided by ArcMap online OpenGIS).....	31
<b>Figure 3</b> - Industries in the Food-Services Sub-Sector (722).....	47
<b>Figure 4</b> - Typology for the Food-Services Sub-Sector's Ancillary Production and Related-Amenity Industries.....	49
<b>Figure 5</b> - Ancillary Production Industry Concentrations by CMA/CA.....	52
<b>Figure 6</b> - Amenity Industry Concentrations by CMA/CA.....	52
<b>Figure 7</b> - Food-Service Industry LQs Set Against the Provincial Benchmark (BC and Ontario). .....	56
<b>Figure 8</b> - Number of non-citrus fruit and tree nut producers by number of employees. ....	60
<b>Figure 9</b> - Number of Fruit and Vegetable Combination Producers by Number of Employees..	61



## **List of Tables**

<b>Table 1-</b> Transitioning from Comparator to Amenity Cities in Steps 2 and 3 of the Selection Process. ....	54
<b>Table 2 -</b> LQ Values (Industry Concentrations) for Kelowna's Mobile Food-Services and Owner-Operated Caterers Set Against All Benchmarks. ....	55
<b>Table 3-</b> Top-Ten Ancillary Production and Amenity Industries for Kelowna CMA.....	58
<b>Table 4 -</b> Themes addressed in interviews with members of the planning and development and culinary communities in the Kelowna CMA (number of interviewees that address each theme and in italics the number of interviewees mentioning each theme as a quotient of all respondents in that strata of the sample).....	65

## **1. Introduction**

Cities and food have always had an important relationship with one another. Looking back to the age of antiquity, cities brought rise to agrarian lifestyles where populations began to thrive and urbanize around farmlands (Mumford, 1961). Technological advances in farming and agriculture resulted in population booms that expanded cities and made the urban system increasingly complex. However, somewhere between the industrial boom beginning in the late-nineteenth century and the current age of post-modernism, we began to lose touch with the city's inseparable relationship with food. Whether it be by the large-scale commercialization of farming and agriculture throughout this period or the decreasing presence of farmland and subsequent mass transportation of goods into cities as part of our everyday environments, late-twentieth century North American culture had largely overlooked the role of food in shaping our urban environments.

Recent decades have seen a resurgence in food's importance in the urban landscape. Its resurgence has been fuelled both by increased exposure to the topic of food and the recognition and transformation of the cultural economy within cities. Documentary films, television series', books, online news articles, and even social media posts have us thinking and talking about food more often. Whether it be describing the experience at a new restaurant in town or discussing the implications of local and global food systems covered in a documentary, food is an immensely versatile topic of conversation. The increasing 'food thought' in our everyday lives has also been fuelled in large part by the postmodern lifestyle preferences of living in compact and efficient urban landscapes, the emergence of the 'experience economy' (Landry, 2000), the appeal of authentic urban places for the 'creative class' (Florida, 2004), and the growing capacity for the urban population to consume culture (Zukin, 1995).

Since the beginning of the twenty-first century, there has been a steady growth in what is most aptly described as a food culture within contemporary society. This growing food culture has implications that go beyond just the everyday conversations of the individual. It has manifested itself in the built form of the urban environment through restaurants, local food and beverage producers, and artisans. Food and wine trails, year-round festivals, farmers' markets, and a plethora of other food-related activities have not only thrust the presence of food to the

forefront of our everyday experiences in the built environment but has also created complex networks of inter-industry relationships between cities' restaurants, local food and beverage producers, cultural amenity producers, and the broader tourism sector. The fundamental change that has taken place is a transition away from traditional manufacturing-based local production economies toward activities that are largely comprised of value added services and cultural-products. This transition has had several impacts on the built environment, particularly in the downtowns, cultural districts, and other urban cores of the city.

A walk through the downtown of a mid-size or large North American metropolitan area will reveal that land uses in the urban core are typically quite similar to those of other cities. Ever-present are the civic buildings and financial institutions that have come to characterize the central business district (CBD) and have persevered through decades of growth, stagnation, and decline. Additionally, and this is what has come to characterize the contemporary downtown, there is a diversity of personal and professional services, specialized boutique retailers, cultural facilities and entertainment venues, and an array of consumer-oriented urban amenities such as cafes, restaurants, pubs, bars, and nightclubs. It is the latter that local economies have been particularly dependent on since the steady decline of heavy industry and manufacturing in North America. Thus, the downtown has been transformed from a landscape dependant on commerce, production, and export to one of place, authenticity, and cultural consumption. These major transitions within the local economies of North American cities have been focused on primarily in large metropolitan areas even though smaller, mid-size Canadian cities with populations of 50,000-500,000 have witnessed similar processes taking place.

The evolving landscape of the urban core has seen several common characteristics between mid-size cities. First, and largely in response to declining downtown activity, have been downtown revitalization schemes that seek to re-generate activity in urban cores by making urban design improvements and embracing local heritage to create a distinct identity for the downtown. Next, has been a shift in activity away from that of the traditional downtown toward something that is different, is most practically obtained in the downtown, and provides a more unique lived experience than what is offered by the suburban landscape. The final characteristic that has evolved the role of the downtown is something that is common between all downtowns that have been successful in revitalization attempts but is different in each city. Downtowns that

have seen a recent resurgence of activity have been largely dependent on the place-based marketing of area-specific services and amenities. By offering an agglomeration of unique and often consumption-based activities, successful downtowns in the contemporary city have created landscapes that are different from both their current suburban and past downtown counterparts in an attempt to transform under-utilized spaces.

### **1.1 Study Context**

The current state of downtowns in mid-size Canadian cities and the preconditions that have led to their growth, stagnation, or decline are the result of nearly a century of social, economic, and political transformations. Moving through the great depression and second World War into the post-war period, cities underwent a remarkable transition. The period of industrialization stretching from the nineteenth century into the 1940s brought with it a distinct urban form – the configuration of an urban area based on the distribution and density of its activities (Bunting & Filion, 2010) – that was centred around economic productivity with heavy industry located at the heart of the city. Urban cores were usually comprised of a mix of CBD activity, surrounded by industrial belts with low income residential areas running directly adjacent to them, and commercial streets providing a buffer between the industrial, low income inner-city, and elite residential districts (Bunting & Filion, 2010). However, in the mid-1940s following the end of the second World War a profound foundational shift took place largely due to the new Fordist mode of production, innovations in consumer goods and building technologies, and backups in consumer demands for new goods.

Starting in the late-1940s, accelerating in the 1950s, and stretching into the mid-1970s, the most profound changes in urban form and urban dynamics – the patterns of human behaviour that take place in and shape the city (Bunting & Filion, 2010) – occurred. Widespread suburbanization, prompted by the economic boom brought on by the Fordist mode of production and regime of accumulation (Bunting & Filion, 2010; Harvey, 1989) and heavy government subsidization of expansive road networks, led to decline in the downtowns of many large and nearly all mid-size cities. The lifestyle preferences of the North American population underwent a massive shift toward more low-density urban forms and the Canadian federal government responded in kind, reinforcing these preferences “through a mortgage subsidy/guarantee program for new single-family homes” (Dennis & Fish, 1972). These three decades of foundational

change, commonly referred to as the late-modernist period (Filion & Bunting, 2010; Vinodrai, 2010; Zukin, 1982, 1995, 2010), created the current auto-oriented urban forms that North American society is characterized by. However, contemporary changes in local economies and individual lifestyle preferences have begun to challenge the urban dynamics that were prevalent throughout the late-modernist period.

Yet another major foundational transformation took place from the late-1970s through the 1990s and into the twenty-first century that had detrimental effects on the downtowns of Canadian cities. A break from Keynesian economic interventionism coupled with the rise of neoliberal ideology and a subsequent offloading of social services and infrastructural duties onto municipal governments, as well as the deindustrialization of the North American urban landscape, left many downtowns derelict with little capacity for economic growth or infrastructural improvement (Bunting & Filion 2010, Vinodrai, 2010). In short, downtowns were left to decline in favour of cheaper forms of urban development that the North American population had been conditioned to be receptive to since the end of the second World War.

Although from the late-1970s and into the early-twentieth century the general trend of most downtowns has been characterized by decline, there have been a few notable examples where the declining urban landscape has been transformed into something new and unique, which has in turn sparked regeneration. Chicago's Wicker Park (Lloyd, 2006), New York's SoHo and Brooklyn (Zukin, 1989, 2010), Toronto's Cabbagetown, and Vancouver's Kitsilano, Granville Island, and Gastown (Ley, 1996, 2003) are all indicative of new processes that are at the helm of urban transformation. Prompted by a remarkable rise in economic activity in the service and knowledge-based sectors (Vinodrai, 2010) and a shift toward postmodern lifestyle preferences (Florida, 2004; Zukin, 1998), downtowns have been re-invented around vast expanses of what Richard Florida refers to as "lifestyle amenities" (2002), which are essentially the culmination of high-end compact living accommodations and diverse recreational and cultural activities.

The compensatory role that the 'new economy' (Vinodrai, 2010) – the service and knowledge-based sectors of the economy – has had in replacing the activity lost by deindustrialization has played a pivotal role in the battle against decline in many Canadian cities. However, there are several adverse consequences that have been the result of the open embrace, and often over-reliance, on the new economy. As outlined by some of the aforementioned

contemporaries, these revitalizing downtowns and surrounding residential neighbourhoods are affected by a number of processes including, but certainly not limited to, gentrification, reliance on low order economic activity, the sanitization and ‘disneyfication’ (Zukin, 1995) of urban landscapes, the reinforcement of neoliberal ideology (Peck, 2005), and a boom-bust cycle of cultural activity that acts in perpetuity.

As research initiatives continue to dissect the new economy and the transformations it is responsible for within the urban environment, more understanding of the role of specific industries is needed. There has been a large focus on the successes and failures of revitalization initiatives in the downtowns of Canadian cities of all scales. There is yet to be a comprehensive prescriptive process by which downtowns can be reclaimed and, due to the locale-specific nature of downtown activity in any given city, it is unlikely that such a process can ever fully be realized. However, there are certain principles and characteristics of a downtown that have been realized and successfully implemented in revitalization strategies in recent decades as noted in the academic literature (Burayidi, 2001; Filion et al, 2004; Robertson, 1999). Additionally, the role of other important factors such as place and authenticity (Florida, 2002; Lloyd, 2006; Zukin, 1982, 2010), diversity of services and amenities, cultural-goods producers, and a presence of ‘knowledge-workers’ are also acknowledged as key factors in urban regeneration (Florida, 2004; Landry, 2000; Ley, 2003; Zukin, 1995). However, there remains a gap in urban studies research as well as in our understanding of the dynamics happening within the urban core.

The contributions of industries classified as cultural amenity producers – restaurants, cafes, pubs, nightclubs, boutique retailers, cultural facilities, and entertainment venues (Zukin, 1987) – are commonly lumped together with other industries that share the same urban setting. Most notable are the design-oriented and artisanal cultural-products industries of fashion, furniture, printing and publishing, etc. (Scott, 1996) as well as the broader service-producing industries of retail, business, personal care, health care, education, and public administration (Vinodrai, 2010). Together, they do contribute to a diverse and interesting urban landscape, but few attempts have been made to understand the specific role of one industry within this cultural milieu, what factors that industry may be reliant on, and what local and regional influences it may have outside of the urban core. Instead, whole sectors such as agriculture, manufacturing, accommodation and food services, and arts, entertainment, and recreation have been stratified in their most basic forms to

suggest that together cultural amenities have a significant impact on cities. Given that each industry contributes something different toward the urban landscape, it is crucial to gain a deeper understanding of what these industries are, how deeply entrenched they are within the urban framework, and how susceptible they are to changes in urban form and urban dynamics.

## **1.2 Purpose of the Study**

Currently we only have a cursory understanding of how cultural amenities are influenced by urban dynamics and form and affect change in the urban core. Many mid-size downtowns have transformed as a result of urban dynamics that favour consumption over most other activities in the centre of the city. The reorientation of the downtown into a space for consumption (Zukin, 1998) has also had a dramatic impact on urban form. Activities within the urban core share a different distribution than witnessed in previous periods of history. Many mid-size cities' downtowns have seen surges in new downtown activity over recent decades in large part due to growth in cultural-products industries, service providing industries, and cultural amenities producers. The increase in activity has transformed the urban landscape of many downtown cores into spaces that rely heavily on the latter of the three major contributors. Restaurants, entertainment venues, hotels, boutiques and other specialized retailers, galleries, cultural facilities, and other businesses that are complementary to tourist activity have been paramount in filling the void left by deindustrialization in mid-size cities. These industries all play a crucial role in generating activity within the downtown, yet our understanding of how each contributes to the downtown, what each is reliant on, and how each interacts with the surrounding local and regional environment is still not well understood.

In this research, I seek to gain a better understanding of the impacts that cultural amenity producers have on the downtown, how they contribute to activity within the broader local and regional economies, and how they can be better accommodated in mid-size Canadian cities. I use mid-size Canadian cities as the focus of my research because they are often regarded as understudied when it comes to the influence of local cultures and economies on urban form and urban dynamics compared to their larger metropolitan counterparts. The primary object of study will be the food-services sub-sector within the downtown as it has a large presence within many urban cores, contributes to sense of place and authenticity within the downtown, epitomizes the

spatial manifestations of casual consumer culture, and has a complex interconnectivity with other local and regional industries.

In order to best understand the role that the restaurants, caterers, food trucks, small coffee shops, bakeries, and take-out counters that comprise the food-services sub-sector have on the urban form and dynamics of mid-size downtowns, I will use a case study of Kelowna, British Columbia – Population 194, 882 (Statistics Canada, 2017). This city is a fitting candidate for such an analysis due to its size, economic composition, and considerable food-services industries. Understanding the dynamics of restaurants, cafes, bakeries, bars, pubs, and the casual food providers that fill the niche gaps in between and the implications that they have on the downtown can help us to better understand the broader role that cultural amenity industries have played in the revitalization of the downtowns of mid-size Canadian cities.

### **1.3 Study Significance**

This research aims to attain a deeper understanding of the role that cultural amenities have played in generating activity in the downtown by focussing on one specific industry and examining its role in urban development. It will utilize already established theories surrounding cultural and place-based consumption to demonstrate how these theories are adapted to a local context by planners, and economic and cultural developers and where improvements are needed as well as if they can be better addressed in planning initiatives. Another major concern of the research will be to demonstrate how any temporal changes to the role of restaurants within the downtown may coincide with the broader urban transformations that have been previously outlined in this introduction. Doing so will suggest that current urban form and urban dynamics are not only the result of changing conditions in urban and cultural environments but are also receptive to broader foundational economic changes and shifts in lifestyle preferences.

### **1.4 Thesis Outline**

**Chapter 1. Introduction.** The purpose of this chapter is to introduce my research topic, outline the major influences in the contemporary city that have shaped the themes surrounding my topic, and identify the importance of carrying out the research.

**Chapter 2. Literature Review.** The literature review covers the core themes that surround my research topic. It begins by outlining the shifts in urban dynamics and urban form taking place because of suburbanization in North American cities. Next, I describe some of the common



strategies for downtown revitalization and the successes and failures that have resulted from them. I also describe the economic transitions that have taken place since the late-modernist period and the major results of these transitions that have been analyzed in previous research. This section closes with a description of the contemporary thought surrounding urban amenities, the consumption of local culture through those amenities, and the multi-faceted role that the restaurant plays in the urban landscape as an amenity through which culture is consumed.

**Chapter 3. Methodology.** In Chapter 3, I explain my hypothesis and positionality on the research topic, state my research questions, describe the study area and introduce, justify, and explain the methods I have chosen to use in this research. It is based on a mixed-methods approach that is applied to a specific case study area. I discuss the potential benefits, limitations, and opportunities associated with the application of the approach to the study area. The major aims of this approach are to determine if any significant temporal changes have occurred regarding the topic of study and if the study area provides a unique case for this type of research or if it may be similar to other metropolitan areas.

**Chapter 4. Results.** In Chapter 4, I present the major findings from both my quantitative and qualitative analyses. To better understand the rationale underlying the quantitative analysis, the section is prefaced with an amenity industry typology. Next, the quantitative results are presented in the various stages that were carried out in this portion of the analysis. Finally, I discuss the interview results from the qualitative portion of my analysis.

**Chapter 5. Discussion.** In the discussion chapter, I discuss the findings of my quantitative and qualitative analyses. I revisit the purpose, aim and scope, and hypothesis underlying this research, evaluating how well the themes brought up in the data align with current theory and practice and suggest future considerations for planning practice and implementation. Finally, in this chapter I discuss how the results of the research build on current theory and the potential direction for divergent streams of thought on the subject matter.

**Chapter 6. Conclusion and Recommendations.** The final chapter provides a summary of the findings of my research and identifies where the gaps in current planning thought and implementation lie. It concludes by outlining some of the steps that need to be taken to better account for locally-unique identities and cultures in strategies for stimulating urban development.

## **2. Literature Review**

### **2.1 Suburbanization**

From the mid-twentieth century to the present day, North American cities have witnessed dramatic changes in the urban dynamics that shape them. The late modernist years of the twentieth century from 1945-1975 (Zukin, 1998) saw the full embrace of a Fordist regime of accumulation and Keynesian-based economic model. Production became inextricably linked to the mass consumption of goods, becoming the dominant mechanism fuelling the global economy (Bunting & Filion, 2010). However, in the early 1970s global competition led to the widespread undercutting of production costs, in turn causing stagflation – a condition where inflation rises with a simultaneous slowdown of the economy – in North America (Healey, 2012). Yet, by the time the importance of the local economy in urban development was realized, the dominant form for urban growth was already cemented in the outward expansion of cities. Building onto new land at the urban periphery quickly became recognized as the cheapest way to meet the demands set out by the North American population. The results of which have been detrimental to the quality of cities (Kunstler, 1993; Relph, 1987) through the normalization of widespread suburban living as a core ideal for the North American family.

Suburbanization has been the cause of innumerable problems within the contemporary built environment. First, it has proliferated the auto-oriented society that scholars like Lewis Mumford warned would pose significant challenges for the well-being of cities and their inhabitants (1963). The over-reliance on the automobile to complete daily tasks has resulted in some of the most inefficient urban forms. Take for example the creation of auto-oriented pods (Grant & Filion, 2010), with the providers of everyday goods and services located in “power centres”, populated by big-box shops and commercial chains, at the periphery of a city’s urbanized area. Similarly, much commercial and office-oriented activity moved to business parks in the 1980s, perpetuating the reliance on the automobile to take people to the periphery and back daily. The suburban model for development, while generally making inefficient urban forms, also led to the significant decline of downtowns in many Canadian cities.

### **2.2 Downtowns, the Demise and Revitalization Efforts in North America**

Traditionally, North American downtowns were places where one could find commerce and a wide range of services and amenities. However, the suburbanization of a substantial portion of

the population has resulted in a polarization of activities either in the CBDs of cities as is often the case for commerce, but more frequently on their outskirts as is the case for countless services and amenities needed for everyday living. It no longer made sense to have a wide range of services and amenities at the heart of the city when only a portion of the population lives there or commutes there daily, and the very same goods and services could be attained closer to one's doorstep (Walzer & Kline, 2001). The overall results of the out-migration of economic activity from the urban core were the separation of activities into different parts of the city as well as the uniform zoning of lands. This in turn led to a departure from the encouragement of mixed-use forms that urban theorists like Jane Jacobs (1961) held in such high regard and exacerbated the creation of forms like "suburban residential pods" (Grant & Filion, 2010).

The decline of the downtown in mid-sized cities has come to be a common trait of the postmodern planning period spanning from the late-1970s into the present. Beginning in the 1980s, many municipalities across North America began to employ downtown revitalization efforts to combat the decline in urban cores that was spurred by suburbanization. Cities have witnessed mixed results given their efforts. Take for example the utilization of heritage buildings and local character to help draw in businesses complementary to the activities already present in the downtown, which in some cases has seen success (Robertson, 2003). Conversely, tactics of constructing indoor shopping malls in the urban core in an attempt to replicate suburban appeal in the urban context has failed in many North American cities (Filion & Hammond, 2008). These two contrasting efforts demonstrate that every city's downtown exists within a certain context. Trying to adopt strategies that may have seen success elsewhere like special activity generators (Faulk, 2006), such as stadiums, to stimulate economic regeneration within the downtown may not be the appropriate approach to reorienting a city's population with its neglected urban landscapes. Instead a patchwork of initiatives that utilizes the strengths of a local landscape to regenerate activity within the core provides a more practical solution.

Evaluation of both successful and unsuccessful revitalization strategies plays an important role in providing a framework that cities can utilize to see where their resources should be directed in further revitalization schemes. There is a body of existing literature (Burayidi, 2001; 2013; Filion et al., 2004; Gratz & Mintz, 1998; Robertson, 1995; 1997; 1999) that acts as the basis for this framework. Factors within the downtown like an active retail scene, pedestrian-

oriented urban design, cultural and civic activities, and a street-oriented retail layout (Filion et al., 2004) are among some of the most important considerations to make in re-creating downtowns as vibrant, interesting spaces. By analysing the specific context that a city's downtown has and directing resources accordingly, the chance of that urban core once again being successful increases.

Successful downtowns in mid-sized cities are often guided by some key principles that provide a valuable framework for redevelopment. Robertson (2001) summarizes these key principles as: fostering a healthy relationship between private and public interests within the urban core; developing a long-term vision that is upheld in development initiatives; encouraging a mix of uses; utilizing heritage to combat placelessness; making linkages with environmental amenities such as waterfronts; ensuring pedestrian-friendliness in urban design; establishing effective design guidelines; and not making so many compromises to accommodate for parking.

Additionally, as Gratz and Mintz recognize in *Cities back from the edge: new life for downtowns* (1998), it is crucial to ensure that revitalization initiatives consider the importance of social interaction in creating meaningful places. The authors use the same rhetoric as Ray Oldenburg (1989), utilizing the idea of a “third place” – a space for informal public life that encourages socialization – to create spaces that foster a sense of belonging amongst all residents. The authors also make a very important point in their analysis of how to effectively reorient downtowns. Part of finding the solution lies in identifying the obstacles such as ineffective “zoning, building and fire codes, traffic, parking, signage standards, market strategies, financial formulas, and economic development strategies [that] tend to discourage the right things from happening and guarantee that the wrong things will” (Gratz & Mintz, 1998). To summarize, “doing it right today and tomorrow means shattering the rules of yesterday” (Gratz & Mintz, 1998).

### **2.3 Economic Transitions**

Since the end of the Fordist-Keynesian period of the late-1970s (Bunting & Filion, 2010), there has been a shift from economic activities that operate within the traditional confines of the goods-producing sectors towards more knowledge-based activities that encourage growth in service-related industries (Vinodrai, 2010). This trend has a few drawbacks to it. First, it has encouraged industrial decline and a subsequent introduction of brownfield sites into the urban

environment, which can be a strain for municipalities to find effective solutions for their reuse (Ministry of Municipal Affairs and Housing, 2011). Next, smaller local economies often have trouble maintaining their diversity, witnessing growing pains as declines in agriculture, forestry, mining, and other resource-based industries take place (Barnes & Hutton, 2009). Finally, the knowledge-based economy is still relatively new and analyses that accurately estimate its impact, value, and carrying capacity within regional and local economies (Gertler & Wolfe, 2004), particularly for small to mid-size metropolitan areas, are not yet comprehensive enough to validate if it has the potential to replace what is being lost with the decline of traditional goods-producing sectors (Markusen & Schrock, 2006).

Although there are drawbacks that recent economic trends have introduced, there are still several opportunities to be realized. Increasing numbers of services and amenities have assisted in the rebuilding of downtowns in recent decades (Burnett, 2014), albeit with adverse consequences. Drawing people back into the urban core for cultural amenities that range “from restaurants to art galleries” (Zukin, 1998) offers cities the opportunity to utilize their local heritage and historical character to prompt further redevelopment; however, the impetus for doing so follows “a private-sector-led model for urban renewal” (Zukin, 1998).

Consumer-based amenities like restaurants present opportunities for revitalization efforts that stimulate multiple sectors of the local economy. Localized services and amenities can stimulate other complementary industries (Scott, 1996). In the case of the food-services sub-sector, such a relationship is demonstrated by the restaurant industry’s reliance on agriculture, food and beverage manufacturing, arts, entertainment and recreation, and accommodation services.

The increasing presence of restaurants and other cultural amenity industries within the urban core of Canadian cities has been one outcome of downtown revitalization schemes. However, successful resurgence of downtown activity has only been witnessed in certain cities. Those that have expansive industry agglomerations or “clusters”, to borrow from the terminology of Michael Porter (1998), have rendered far more effective results than cities that are situated with less of a competitive advantage in certain industries. As for mid-size Canadian cities that have noticeable cultural amenity clusters, success lies greatly on the creation of complex inter-industry networks of the producers of cultural goods and services. These cities also rely on a unique sense of place to create an experience that is seemingly authentic but ultimately is a

strategy for drawing social, cultural, and economic capital back into the urban core (Bourdieu, 1986). Examples from the planning and development toolbox aimed at stimulating urban activity include Community Improvement Plans (CIPs), Business Improvement Areas (BIAs), grant programs, tax increment financing, and other government subsidies (Blais, 2010; Ministry of Municipal Affairs and Housing, 2011). Specific to cities rich in cultural amenities, development tools like BIAs allow the opportunity for nearly any business to locate within the downtown as is the case with Kelowna, BC and Kingston, ON (City of Kelowna, 2014; Downtown Kingston!, 2016).

However, the diverse downtown economies being hoped for have yet to manifest. The urban cores of amenity-rich cities are often overwhelmingly populated by businesses in the service and consumer goods sectors. These consumption-oriented downtowns have sparked significant debate among scholars. There are those who hold these spaces in high regard due to their capacity to draw in human capital like Richard Florida (2004) and Edward Glaeser (2000) as well as those who recognize the cultural capital that these spaces evoke as the primary catalyst for sparking regrowth like Elizabeth Currid (2006) and Kevin Stolarick (Currid-Halkett & Stolarick, 2010, 2011). These scholars do not neglect the adverse consequences resulting from having entire economic sectors aimed at drawing in an often already upper-middle creative class. However, their advocating of policies that stimulate urban development aimed at the middle and upper-middle classes reinforces neoliberal ideals (Peck, 2005), neglects issues of gentrification (Ley, 1996, 2003; Zukin, 1982) and often results in the sanitization or ‘disneyfication’ of urban spaces (Currid & Williams, 2010; Peck, 2012; Zukin, 2010).

Recent economic transitions have influenced all metropolitan areas, being particularly pronounced in small to mid-size cities. Business retention proves to be an ongoing challenge for cities below 100,000 in population and Michael Burayidi has provided in-depth analyses of the phenomenon (2001, 2013). However, much of the focus of his research relies on the processes happening in various cities that differ greatly by both country and composition. A recent food-themed television series *Dead Set on Life* (VICE, 2016) has anecdotally shown the struggle of many small Canadian downtowns. Travelling through the downtown of Fort Erie, ON, population 30,710 (Statistics Canada, 2017), the host sees that since the late 1990s the core of his hometown has gone from a “busy, beautiful downtown” to a desolate strip of boarded-up

storefronts. He continues by noting that one of the town's major factories closed and that "[with] these small towns, it just takes so much to make them work." In the case of Fort Erie, downtown decline was in large part due to the failure of larger manufacturers closing, in turn narrowing the town's economic diversity. As personal incomes became tighter and disposable incomes harder to come by, the ability for consumer-based businesses to remain profitable within the downtown diminished. This example describes one of the major challenges felt by smaller municipalities as one outcome of the transitioning North American economy. Similar influences have been felt globally with a great divide, and often mismatch, of skills and employment in cities (Brown & Meczynski, 2008).

It is not necessarily that the knowledge-based economy is the culprit for sparking decline in smaller municipalities. The potential culprit for decline, if we could begin to point one out, is perhaps global economic competition (Wolfe & Gertler, 2001) and the resulting pressures that it places on municipalities to adapt within their local economies (Bradford, 2010). This competition paired with uncertainty in local policy directives as to which industries a city should seek to retain can have adverse effects on cities (Markusen & Schrock, 2006; Sands & Reese, 2008). However, revitalization efforts have been one response to the transformations that have taken place within cities looking to grow their knowledge-based economies, and their efforts often pay off in ways not always as originally intended (Markusen & Schrock, 2006).

The transition toward the new economy, although unclear in how well it compensates for the declining staples-based manufacturing economy, has thrust new consumer demands into cities with myriad consequences for the built environment. Many have begun to link successful new economies to the quality and diversity of a city's urban amenities, leaving the impression that expansive service-sectors, cultural-goods and services providers, and sites for conspicuous consumption are paramount in remaining competitive in today's economic climate.

## **2.4 Urban Amenities**

In recent years, municipal policy has begun to better address the importance of urban amenities by using "quality of life" as a measure for the well-being of a city's inhabitants. Kelowna's Official Community Plan (2013) directly links quality of life and urban amenities in its goals, objectives, and policies, using indicators such as "cultural vibrancy", "accessibility", "urban green space", and access to "community resources" as key contributors to quality of life.

Clark et al. (2011) characterize the impacts of these urban amenities as “Samuelson-type public goods” that benefit all firms and individuals within an area. However, the near-impossible task of demonstrating all indirect impacts of urban amenities resulted in early assessments of their contributions to the urban environment as incomplete (Clark et al., 2011; Glaeser et al., 2001).

In his early recognition of the importance of urban amenities, Edward Glaeser (2000) distinguished “non-market transactions” – the transactions resulting from goods and services providers that give mutual benefits to others for free and are not considered to be economically significant (OECD, 2003) – as one of the next big avenues for urban studies research. However, he grounded his theorization of urban amenities in human and social capital theory, which is at the heart of why they are crucial in urban development but does not recognize the indirect economic contributions that some amenities make in urban development. Glaeser et al. (2001) quickly elaborated on the definitions of urban amenities describing them as being under four major categories: a richness of services and consumer goods, pleasant aesthetics and physical settings, good public services, and high speed (i.e. good accessibility and efficiency in the urban environment).

Clark (2011) furthered the first category, rich services and consumer goods, suggesting that the function of these critical urban amenities – i.e. theaters, restaurants, museums, etc. – should be slightly broadened. Rather than correlating their presence in high concentrations to significant growth in the new economy and treating them as non-market transactions as Glaeser and other contemporary scholars have done (Florida, 2004; Glaeser, et al. 2004), Clark, Lloyd, Wong, & Jain (2011) suggest that urban amenities like museums and restaurants are semi-private goods because they have characteristics that allow them to act as public goods but since persons may be excluded and user fees charged they also act as private goods. They play a complex role in the urban environment as Richard Lloyd (2006) demonstrates in *Neo-bohemia*, depicting a diverse and unique set of consumer-driven urban amenities as being one of the key ingredients for the creation of authentic places. However, because of their often-cultural focus, many consumer-driven urban development strategies begin to appeal to those with the highest levels of cultural capital, which can lead to the adversities of gentrification, neoliberalism, sanitization, etc. that Lloyd and other scholars warn of (Ley, 2003; Peck, 2005; Zukin, 1982).



Urban amenities and their intersection with the new economy – the creative and cultural industries – have been the focal point of twenty-first century development strategies (Vinodrai, 2010). The Government of Canada’s Policy Research Group provides an excellent synthesis of the relationship between all things creative and cultural. In a comprehensive literature review on the creative economy, the group posits that Florida’s ideas surrounding the creative class (2002, 2004) have “considerably broadened the modern notion of ‘the creative arts’ to include a cohort of professional, scientific and artistic workers whose presence generates economic, social and cultural dynamism” (Policy Research Group, 2013). This trilateral dynamism outlined by the Policy Research Group summarizes how authentic local cultures and the vehicles through which they are consumed, i.e. urban amenities, increase a city’s human capital by painting a seemingly unique local aesthetic in an attempt to appeal to the creative class (Clark, 2011; Clark et al. 2011; Florida, 2002; 2004; Glaeser, 2000; 2001; 2004; Ley, 2003; Zukin, 1998). The questions then become: what defines a city’s local culture? What makes that local culture unique? Does it contribute to urban development? Does it interact with other industries? And, how can planners, and economic and cultural developers minimize the adverse consequences of urban development based off of local culture?

## **2.5 Consuming Local Culture**

Consumerism within the downtown has been well-pronounced in recent decades and has had a profound impact on urban form and dynamics. Initially, culture-focussed policy directives and development initiatives were formed under the auspice of place-based marketing to help local economies grow around tourism and increasing consumption to compensate for the lagging local contributions of declining manufacturing industries (Bell & Valentine, 1997; Grodach, 2011; Grodach & Seman, 2013; Rosenstein, 2011; Vinodrai, 2010; Zukin, 1996). The focus was initially on increasing the local consumption of cultural goods and services in recognition of a post-staples economy that needs local commodity chains for cities to be economically successful (Clark et al., 2011). However, a shift in the role that culture-led regeneration plays in driving urban development occurred when Florida's creative class thesis (2002) gained traction in policymaking circles (Mathews, 2014).

The new emphasis resulting from the recognition of the creative class shifted strategies toward the enhancement of culture within the city to create or draw in and retain the firms and

skilled labour associated with the new or “creative” economy (Grodach & Seman, 2013; Howkins, 2001). As such, culture has had, in addition to its direct measurable impacts, significant indirect impacts on local economies (Florida, 2002). However, it is important to continually recognize that culture-related industries do still produce tangible things that can and should have significant direct impacts on local economies (Markusen & Schrock, 2006).

Polarizing toward either too much reliance on culture-led regeneration or not enough buy-in on its potential for urban development have been common themes of the twenty-first century. An over-reliance on culture-led regeneration schemes often leaves city planning and development departments depending too heavily on government funding or private-sector interests in turn reinforcing neoliberal attitudes and promoting gentrification (Ley, 2003; Mclean, 2014; Peck, 2005; 2012; Zukin, 1987; 1995). Conversely, not enough buy-in on the potential of culture-led urban development and revitalization leaves local governments clinging onto staples-based, neoclassical economic thought (Barnes & Hutton, 2009) that relies heavily on local exports for urban growth in an age of increasing local consumerism and global competition (Glaeser et al, 2001; Scott, 1996; 2000).

Regardless of the tendencies of some cities to either under or over-utilize culture as a means for urban development or regeneration, the production and consumption of culture has been one of the most prominent transformations in twenty-first century urban dynamics. It has become immensely important to understand what exactly it is we are talking about when we refer to culture and how it is consumed in the urban environment.

The consumption of culture in the urban core has coincided with a broader shift in the individual behaviours shaping urban dynamics. Douglas Morris’s (2005) *It’s a sprawl world after all* takes on the view that over half-a-century of suburban living has conditioned new generations of suburbanites in seclusion, creating an atmosphere of fear and distrust (Kunstler, 2007) that can be escaped in denser urban forms where amenities are abundant and casual social interactions are common occurrences. Although this view assumes a somewhat idealized form of urban living, Morris, like many others (Bunting & Filion, 2010; Filion & Bunting, 2010; Grant & Filion, 2010; Harvey, 1990; Inglehart, 2008; Jacobs, 1961; Lynch & Ley, 2010), points out that the shift in lifestyle choices and resulting auto-oriented planning initiatives of the mid-twentieth century have had a detrimental impact not only on the built form of our cities, but also on

people's perceptions of them. Richard Lloyd describes the new allure of the downtown simply as the twenty or thirty-something year old's desire to live "la vie bohème" (2006). What Lloyd labels as "neo-bohemia" accurately summarizes how downtowns have transformed around a new culture that integrates the cultural and creative industries with urban amenities into the post-industrial city to create a new vibrancy for downtowns (Lloyd, 2006).

Another popular lens that has been used to frame the urban dynamics surrounding cultural production and consumption is through the "cultural economy" concept (Scott, 2000). The cultural economy is defined as the cultural dimensions of economic activity that involve the production and consumption of cultural-products and activities, namely music, film, and fine art (Pratt, 2009). Scott suggests that culture is something that is uniquely local, helping to distinguish one place from the next, and a significant driving force for intra-urban economic activity (Currid-Halkett & Stolarick, 2010; Scott, 2000). His theorizations, touching on the work of many other scholars (Appadurai, 1990; Becker, H.S., 1982; Bourdieu, 1986; 1993; Lash & Urry, 1994; Molotch, 1996; Zukin, 1995), have been adapted to the contemporary urban environment in numerous ways.

Richard Lloyd (2006) reflects a similar sentiment as Allen Scott toward the growing role of culture in contemporary society stating: "culture has necessarily expanded to the point of where it has become virtually coextensive with the economy itself... every material object and immaterial service becomes inseparably tractable sign and vendible commodity" (p.64). Hutton (2012) incorporates similar ideas relating to place, local identities, and urban dynamics, stating that inner-city districts of mid-size Canadian cities have been "redeployed as [sites] of creative production (art, graphic design, architecture, etc.), consumption, and spectacle, drawing on the unique heritage landscapes and legacies of those cities" (Hutton, 2012). In making this distinction for the urban cores of many mid-size Canadian cities, Hutton is suggesting that the regeneration of activity within the downtown hinges on the knowledge, experience, and cultural economies. Although each of these theoretical sectors of the economy plays its own role in urban development, "a high-amenity city with considerable in-migration 'pull'" (Hutton, 2012) is situated much more advantageously for growth in the cultural and experience economies than those without.

The recent transformation of urban cores into spaces increasingly influenced by urban amenities and the broader cultural economy has coincided with a fundamental shift in consumer demands for different services and amenities. A flip through nearly any official plan or local profile would suggest that the urban population has become enamored with all things cultural. Yet, as noted by Pratt (2009), one of the biggest problems with culture is that it can be argued that nearly everything has a cultural dimension to it. It then becomes necessary to accurately frame culture and justify why something can be described as cultural.

One of the most prominent ways in which culture is consumed is through tourism. Miles (2010) points to this distinction in defining the post-industrial city. He notes that economic activity is often polarized toward the service-sectors of the economy with retail that is “thriving and distinctive” to market a place to the rest of the world, making the post-industrial city’s relationship with tourism a key factor in urban development. Filion and Bunting (2010) also note the transformation of the role of place in the post-industrial city through highlighting certain aspects of a city in order to create a touristic draw. While Miles questions whether places that are highly publicized and reliant on tourists are even planned for their own residents anymore, recent shifts urban dynamics that have brought residents back into the heart of the city have begun to challenge that notion. Zukin notes that, for even the most unsuspecting cities, architecture, museums, or any semblance of uniqueness that could have a touristic draw to it can be a saving grace for local economies (1995). The most poignant example Zukin uses is a letter to the editor in the *New York Times* from prominent businessman Martin Segal, who claimed “art and tourism combined constitute one of the largest generators of tax revenues, some \$2.5 billion in direct city, state, and Federal tax receipts” (1993). Terry Nichols Clark also emphasizes the importance of cultural consumption via tourism, as encapsulated in *The City as an Entertainment Machine*. Each chapter outlines the role of consumers in the city and how they have helped to create contemporary definitions of the post-industrial city, with each contributing author noting the role of tourism in urban development, particularly in city centres. Aside from outsiders consuming local cultures, shifting urban dynamics have made it increasingly practical for locals to consume their own city’s cultures in one way or another.

Culture, in reference to urban development and downtown revitalization, is demonstrated by shifting urban dynamics that reflect the post-modern lifestyle preferences of the urban population

(Florida, 2004; Landry, 2000; Zukin, 1995). Examples of culture within the urban landscape are present within cultural-goods and services as well as urban amenities. As such, culture is produced in the urban environment by filmmakers, radio broadcasters, television producers, and artists as it always has been. Yet, culture as it appeals to the urban-dweller who prefers the lived experience of the urban environment over a suburban lifestyle is also delivered through the semi-private goods produced in sites such as restaurants and museums (Clark 2011; Clark et al., 2011; Zukin, 2011).

## **2.6 Restaurants – A Cultural Production Industry?**

Contemporary understandings of culture within the sphere of professional planning and policymaking commonly revolve around the arts, with artists and creativity as the focus for generating vibrancy within the urban landscape (Cameron & Coaffee, 2005; Grodach et al., 2014; Ley, 2003; Mclean, 2014; Patterson & Silver, 2015; Pratt, 2009). However, there is much more to culture than traditional notions of the arts when considering its role in urban development.

Major academic contributions to our understanding of the cultures within cities focus on the value that authenticity lends to the urban core, particularly those undergoing the process of revitalization. Richard Lloyd (2006) and Sharon Zukin (1995; 1998; 2011) demonstrate how authenticity can be a major driver for urban development and redevelopment. Authenticity in this light is seen as something that is original to a particular geography or group and relies on “social and cultural networks of new producers and consumers [who] create, nurture, and often capitalize on a completely new sense of place” (Zukin, 2011). Moreover, authenticity draws from a number of different industries to create new and unique senses of place.

Cultural industries, a sector of the arts that focuses on image production in the fields of design and media, advertising, and film and music production are also noted as having a significant role in contemporary urban development (Currid-Halkett & Stolarick, 2010a; Jeffcutt & Pratt, 2002; Miles, 2007; Rosenstein, 2011). Cultural industries produce cultural-products that utilize both creativity and innovation; yet, they are considered separately from creative industries, which also utilize creativity and innovation but produce a product that falls more in line with intellectual property than it does symbolic value. (Jeffcutt & Pratt, 2002). Grodach & Seman (2013) posit that in recent decades a shift has taken place where local governments are

moving away from the place-based urban redevelopment that hinges on authenticity and creating a ‘scene’ as described by Florida (2002), Irwin (1977), Lloyd (2006), and Zukin (1998; 2011), and are moving toward stimulating cultural production industries as a strategy for drawing in human capital. However, as noted by Peck (2005) and Pratt (2009), this strategy still leaves local governments stuck reinforcing neoliberal ideals by encouraging socioeconomic polarisation. While encouraging urban development through growth in the cultural industries may not be the most equitable way to reverse dereliction within the urban core as noted by Ley (2003), Zukin (1987), and others (Cameron & Coaffee, 2005), it is one way cities can utilize their symbolic capital – i.e. local heritage, landscapes, and amenities – to alleviate some of the pressures that result from degrading infrastructure in the urban core.

Although the cultural industries depend on creativity and innovation for cultural production, occupations that make up cultural industries are often more attributable to the services sector than they are the cultural sector. Perhaps the most poignant example of this is provided by Howard Becker in *Art Worlds* (1982), where Becker describes how cultural production relies on vast networks of workers across numerous economic sectors to produce a good that is associated with the arts or broader cultural field. Andy Pratt’s body of work on the cultural industries (2008; 2009a, 2009b; 2010; 2011; 2013; 2015) underscores similar concerns. Once creativity has been attributed to something, usually at the top of an organizational hierarchy, its actual production by cultural producers is more indicative of technical skill or expertise than the actual creativity we associate with cultural production. The bottom levels of the hierarchy are where most of the occupations responsible for cultural production lie and some have argued that they comprise “the real creative class” (Wilson & Keil, 2008).

While restaurants are firmly rooted within the service-sector of the economy, there are characteristics of the industry that suggest that restaurants are cultural producers. Zukin (1995) identifies dining out as a consumer taste that has been on the rise since the 1970s. It often employs a workforce characterized by high levels of cultural capital based on formal education, a comfortable familiarity with public speaking and “the emotional projection of self,” and a believable authoritativeness when it comes to good taste in food and drink (p.154). The cultural embodiment of the restaurant comes from the symbolic depiction of cutting edge global food trends in upscale and fine dining establishments put forth to satisfy the tastes of the higher rungs

of a city's social classes as well as those passing through on expense accounts (p.155). As such, the restaurant has become a site for cultural production that is key in attracting a creative class, cultivating a cultural economy, promoting an image of the "creative city" (Landry, 2008), and creating the scenes needed to fully explore a city's potential "as an entertainment machine" (Clark, 2011).

## **2.7 Restaurants – A Cultural Amenity**

Although restaurants may not fit in as a cultural industry, their ability to transmit culture, add to a local cultural milieu, and draw in human capital suggest that they make significant amenity contributions to the urban landscape. The rebranding of restaurants as urban amenities by Clark (2011) is important in demonstrating the role they play as both semi-private and public goods for local economies. However, there is an inherent cultural element present in the restaurant that goes unrecognized when they are categorized as an urban amenity. Zukin (1995) outlines the restaurant's growing cultural importance stating that:

“what is going on in the restaurant industry is important as a cultural phenomenon. Restaurants have become incubators of innovation in urban culture. They feed the symbolic economy – socially, materially, and spiritually. For cultural consumers, moreover, restaurants produce an increasingly global product tailored to local tastes.”

Over two decades later, Zukin's distinction of the restaurant as a significant cultural phenomenon still holds true, and has even been reinforced by the cultural industries in recent decades. Prolific food personalities have transformed contemporary perceptions of the food-services sub-sector through non-fiction works such as Anthony Bourdain's *Kitchen Confidential*, Marco Pierre White's *Devil in the Kitchen*, and Michael Pollan's *Omnivore's Dilemma*, documentaries and mini-documentary series' like *For Grace*, *Chef's Table*, and *Cooked*, films like *Chef* and *Burnt*, and television programs such as *No Reservations*, *Dead Set on Life*, and *Huang's World*. Whether it be by the experiences and hardships of the world's greatest chefs, how different cultures use food to project unique historical identities, the general differences in food thought worldwide, or the inner workings and informal economies of the restaurant on a micro scale, each of these cultural images paints its own picture of food as a cultural symbol around the world. The culinary community has surpassed its initial purpose of simply cooking food for patrons' consumption and pushed the boundaries of the restaurant by creating its own

cultural niche and following through food blogs, magazines, newspaper columns, and television networks.

Since the 1970s, the immense transformation of the restaurant has been marked by dramatic increases in consumption, a mass of ‘foodies’ who have created a subcultural following for all things culinary, and culinary communities that often operate in a similar manner to the traditional arts community with cuisine-focused genius being proliferated at its heart by the tortured chef living “la vie bohème” (Lloyd, 2006). The restaurant industry has come to embody the processes associated with cultural production and it has rooted itself as part of the “symbolic economy”, with food as a cultural symbol to be created and consumed by those in the urban environment. Because of this immense growth of the food-services sub-sector in its size and cultural relevance, it is not necessarily a misnomer to label a restaurant as an urban amenity but perhaps it is more accurate to distinguish it as a cultural amenity to capture the processes that have led to its importance in local urban landscapes.



### **3. Methodology**

The purpose of this chapter is to outline my hypothesis as well as my approach in addressing the research topic and motivations for choosing the topic, also referred to as my positionality. In this chapter, I also state my research questions, describe the study area, explain the methods I have chosen to use in data collection and analysis, examine the strengths and limitations of using such an approach, and justify why their use is appropriate for this type of research.

#### **3.1 Introduction**

The topic under examination in this thesis is the restaurant industry and the influences it has on the downtown of a mid-size Canadian city, Kelowna, BC. The topic selection is based on the observation that, for many downtowns, periods of revitalization have coincided with growth in the service-sector as well as cultural amenities in the urban core. The primary goal is to better understand the role of the restaurant in the downtown amidst revitalization efforts, how its role may have shifted in recent decades and what the causes for that potential shift may be, and the other industries that it relies on and supports.

I have chosen to use a mixed-methods approach in undertaking my analysis. By utilizing both quantitative and qualitative methods, a comprehensive understanding of the study area and the trends occurring within it is more obtainable. It also becomes possible to examine the same factors through different lenses, one from the perspective of the local planning and cultural and economic development community and the other from the perspective of the local culinary community. The research is split into two major parts: a quantitative, location quotient analysis and a qualitative analysis based on key informant interviews.

The location quotient analysis, while accounting for a large portion of the research itself, is used primarily as background to more effectively design the interview survey. The quantitative analysis was completed before the interview structure for the research was finalized. Doing so allowed for the roles of different industries to be addressed in order of their perceived importance, given their local sizes – for those in the food-services sub-sector – and concentrations – for those in the production and amenity industry sectors. Moreover, the data resulting from the interview portion of the research is thought to make the greatest contribution to understanding how shifting urban dynamics and form are both affected by and affecting cultural-consumption based industries such as restaurants.

### **3.2 Hypothesis**

My hypothesis is that cultural amenity producers have played a key role in contributing to a resurgence in downtown activity. One of the cornerstones of this resurgence has been the intersection of locally unique cultures. The intersection of the service-sector with agricultural production, food and beverage manufacturing, and arts, entertainment and recreation in Kelowna has offered a unique opportunity. These industries have contributed significantly to a local “foodscape” – an all-encompassing term that I use to refer to the local food system, food identity, and food culture in place – for Kelowna that embodies one distinct culture of the Okanagan region that is centred around local food production and consumption. While downtown revitalization is a process that has been in full effect in Kelowna since the late 1990s, the impact that local food culture and shifting urban dynamics have had in creating authenticity and a strong sense of place in Kelowna’s core can still be better understood.

### **3.3 Research Questions**

My research addresses the following questions: to what extent has the restaurant generated activity in Kelowna’s downtown? What is the restaurant’s relationship with other local industries? Do close relationships between the food services sub-sector and production and entertainment industries contribute to place and authenticity in Kelowna’s downtown? What are the adverse consequences of stimulating cultural amenity-based activity in the urban core? And, can these adverse consequences be accounted for and mitigated?

### **3.4 Researcher Positionality**

I have not arbitrarily chosen the restaurant to be at the core of my research and it is no coincidence that the methods I have used demonstrate a post-modernist view of how downtowns have changed due to growing cultural amenity industries. Prior to undertaking this research, I was (and still am in a casual capacity) an active member of the culinary community in Kelowna, working for restaurants, resorts, and catering companies for over nine years. My affiliation with the industry brings several opportunities and potential threats to my research.

Although, as a researcher, I have sought to be objective in my viewpoint and approach, much of my research has been informed by the views and opinions of those who have a passion for the subject matter that is similar to my own. To mitigate the threat of exaggerated results and the insulating effect that examining the views and opinions of one specific study group can have, I

have chosen to include the views and opinions of multiple study groups. I have interviewed those within the restaurant and food-producing industries, as well as those in the fields of planning and economic and cultural development, to help inform what the impacts of restaurants and other cultural amenity industries are on the downtown. By juxtaposing the viewpoints of those within the culinary world against those of the planner, economic, or cultural developer, a better sense of the impacts of cultural amenities on the urban core can be gained.

Having such a close relationship with the restaurant industry itself and familiarity with the academic research surrounding the topic, I am presented with opportunities in this research. First, my position as a restaurant industry insider allows me access to gatekeepers whom have a longstanding relationship with the industry and a deep understanding of its history, challenges, and role within the local food system. Next, I have acquired the local knowledge necessary to examine the themes surrounding inter-industry linkages with food and beverage production, Kelowna's Cultural District, and downtown revitalization in Kelowna. Additionally, at the outset of the research I knew what the major challenges would be and how to mitigate them through my research design and account for flaws in the methods I use. Finally, being an insider gives me a unique opportunity regarding the types of interview data I can collect from those within the restaurant industry. Chefs and restaurateurs I have worked with before are more likely to give honest and meaningful answers to my questions because my role to them is not just that of researcher but also of colleague, acquaintance, or friend. Conversely, examining responses from chefs, restaurateurs, small business owners, planners, and economic and cultural developers that I have no prior affiliation with not only allows me to see which responses may be embellished due to interviewees' professional interests but also acts as a measure of checks and balances with which I can scrutinize the validity of interview data obtained from each study group.

### **3.5 Suitable Research Methods**

There are several methods that could be used in this research. The most relevant quantitative methods used in similar studies are spatial distribution analysis and industry agglomeration analysis. For qualitative methods, questionnaire surveys and key informant interviews are the most fitting (Anderson, 1994; Grimm, 2006; Palys & Atchison, 2014; Rubin & Rubin, 2005). Other analyses have employed ethnographic research methods to address issues related to socioeconomic factors; however, the focus of my topic is on urban form and dynamics. Thus, I

have chosen to omit the use of these methods although I must address socioeconomic disparities upon the discussion of my results.

A spatial distribution analysis could be useful in identifying phenomena such as restaurant clusters in Kelowna and how they may have changed over time (Anderson, 1994). This method could also provide insights into the trends and themes occurring within Kelowna when used in conjunction with a questionnaire survey (Carroll et al., 2008). I chose not to employ this type of analysis because I can gain rich interview data from a stratified sample in the restaurant and the planning and development communities. Additionally, because Kelowna's local context is unique and rapidly evolving, a research method that focuses more intensely on qualitative data is more useful in addressing the research questions.

An industry agglomeration analysis is another method that could be utilized for this kind of research. Given the complex relationships that the restaurant industry has with other industries in the downtown, as well as regional food and beverage production, a research method that uses this kind of analysis is fitting for this research. Like a spatial distribution analysis, this research method focuses on industry concentrations but is less concerned with the specific locational characteristics of an industry. Rather, this method assumes that industries sharing similar resources concentrate near one another. The method is more appropriate to apply to the analysis of cultural amenity industries in Kelowna's downtown due to the shared resources each requires. Because the quantitative component of this research is used as background to establish a broad economic profile for the City, an analysis that looks at specific industry concentrations is highly appropriate. In my analysis, I employ a location quotient (LQ) – a ratio-based value that is used to demonstrate a concentration based on comparison with a benchmark that is usually a provincial or national average (Miller et al., 1991) – to show industry concentrations in Kelowna. I have chosen this method because of its expediency, the ease with which it can be applied to a temporal analysis when using the right data, and its suitability for a mixed-methods approach.

Questionnaire surveys could be used to rank factors associated with quality, location, and motivation (Czaja & Blair, 2011). However, Kelowna's downtown restaurant industry is so diverse with different restaurants targeting specific clientele for different reasons, making it difficult to ensure that data from a questionnaire would be both reliable and precise. Cultural amenities could also have very different meanings to different study participants, so trying to

standardize a set of questions that addresses the intersection of culture, food, and the service industry in the urban core is too difficult and risky to use this method.

Key informant interviews are also a useful method for this kind of research. Given the amount of local knowledge required to evaluate the role of cultural amenity industries in transforming the urban environment, this method is probably the most effective in establishing a local context for the study area. It gives interviewees the opportunity to identify what they think makes Kelowna unique and potentially offer up some factors for discussion that I had not considered in research design. Additionally, it allows for the clarification of terms (Rubin & Rubin, 2005) such as ‘culture’ and ‘amenity’ to ensure that all respondents have a similar understanding of what is meant by each term. Finally, key informant interviews are useful for this type of research because they allow each interviewee the opportunity to demonstrate their specific local knowledge from whatever professional viewpoint they may have (Feser & Bergman, 2000). I have chosen to use this method because it is the most effective for this type of research. Evaluating the changes that have occurred in urban dynamics and urban form through the lens of the chef, the restaurateur, the planner, the economic developer, the cultural developer, or the small business owner is immensely useful in trying to understand the forces shaping Kelowna’s urban core.

### **3.6 Case Study**

This research utilizes a case study approach to determine the impact of cultural amenity industries in Kelowna’s downtown. A case study is useful where general trends across a sample with similar characteristics can be identified (Rice, 2010; Yin, 2012). In this research, Kelowna is used as the study area for determining trends associated with amenity-related industries. While other cities that this research may be relevant to have their own unique contexts and economic compositions, the results of this research are suggestive and can be used to explain similar processes taking place in cities with similar amenity industry concentrations (Montello & Sutton, 2013), particularly the food-services sub-sector.

The restaurant is used as the lens through which the intersection of culture, consumption, the service-sector, and inter-industry relationships are understood and evaluated. Similar types of research have been carried out in larger metropolitan areas like Vancouver, Montreal, and Toronto, as well as Chicago, New York, and Los Angeles (Currid-Halkett & Stolarick, 2010b;

Currid & Williams, 2010; Ley, 1996; Lloyd, 2006; Zukin, 2010). The intensive studies of the evolving urban dynamics in these cities have been beneficial in understanding how cultural consumption affects urban form and how, as planners, we can better account for the changes that result from this evolution. This research looks at similar factors but on the mid-size or smaller metropolitan scale of cities with 50,000-500,000 inhabitants to lessen the spatial bias that has been present in similar studies.

This study provides a case for how amenity-based cultural activity within a mid-sized city's downtown can have a much broader influence on local economies that have significant agricultural, food and beverage manufacturing, accommodation and food services, and arts, entertainment and recreation sectors. Evaluating the trends associated with a cultural amenity industry in Kelowna's core can help to establish an evaluative framework that can be adapted to areas with a similar economic composition to better understand the trends occurring within the downtowns of those cities. The study of the restaurant as a cultural amenity producer in the context of Kelowna not only demonstrates how inter-industry linkages of cultural amenities have a profound influence on establishing a sense of place but also gauges the effectiveness of current planning directives toward cultural amenity industries and suggests where improvements could be made.

### **3.7 Study Area**

For the purposes of this research, the case study focuses primarily on Kelowna, British Columbia although other cities of a similar scale and economic composition are also used for comparison in the LQ analysis. Figure 1 below shows a map of the regional context of the study area. There are several reasons for choosing Kelowna as the primary study area. First, it has a diverse makeup of restaurants in the urban core. Next, there is an extensive service-sector also present within the downtown with pubs, cafes, nightclubs, hotels, specialized and boutique retailers, entertainment venues, parks, and a cultural district distributed throughout. Additionally, the city has a longstanding history in agricultural production that is prominent in the local landscape.

The Okanagan Region's economy is firmly rooted in agricultural production, with the first European settlers farming cattle and grain in the mid-nineteenth century and eventually expanding their production to tree fruits in the early-twentieth century (Senese et al., 2012). The

advent of new technologies, as well as the completion of the Canadian Pacific Railway, offered farmers the opportunity to effectively ship perishable tree fruits in high volumes to surrounding Canadian and Commonwealth markets (Kelowna Museums, 2017; Senese et al., 2012). As a result, the regional economy grew extensively around tree fruits production, with lands once reserved for raising cattle and growing grain being converted into orchards to meet market demands (Senese et al., 2012). While market demands have shifted and once active agricultural lands may sit vacant within the city, Kelowna still has an identity centered around agricultural production. Kelowna's agricultural identity provides a unique case in that over half of the lands within the permanent growth boundary are zoned for agricultural use (City of Kelowna, 2017) and included within the Agricultural Land Reserve, a provincial land-use zone where agricultural activity is the priority use (ALC, 2017). Having a land use composition that is centered around agricultural production has offered the City of Kelowna the opportunity to encourage urban development that is centered around the production of local food and beverage.

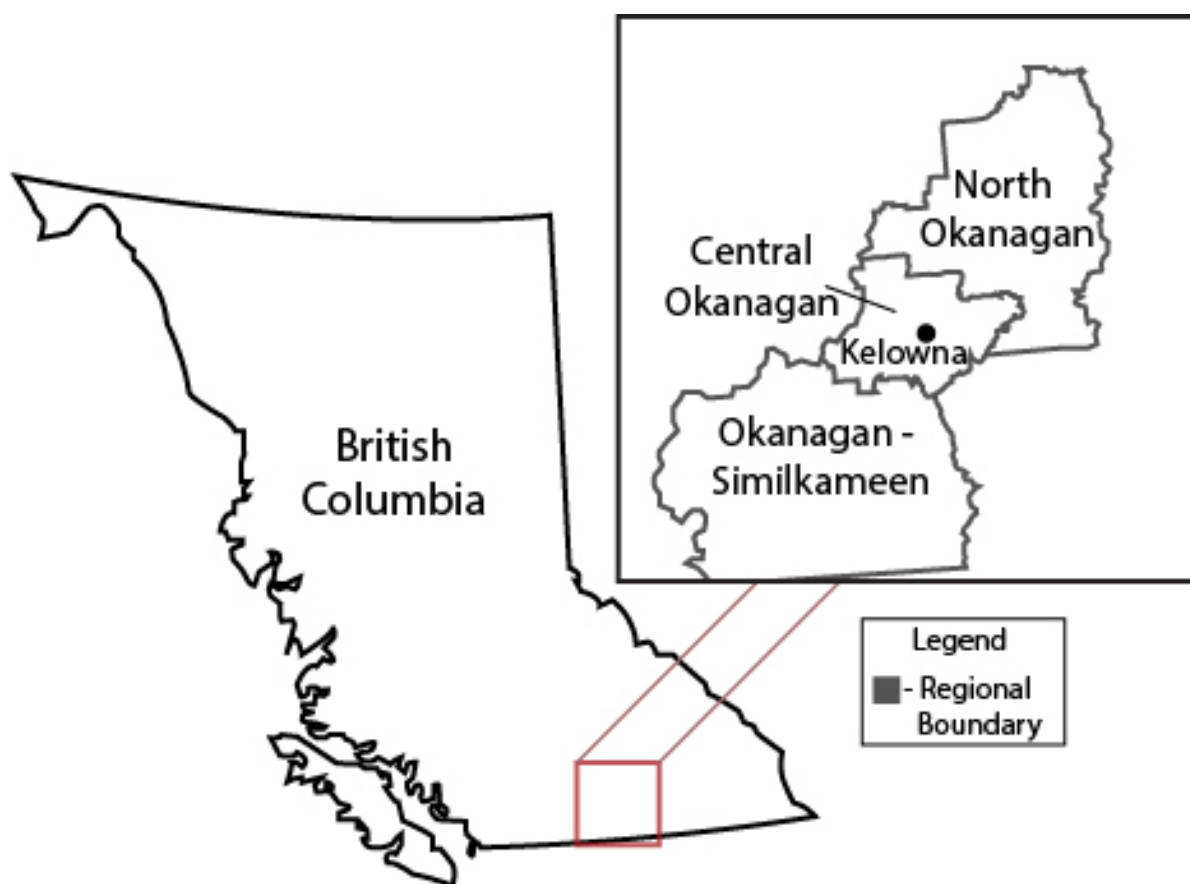


Figure 1 - The Okanagan Region. (Source: Author's image, based on reference maps from Department of Natural Resources Canada & ArcMap Online.

Currently, much of the consumption of local agricultural produce is stimulated by the tourism sector in Kelowna. In 2016, Statistics Canada estimates that Kelowna witnessed over 2 million person-visits with over \$626 million in visit expenditures being contributed to the local economy (Statistics Canada, 2016). Tracing the exact amount of tourist dollars being funnelled into local restaurant consumption is not practical for this study, but its importance is recognized in aiding in restaurant success. While tourism in Kelowna can provide restaurants, particularly those in the urban core, with an influx of patrons to help offset the effects of low business levels in the winter, shifting urban dynamics that are bringing a larger portion of local residents into the downtown core are beginning to have an increasingly significant impact on restaurants.

The map below shows the study area boundary in Kelowna’s downtown. The City’s main downtown strip, Bernard Avenue, has also been subject to recent urban design improvements that have oriented the urban landscape toward more pedestrian and cyclist usage than the former auto-oriented form that was present prior to 2014. Urban design improvements have been

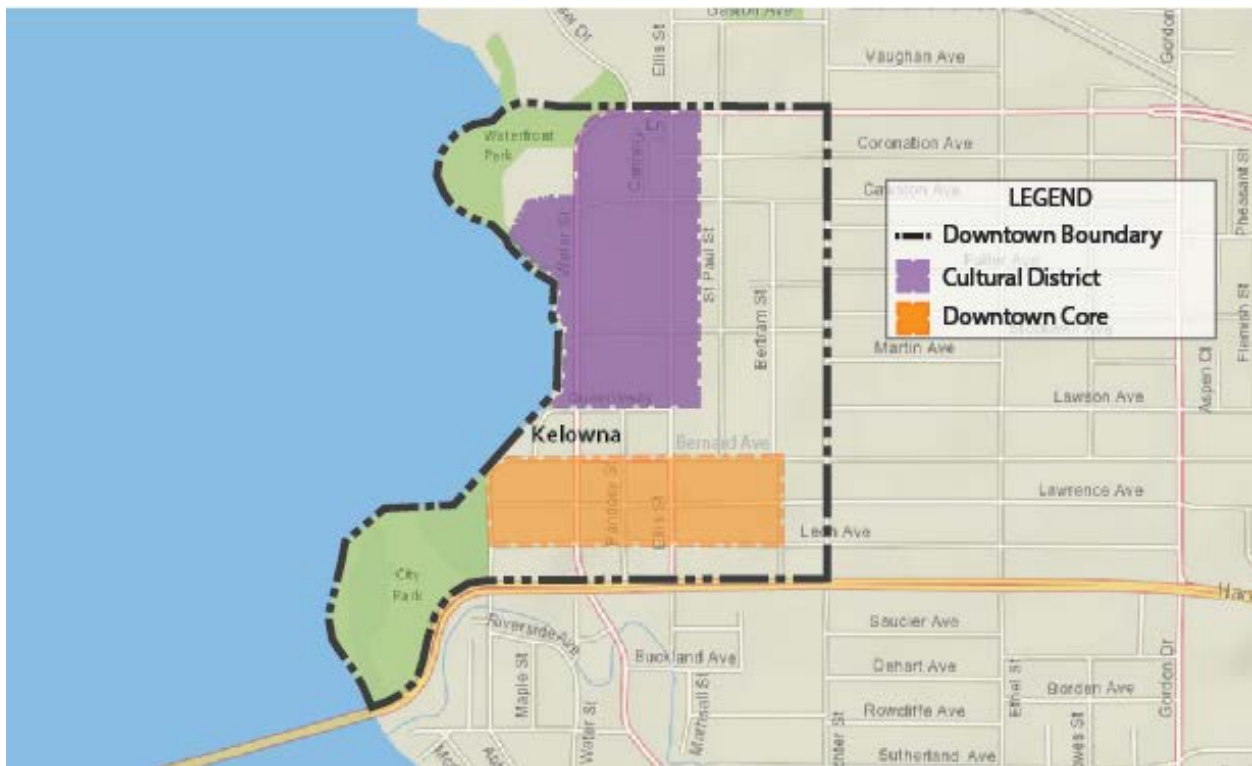


Figure 2 - The City of Kelowna's downtown urban centre boundaries. (Source: Basemap provided by ArcMap online OpenGIS).

inspired by European urban forms, where lively streetscapes ripe with culture and pleasant aesthetics bring a new vibrancy to the downtown. Additionally, there are a number of high-rise



developments being proposed or currently under construction within or near the downtown core, which will bring a greater portion of the city's population into the downtown.

The City of Kelowna has also approved several developments that will further diversify economic activity within the urban core. Most notably are the new Interior Health Community Health and Services Centre, which has expanded the presence of the health care and social assistance industry in the downtown, and the Centre for Technology and Innovation, which will help grow the numbers of jobs in the professional, scientific and technical services sector in the City's core. Kelowna's downtown economy is diversifying, as with many other mid-size cities in Canada, with a focus on the professional and tech sectors. It is a suitable city for this type of research because currently the economic composition in the downtown is very fragmented, either in the service-sector, commerce, or municipal government with housing and jobs in the new economy beginning to creep back in. By looking at which industries have the highest presence and impact in the core and taking note of the changes that may take place in the coming years, it may be possible to more accurately approximate the impacts of the professional and tech sectors, as well as dense urban living, on service-based industries in the downtown.

Additionally, the City is working through its current *2012-2017 Cultural Plan*, which is intended to foster a more inclusive urban environment for cultural industries, provide more suitable spaces for those within the cultural industries, and explore the local culture's potential for integration with other industries, primarily those in the creative sectors. Kelowna is also extending its revitalization efforts into the Cultural District with its *Civic Block Plan*. The Plan extends urban design improvements out from the centre of the downtown into the northern periphery of the urban core to create a pedestrian-spine that links the downtown with new high-density residential developments. The City is also in the process of updating its *Agricultural Plan*, which has explicit ties to local food culture and emphasizes the importance of preserving lands dedicated to agricultural production in the ALR and incorporating food into the City's local identity.

### **3.8 Mixed-Methods Approach**

I have chosen to use a mixed-methods approach in my analysis. By utilizing both quantitative and qualitative methods, a comprehensive understanding of the study area, and the trends occurring within it, is more obtainable. A mixed-methods approach offers the potential for

multiple sources of data to support one another through the process of data triangulation. Triangulation for this research assumes that both sources of data have a complementary effect on one another. Interviews validate the hypothesis that urban dynamics and form have changed in recent decades and are largely affected by cultural amenities, which is difficult to measure through any other form of data. Complementary to the interview process, the LQ demonstrates that cultural amenity industries of importance to the urban core and the restaurants within it have high local concentrations and, where concentrations are smaller than anticipated, interview data will be able to support reasons for why they are so small. Using multiple samples in the qualitative analysis potentially allows for more depth in the quantitative analysis by identifying industries that may play a key role in cultural amenity production but may go unnoticed in the initial quantitative analysis because of a small industry concentration (Carroll et al., 2008).

The LQ analysis is based on secondary Statistics Canada *Canadian Business Patterns* (2016) data and the qualitative analysis based on primary data generated from open-ended insider interviews with key informants. The intersection of both sources of data has a complementary effect on one another. Interview data that demonstrates a shift toward post-modern lifestyle preferences and consumption patterns can be used to help explain the concentration of local cultural amenity industries and restaurants. Together the data generated from using these methods will help provide a better understanding of the role of the restaurant in the downtown, how food culture affects urban dynamics and urban form in the core, and how this can translate into higher concentrations of particular industries.

### **3.9 Quantitative Data**

Quantitative data from Statistics Canada's *Canadian Business Patterns* (2016) dataset categorizes industries under the North American Industrial Classification System (NAICS) down to the most specific – 6-digit – classification level. In Statistics Canada's classification structure, the 2-digit designations are labelled as "sectors", the 3-digit as "sub-sectors", the 4-digit as "industry groups", and the six-digit as "national industries" (Statistics Canada, 2016). I use the same language as Statistics Canada and 6-digit classifications are referred to as "industries." However, I omit the usage of 5-digit designations because Statistics Canada often bypasses their use and only defines 6-digit national industries.

Data have been collected for the sectors, sub-sectors, and industries under analysis at five different scales: 1) the national level for Canada; 2) the provincial level for British Columbia and Ontario; 3) an aggregated CMA and CA level that is the sum of all mid-size cities with a population of 50,000-500,000; 4) an aggregated CMA and CA level for cities with significant cultural amenity industries, and; 5) individual CMAs and CAs.

Statistics Canada uses the following process to collect and aggregate *Canadian Business Patterns* data and classify industries into their corresponding sub-sectors with specific NAICS codes. All business counts are managed through the Statistics Canada Business Register, which uses two primary sources for gaining the proper information, the Statistics Canada survey program and the Canadian Revenue Agency's (CRA) Business Number account files (Statistics Canada, 2016). Business Number (BN) data is much more reliable and up-to-date than typical census-based data, as new business entries are monitored on a weekly basis. However, it must be kept in mind that the dataset is not perfect. Businesses only become inactive and are taken out of the dataset when neither a tax payment or payroll remittance has been made for "some time" (Statistics Canada, 2016). As such, the total counts may not reflect exact business numbers at one time but are still accurate enough for this descriptive analysis.

Businesses are categorized under one of two designations: 1) with employees, meaning they have employees "for which they submit payroll remittances to CRA", or; have a minimum of \$30,000 in revenue, or; are incorporated and have filed federal corporate income tax within the last three years, and; 2) without employees, meaning the business is incorporated and makes a minimum of \$30,000 dollars in annual revenue. Additionally, the self-employed, or those who do not maintain an employee payroll but still have a workforce of contracted workers, family members or business owners and those without employees within the last 12 months are designated as those "without employees". Those with employees will be referred to under this designation and those without employees will be referred to as such or as being "owner-operated" (Statistics Canada, 2016).

For categorization via NAICS code, Statistics Canada uses two primary approaches to ensure businesses are classified accurately or remain "unclassified" – under a new category for business that has not received a NAICS code (Statistics Canada, 2016). This research only uses classified businesses, which account for 89.5% of all businesses within the Kelowna CMA. Geographic

areas are associated with businesses by postal code, which allows for the tracking of a business down to the census tract level in their methodology. New businesses are assigned NAICS codes by automated coding software where possible (about 50% of the time) through the business's activity description. Where activity descriptions are too imprecise for classification, a manual coding process is employed through contacting the businesses. Industry codes are continually updated with changes that may take place and are monitored when businesses are contacted for a Business Register survey, the CRA makes an update in changes to business activity, or a business profile is conducted by the Business Register.

*Canadian Business Patterns* data are used to make observations on the industries that are associated with cultural amenities. The resulting LQ values are used in two ways. First, LQ values are used as descriptive data to identify significant industrial concentrations at the 6-digit level both within Kelowna and across six other mid-size Canadian cities. Next, the observations attained from the LQ analysis are used to suggest the presence of local industry clusters for further exploration in the interview process.

### **3.10 Location Quotient**

LQs are commonly used to measure the concentration of a variable, usually an economic sector or industry, and compare it to an average from a larger scale to provide a "ratio of ratios" (Miller et al., 1991). They are primarily used in economic development analysis and, given economic development's close ties to the planning profession, can be useful in planning research. LQs can be used to gauge the importance of a variable to a city or region by comparing it to an average of a larger geographical scale. The researcher is then able to estimate a variable's importance or potential in a city or region based on the size of the value that results from the calculation. Other cities can be added to enrich the researcher's understanding of where on a spectrum the subject city or region falls compared to similar cities or regions (Feser & Bergman, 2000).

The baseline value for comparison is 1.0, which means that the local industry being measured has a proportionately equal concentration as its benchmark (the country, province, region, etc.). LQ values of 1.4 or greater are treated as significant in this research as they indicate that the industry being measured is 40% more concentrated in the local economy than the area used as the benchmark. In analyses that measure larger industrial sub-sectors – at the 3 to 4-digit level –

the cut-off value, or value greater than 1.0 set to indicate the significance of that industry's concentration, is typically set at an arbitrary value between 1.2 and 1.3 (Crawley et al., 2013). A slightly higher cut-off value of 1.4 is used in this analysis because industry concentrations are calculated on the most specific 6-digit level. Additionally, the number of businesses and proportion of 6-digit industries to the broader 2-digit economic sectors are always kept in mind because industries that are somewhat rare or unique in a national context are generally small across all geographical scales and will almost always have very high LQ values at the local level. One example of this is the soybean farming (111110) industry in Southern Ontario. When benchmarked against the province of British Columbia this industry has an LQ value of 156.9 in Kingston, ON and 203.9 in Barrie, ON with 9 and 37 businesses, respectively.

Data were aggregated under a three-tiered process. First, 56 mid-size CMAs and CAs with populations of 50,000-500,000 were compared by the location quotients of the four 2-digit sectors that the research is concerned with. These sectors are: 1) Agriculture, forestry, fishing and hunting; 2) Manufacturing; 3) Arts, entertainment and recreation, and; 4) Accommodation and food services. The national average was used as a benchmark for comparison because it was the fastest way to effectively narrow the results. Rather than using cut-off values to select which CMAs and CAs were similar, a qualitative selection process was used to determine which of these 56 metropolitan areas were similar enough to one another to warrant further analysis. Through a series of conversations with faculty members of both the University of Waterloo and the University of British Columbia, potential cities similar to Kelowna were identified and the LQ analysis validated which of these CMAs and CAs were similar to Kelowna.

The second phase of the LQ analysis involved narrowing the results from the first phase to a manageable number of CMAs and CAs to calculate another LQ for the 6-digit industries related to cultural amenities. The process used to narrow the results was to sum the LQs for sectors with and without employees and plot the LQs on two scattergrams, one for economic sectors that are thought to contribute directly to restaurant activity and another for sectors that that are thought to make indirect contributions. CMAs and CAs that had LQ values within 0.5 of Kelowna's for all four 2-digit sectors were then included in the more specific 6-digit industry analysis.

The final phase of the LQ analysis was to look at specific similarities and differences within the selected CMAs and CAs. LQs were calculated for all 6-digit industries related to cultural

amenities. This approach allows for more specific results. Rather than simply stating that a city has a significant manufacturing sector, it was possible to target specific industries within that sector to suggest which industries are more significant than others as cultural amenities. This level of specificity is crucial when evaluating the importance of certain cultural amenity industries. By looking at the most specific level of industry concentration it becomes possible to see the intricacies of Kelowna's service-based economy in the core. Having this level of specificity makes it easier to construct an effective interview format that addresses the themes and trends surrounding Kelowna's cultural amenity industries.

The location quotient is used primarily as a way of gaining a comprehensive understanding of Kelowna's economic composition in terms of the concentrations of food and amenity-related industries. It provides a quantitative background that directly informs the qualitative portion of the research. Interview questions are structured around what appear to be the most consequential industries for Kelowna's food-services sub-sector based on their local industry concentrations and their role in contributing to authenticity and place in the downtown is further evaluated by the perceptions of interview respondents. Business counts by industry are not a primary consideration for the research because the scope of the quantitative portion is limited to providing background information. However, the numbers of businesses for the top-ten industries thought to have a significant relationship with the food-services sub-sector are given consideration to ensure that the local industries are large enough to be consequential for the local economy.

### **3.11 Qualitative Data**

Qualitative data were collected by carrying out semi-structured open-ended interviews with key informants in the culinary industry as well as in the fields of planning and cultural and economic development. Data were collected in nine interviews between March and May of 2017. Interviews were an average forty-five minutes in length with the shortest being twenty minutes and the longest being one hour and nine minutes. Data were then used to validate the hypothesis that restaurants and other amenities have had a growing influence on Kelowna's downtown. It was also used to validate the theoretical framework, which suggests that post-modern lifestyle preferences have had a growing influence on urban dynamics and urban form in the core.

### **3.12 Key Informant Interviews**

Open-ended interviews were conducted to further explore the trends found in the quantitative analysis. Interview questions were designed to gain further information on four major themes: 1) if cultural amenity industries and food culture have seen a surge in their perceived presence and importance in the urban environment; 2) if highly concentrated industries in the Kelowna CMA, and the broader region, play a greater role in the creation of place than other cultural amenity industries; 3) what the effect of the restaurant is on the urban environment and the downtown economy, and; 4) how a pedestrian-friendly urban form and aesthetically pleasing urban environment affects restaurant success.

Interview data was used to elaborate on questions that deal with the more conceptual and temporal themes surrounding the research topic. From the quantitative analysis, only industry concentrations can be observed. Interview data allows for themes around the influence of restaurants and other cultural amenities and the resulting impacts of their presence on the downtown and other industries to be determined and evaluated. The main contributions of the research result from the interview process although the location quotient serves as a major component.

### **3.13 Interview Recruitment**

Interviewees were selected under the criteria of being either: 1) active members in the culinary community, namely current or former restaurant chefs or executive chefs and restaurateurs; 2) persons with a role in planning and policy on the municipal and regional levels, namely planners, and economic and cultural developers. Once individuals were targeted for an interview, a recruitment letter was sent electronically to them for participation in the study (see Appendix B). There were two phases in my recruitment and interview process. First, as a result of my role as insider, I was able to interview a handful of chefs and restaurateurs that I have a personal relationship with. Second, I was able to use snowball sampling with this first group of interviewees to gain access to other participants working in the restaurant industry whom I had no previous affiliation with. Additionally, I recruited interviewees in municipal and regional positions through e-mail correspondence. I used a similar snowballing tactic when interviewing those in the fields of planning and economic and cultural development.

Key-informants from the two sample groups were selected under an additional two considerations. The first is that they have been in their current occupational capacities in the Kelowna CMA for at least five years to ensure they have been in the city long enough to have at least a general understanding of the major trends influencing the processes change in the city and their fields of work. The second set of criteria is that they have experience of over five years in places other than Kelowna, BC to ensure they have a frame of reference for what may be peculiar or particularly challenging for the City of Kelowna. These criteria were fulfilled by the interview respondents selected for the research. All respondents from the culinary community have been working in Kelowna for over five years, have extensive experience in other parts of Canada, and have at least three months of experience working in parts of Western Europe. Respondents from the planning and economic and cultural development community did not have as far-reaching experience as the culinary community but all had experience outside of the Kelowna CMA, either within the Okanagan Region or in other parts of Canada.

### **3.14 Interview Sample**

To obtain precise and reliable interview data a stratified sample was targeted for interviewing. Two strata were identified as being the most informed on the themes surrounding the research topic.

The first stratum includes professional chefs working in the culinary industry. This group includes restaurateurs, chefs, culinary instructors, and other longstanding members in Kelowna's culinary industry. Data gained from their responses and opinions is useful in establishing a narrative for whether food culture has seen significant growth in recent decades, how the restaurant industry has been affected by this growth, what they feel are the most important factors in restaurant success in the urban environment, what direction they currently see it shifting toward, and what direction they would like to see it shift toward.

The second stratum is planning and development professionals working either in or closely with the public sector in either municipal or regional capacities. Data gathered from this group was then used to juxtapose the answers obtained from interviews in the culinary community to explore potential disparate themes and look for variance in responses that would result from professional bias. Additionally, interview data from this stratum was used to establish a narrative for urban development in Kelowna's core as it relates to urban amenities, food production, and



consumption. Finally, data from this group was used to determine to what extent different businesses and land use functions have been affected by and transformed the urban dynamics and form within Kelowna's downtown.

### **3.15 Coding and Analysing Interview Data**

Interview data were coded upon the completion of its collection. Each transcript was reviewed, identifying key words mentioned by each interviewee. Next, the mention of specific key words by different interview respondents were grouped together and the context with which they were brought up was reviewed to establish the major themes addressed in the interview process. Themes that share similar characteristics were then grouped together and illustrated in a table to show variances in whether they were addressed by an interview group. Next, each theme was analysed to explore patterns and differences in responses between the two study groups to determine the dominant trends taking place and potential areas of disconnect between the culinary and planning and development communities.

### **3.16 Strengths of Approach**

Typically, location quotients have been used to identify the significance and concentration of basic production industries in specific cities (Anderson, 1994; Feser & Bergman, 2000; Isserman, 1977; Miller et al., 1991). The LQ has a lot of relatively unexplored potential in the analysis of non-basic industries (Carroll et al., 2008) and can be immensely useful when used in conjunction with other methods, specifically interviews (Feser & Bergman, 2000). In addressing the research questions in this thesis, a LQ can be utilized to rank industries related to Kelowna's cultural amenities as they compare to other CMAs and the broader context of a province or nation. This method of quantitative data analysis was chosen because of its versatility (Crawley et al. 2013), its resource-friendliness, which requires "little data and analytical skill [and the ability to] be carried out quickly and inexpensively" (Isserman, 1977), its ability to generate easily interpretable results, and the opportunities it presents to effective interview design using descriptive data. A LQ analysis is useful for this research because this type of data often directly informs the decisions of local, regional, provincial, and federal policymakers (Crawley et al., 2013), which has immense consequences for planners, and economic and cultural developers at the local level.

Key-informant interviewing was used as a complementary research method because it is versatile in the kinds of data that can be collected. In the case of this research, data were collected that can be used to understand a wide range of trends that are industry-specific, temporal, and directly related to Kelowna's downtown and Cultural District. Interviews are fitting for this research because the interviewer can follow up on respondent answers or provide clarity to questions where needed, they typically have higher response rates than surveys, a better understanding of regional dynamics can be obtained, and they can give data that is more telling of the underlying processes of change (Grimm, 2006; Jupp, 2006; Palys & Atchison, 2014; Rubin & Rubin, 2005). Rather than relying on multiple respondents in a sample to observe and evaluate trends, as in the case of a questionnaire survey, the researcher needs far less respondents to achieve similar results. Finally, the use of the semi-structured, open-ended approach allows the researcher to better understand inter-industry relationships with simple probing questions, rather than designing elaborate statistical models, which can be more time-consuming than an interview and lead to imprecise results, to understand the same trends and relationships.

### **3.17 Limitations of the Approach**

Although there are several benefits associated with the use of a location quotient, there are also a few limitations that need to be addressed at the outset of the research to mitigate their impact and design the best research methods for accurate and reliable results. First, industry-specific characteristics need to be considered in analysing the results. For cultural amenity industries, this means estimating the consumption patterns of that industry, i.e. does it export goods in a basic way or is it a more non-basic activity where the produced goods and services are consumed locally (Isserman, 1977)? For direct contributors to the food-services sub-sector, there are industries such as wineries and non-citrus fruit and tree nut producers that export outside of the CMA. However, because this research is primarily concerned with the place-based contributions these industries make, their role as exporters does not present any significant difficulties for interpreting results.

The influence of product-mix, a process where the production of a good heavily relies on importing another good (Isserman, 1977), is assumed to have little influence on the research due to the topic's primary concern with cultural amenities that are produced and consumed in situ. Any product-mix affecting industry size is the result of export capacities in agricultural

production and food and beverage manufacturing. Accommodation and food services, as well as arts, entertainment and recreation are made possible by products that are not produced locally or regionally, but given the topic's primary concern with food production and the creation of place through a local foodscape, product-mix is assumed to be of little importance to interpreting the results.

Another potential limitation in the research is the use of arbitrary cut-off values. The problem with having an arbitrary cut-off value of 1.4 is that it is not backed by any statistical analysis and there are currently no methods for calculating these values that are widely accepted in this type of research (Crawley et al., 2013). Because I employ arbitrary cut-off values in my analysis, the results of my LQ cannot be a reliable source for quantitative evaluation beyond the simple observations that can be made from the values themselves. However, this is not necessarily a problem because the purpose of the LQ analysis is simply to make observations on local industry concentrations to better inform the interview questions being asked in the later stages of the research. As Miller et al. (1991) stated when LQs were popularized in local economic analysis, LQ results must be "taken at face value" but can be immensely useful when supplemented by additional interview data that address the underlying themes and pronounced trends revealed in the LQ analysis.

The final limitation is the variability of impacts that other ancillary industries in agriculture, food and beverage manufacturing, and arts, entertainment and recreation have on the food-services sub-sector. In the case of this analysis, industries were selected based on the direct contributions they make to food-service providers or the indirect contributions they make to place. Industries of importance and cities of a similar composition to Kelowna's food-services sub-sector were determined subjectively by the researcher through: 1) conversations with faculty at the University of Waterloo and University of British Columbia, and; 2) an extensive review of the literature surrounding cultural consumption, creative cities, the creative class, cultural amenities, cultural industries, and the experience economy (Currid & Williams, 2010; Florida, 2002, 2004; Gibson & Stevenson, 2004; Grodach, 2011; Grodach et al., 2016; Markusen, 2014; Mommaas, 2004; Pratt, 2008, 2009, 2011, 2015; Pratt & Hutton, 2013; Zukin, 1987, 1998, 2012).

There are a number of limitations that must be considered in the use of key-informant interviews. First, and perhaps most importantly, are the time and fiscal resources needed to carry out interviews and compile, code, and analyse interview data (Palys & Atchison, 2014). Because the research needs a diverse sample to obtain the most meaningful results, time factors limited the number of participants that were interviewed in turn limiting the amount of data that was obtained. However, the effects of a smaller number of interviewees were mitigated by ensuring that the interview structure was effective and that questions were straightforward through extensive pilot testing of the interview format.

Professional bias, or the tendency of results to become skewed due to the researcher and respondent being insiders (Moniz, 2006), also presented a potential threat in this research. By broadening the sample to those outside of the restaurant industry in the realm of planning, and economic and cultural development and by including respondents both affiliated and not affiliated with the researcher, professional bias poses a much less significant threat to the quality of the research. Potential threats from accessibility sampling, or the gathering of homogenous samples by using gatekeepers in one industry and snowballing for more interview respondents (Rice, 2010), were also mitigated using a stratified sample.

Respondent bias also acts as a threat to the validity and reliability of my interview results. Stimson (2014) identifies vague and inaccurate answers and how answers are recorded as common problems in respondent bias. The application of open-ended questioning allows the researcher to elaborate on vague responses with follow-up questions and prompts to encourage the interviewee to provide more depth to their responses. Additionally, audio recording, transcription, and confirming transcript accuracy with respondents was utilized to ensure that responses were recorded as intended by the interviewee. Acquiescence bias, or the tendency of the interviewee to agree with the questions asked by the researcher, was mitigated through the format of the questions asked. Questions in the interview are grouped together in the themes that they represent and different question cues are used where possible to avoid simple yes and no responses as well as to facilitate critical thinking for the interviewee for the entire duration of the interview.

Researcher bias is mitigated in the LQ analysis by using multiple benchmarks to get an understanding of industry concentrations in local, amenity city, provincial, and national contexts.

This limits the insulating effect that being an insider in the restaurant industry has on the actual importance of the industry and presents more accurate concentration estimates for industries that contribute to food production and culture in Kelowna's downtown. Perhaps the most detrimental form of bias to the research is the possibility of confirmation bias, or the researcher's tendency to seek out views that support their hypothesis and steer away from those that do not (Phillips & Dipboye, 1989; Rubin & Rubin, 2012). To mitigate this, I have consulted with University of Waterloo and University of British Columbia faculty to eliminate any questions or question cues that may be leading for the interviewee. Additionally, multiple pilot interviews have been undertaken with the help of friends from a variety of disciplines in planning, geography, business, and nursing to identify and eliminate ambiguous phrasings that, when elaborated on by the interviewer, could skew interviewee responses.

### **3.18 Summary**

This mixed-methods approach has been designed to establish a holistic local context for food production and consumption as it relates to the restaurant industry. Local industry concentrations (LQs) for cultural amenities have been utilized to design interview questions that address growth, urban design improvements, and industry diversity in Kelowna's downtown core and Cultural District (the urban core). Interviews were then carried out to test the hypothesis of the research, get a better understanding of the temporal trends that have taken place, and identify the challenges and opportunities that are associated with the recent revitalization of the downtown. Using these research methods, I seek to gain a comprehensive understanding of the complex relationships between one cultural amenity industry, the restaurant, in hopes of better understanding its relationship with other industries as well as the urban environment. This research is important to Kelowna and other cities because it is common for downtowns to be populated primarily by service-sector-based businesses. Kelowna and many other mid-size Canadian CMAs are currently in a process of evolution, with rapid growth being spurred by the relocation of jobs in the professional and tech sectors into the cores of cities. It will be paramount to understand the relationships between the professional and tech and service-based sectors, as well as their relationship with the urban environment, to more effectively plan for the presence of both in the downtown.

## **4. Results**

### **4.1 Introduction**

In this chapter, I present the findings of my research. It begins by explaining the amenity industry typology I use to describe the industries included in the location quotient analysis and outlines the contributions that each industry's corresponding sector or sub-sector is thought to make to local food culture and the urban core. Next, I move through the three-tiered approach used in the LQ analysis, from the 2-digit level of analysis used to select comparator cities to the 6-digit industry analysis of Kelowna's amenity industries. The quantitative results end on a description of the top-ten ancillary production and amenity industry concentrations for Kelowna. The chapter concludes by describing the major themes covered in the interviews, relating them to the context of Kelowna and the broader relevance they have for planning and development strategies.

### **4.2 Amenity Industry Typology**

This research addresses the role of the food-services sub-sector in generating activity in the downtown. Because the topic is concerned with the sub-sector's trends and influences, as well as its relationships with other industries both within and outside of the urban core, a typology for ancillary production and amenity industries based on NAICS definitions has been created. The purpose of creating such a typology is to provide a classification for industries that are either: food-service providers by their very nature, those that directly contribute to restaurant/food-service production, and those that indirectly contribute to activity in the food-services sub-sector by encouraging more non-market transactions in the core.

Based on the NAICS classification structure provided by Statistics Canada (2016), there are four 2-digit industrial sectors that contain applicable industries for categorization in this research. Economic sectors in (11) Agriculture and fishing, (31) Food and beverage manufacturing, (71) Arts, entertainment, and recreation, and (72) Accommodation and food services are all considered to contain or contribute to cultural amenity industries in the core. The primary focus of both the quantitative and qualitative analyses is on the (722) food-services sub-sector that the restaurant industry is classified under. The other three sectors are also under analysis because of the ancillary role they play in the creation of place and a local food identity. While it is difficult to accurately identify the direct and indirect impacts that the restaurant industry and other

ancillary industries have on the urban core, it is still useful to identify and evaluate the importance of the relationships between these industries, the downtown economy, and urban dynamics and urban form. Together these industries work together to generate more activity in Kelowna's downtown core and Cultural District.

Although there are other sectors within the downtown core associated with professional, technical, and scientific services, finance, public administration, retail trade, real estate, and management that bring people into the downtown, they are omitted from the analysis in order to keep the topic a manageable size. I have also chosen to omit these sectors and focus only on ancillary production and amenity industries under the assumption that the four sectors under analysis are much more closely tied to creating a local identity and a sense of place within the downtown.

The first category in the amenity typology is the food-services sub-sector. The food-services sub-sector is classified under the 3-digit NAICS code (722) – Food services and drinking places. This sub-sector is comprised of: (72231) Food service contractors, (722320) – Caterers, (722330) – Mobile food services, (722410) – Drinking places (alcoholic beverages), (722511) – Full-service restaurants, and (722512) Limited-service eating places. Because Statistics Canada's establishment counting methodology has changed four times since December of 2008, the dataset is not reliable enough to look at temporal trends at the sub-sectoral composition for food-services. As a result, interview questions addressing industry growth and distribution were informed by broader trends in global food culture noted in both popular media and the literature.

The food-services industries that are of the greatest interest for the local context of Kelowna are: Caterers, businesses that provide event-based food services often with portable equipment at the site of an event; Mobile food services, food trucks and carts that provide food services for immediate consumption; Drinking places, establishments that primarily provide alcoholic beverages for immediate consumption but may also provide limited food services; Full-service restaurants, characteristic of a typical restaurant where patrons order and eat food while seated, pay following the meal, and come to the establishment for the primary purpose of eating although alcoholic beverages may also be sold, and; Limited-service eating place, businesses providing food services where patrons order at a counter and pay prior to eating, order delivery to their residence, or order take-out food (Statistics Canada, 2016).

It should be noted that the classification for food-service contractors is very broad, including “food services to airlines, railways and institutions, as well as establishments that operate food concessions at sports stadiums and similar facilities” (Statistics Canada, 2016). Given its definition, the food service contracting industry is not considered to be a large enough contributor to Kelowna’s local food identity to be given the same degree of analysis as other food service industries. Once the Civic Block Plan has been completed and there is a spine of pedestrian infrastructure linking the arena in the Cultural District, Prospera Place, to the downtown core then the food service contracting industry will have the opportunity to play a greater role in supporting more local production industries and the core’s food-service economy.

Figure 3 below illustrates the industry classifications under the 6-digit NAICS codes for the food-services sub-sector and provides examples to better demonstrate what the dominant traits of each industry are. The NAICS-based classifications for each of the food-services industries are adequate for the research, albeit with a few discrepancies. The impact that drinking places have as entertainment venues should not be underestimated. The continual blurring of the lines between drinking place, full-service restaurant, and entertainment venue has brought businesses



Figure 3 - Industries in the Food-Services Sub-Sector (722).



that integrate these three characteristics to the forefront of food-based placemaking efforts in the downtown. Additionally, fast food restaurants are included within the limited-service eating places industry, which may make the industry too broad, inflating its LQ in turn overstating its importance to the local foodscape. The second category in this typology is comprised of industries that are either considered to be cultural amenities in the downtown or are ancillary production industries to the food-services sub-sector. Figure 4 below shows the 6-digit industries that these sectors are comprised of. Although it is immensely difficult to measure, each of these industries has a part in making restaurants successful in Kelowna's core. Agriculture and food and beverage manufacturing have played an important role in restaurant success that has largely gone unaddressed. These two sectors have been crucial in delivering on the values associated with local, organic, and artisanal production by utilizing Kelowna's agricultural, industrial, and commercial lands to deliver locally grown and crafted products to a large segment of the population. The arts, entertainment, and recreation sector, and to some extent the accommodation services sub-sector, are more conducive to cultural amenities. Thus, the industries that surround this sector and sub-sector play a complementary role to the restaurant in adding amenities to the urban core.

The Okanagan's agricultural sector has a large impact on restaurants in the downtown for two main reasons. First are the cost benefits of using local products, although pressures resulting from globalization, shifts in consumer preferences, and climate change have challenged this cost effectiveness in recent decades. Next, the agricultural sector plays an important role in upholding the values associated with food culture through the continual support of local food systems. Bringing recognition to the importance of using local produce when possible is crucial in the creation of an authentic local foodscape. Interview questions were designed to incite responses that addressed these impacts.

Industries in the food and beverage manufacturing sub-sectors also make major contributions to the food-services industry. Businesses like wineries, breweries, distilleries, as well as the producers of dairy, meat, fruit, and vegetable products, honey, baked goods, and other foods are all classified as manufacturers. Their relationship with the food services sub-sector is like that of agriculture, wherein they build on the local food identity by creating products to be consumed in situ. Ultimately, both the agricultural and manufacturing sectors, as well as the food-services

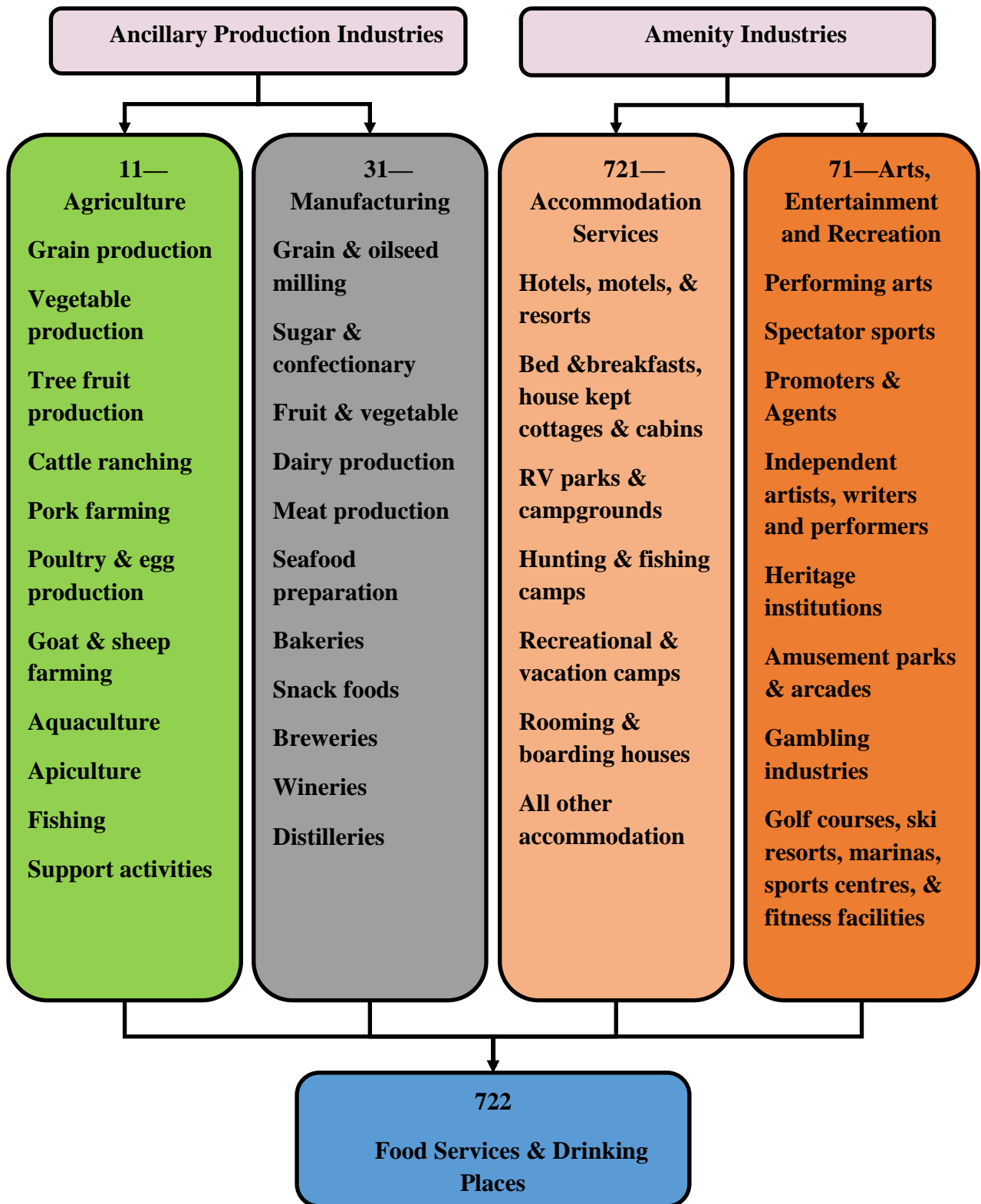


Figure 4 - Typology for the Food-Services Sub-Sector's Ancillary Production and Related-Amenity Industries.

sub-sector, enjoy the benefits of having a coherent local food identity. The complete production chain of these industries that begins with cultivating food products, processing them for consumption, and the final consumption of the products is the process by which local food culture is created and consumed.

The arts, entertainment and recreation sector contributes directly to placemaking within the downtown by acting as a cornerstone for traditional cultural services (events, festivals, and other experience-based activities). More recently this sector has been getting closer to the food-services sector with the creation of events that integrate food with the performing arts, recreation, or other activities happening within Kelowna's downtown and Cultural District.

The accommodation services sub-sector is also considered to have an impact on restaurants in the downtown because, although it is combined with food-services at the 2-digit sectoral level, it plays more of an ancillary role than a direct one in contributing to the food-services sub-sector. The food-services industries benefit from accommodation services through resorts, hotels, motels, and bed and breakfasts drawing people into the urban core and providing some of the spaces needed to have food-related festivals, conferences, and events. It must be noted that the number of sites for accommodation within or close to the urban core is very limited. While the number of sites may be limited, there are still a substantial number of rooms that lie within the urban core through conventional hotels as well as other means of accommodation such as AirBnB, Vacation Rental Homes, and other companies that offer similar services. Having a high number of rooms in the urban core brings a heavy influence from tourism directly into the downtown. Yet, if someone is not familiar with the city and its destinations in the downtown and Cultural District, it is likely that the role of the hotel outside of the core is minimized in creating an opportunity for that person to dine at a restaurant within the urban core. LQ data are aggregated at the CMA level, making the distinction between accommodation services within and outside of the urban core difficult. Its concentration is not considered a large enough factor in the quantitative analysis to warrant extensive examination. As such, hotels in the downtown are considered to play a broad role as simply urban amenities.

#### **4.3 2-Digit Sectoral Analysis.**

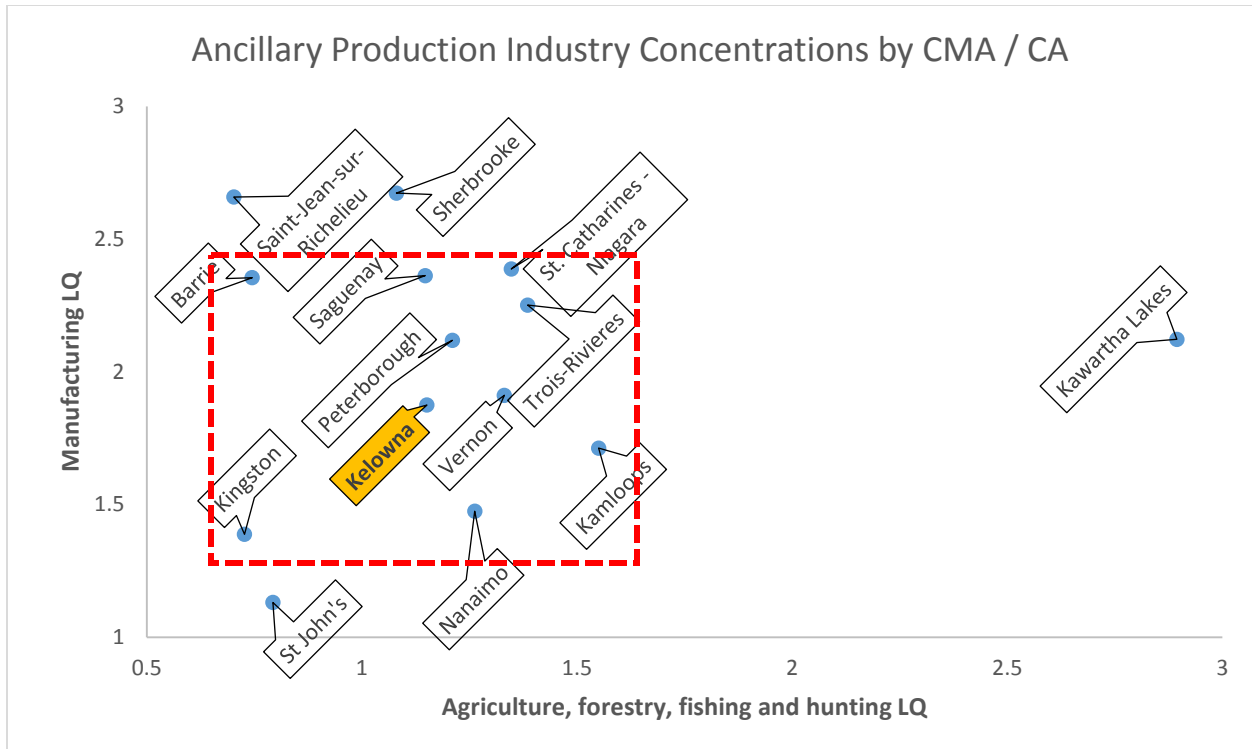
The location quotient was carried out using a three-tiered process. First, 56 mid-size CMAs and CAs with populations of 50,000-500,000 were compared by the LQs of the four 2-digit

amenity-related sectors. The national average was used as a benchmark for comparison because it was the fastest way to effectively narrow the results. CMAs that were anticipated to be included in the results were Kingston, Barrie, Peterborough, and St. Catharines – Niagara. The findings revealed that these CMAs share a similar ancillary production and amenity industry composition with Kelowna, along with ten other cities.

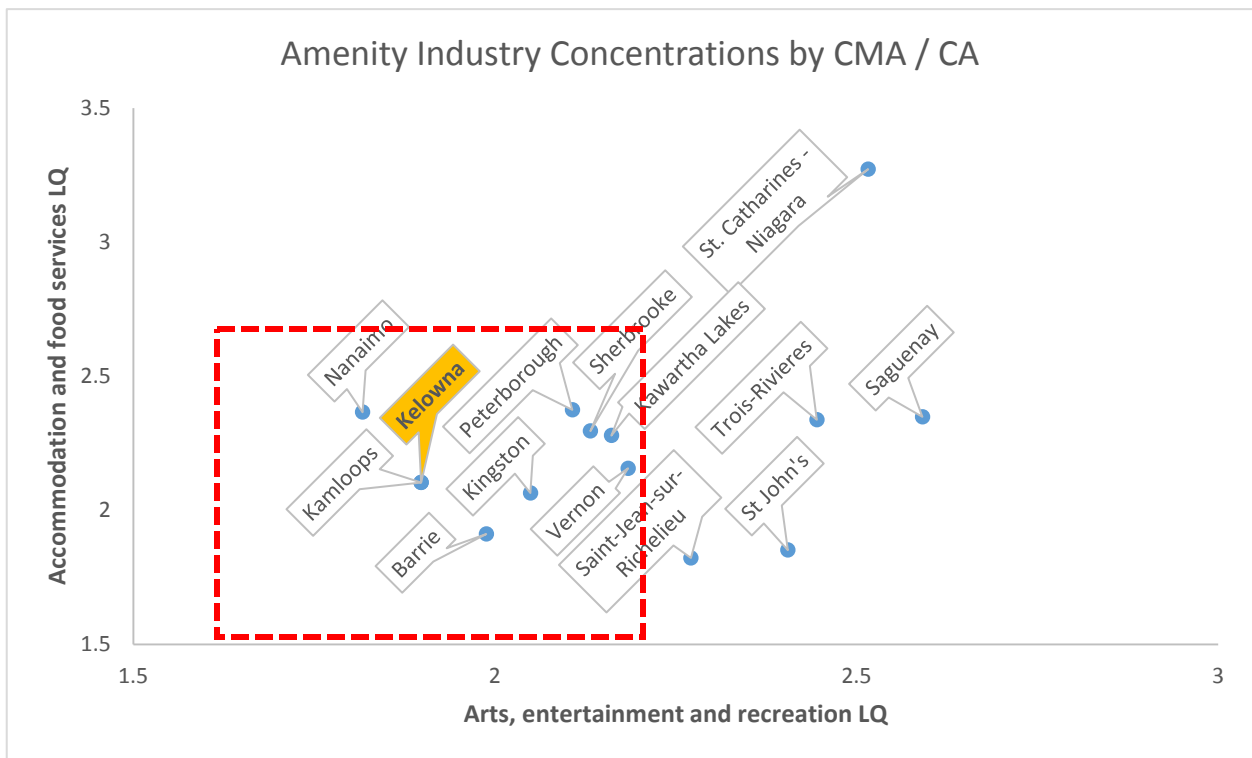
The second phase of the LQ analysis narrowed the results from the first phase to a manageable number of cities to calculate another LQ for all specific 6-digit industries within the industry typology. LQs in each of the four sectors were plotted on two scattergrams, one for amenity industry sectors and the other for ancillary sectors. The results are illustrated below in figures 5 and 6. CMAs and CAs that have LQ values within 0.5 of Kelowna's for all four sectors have been included into the more specific 6-digit analysis. Scattergrams (figures 5 and 6) were used as a visual aid to estimate which cities would be closest to Kelowna in the concentration of their amenity industries as well as those playing an ancillary role in the creation of local food culture.

Figure 5 illustrates the concentrations of the agriculture, forestry, fishing and hunting and manufacturing sectors in mid-size Canadian cities with similar sectoral concentrations. There are no pronounced patterns suggesting that there are significant agricultural clusters in nearly all of the cities, with Kawartha Lakes being the exception due to the diversity of its agricultural sector focussed primarily on cattle, sheep, goat and dairy farming as well as soybean, corn, wheat, grain and oilseed crop production. Manufacturing has a much more pronounced presence in Central Canada, with 9 of the 11 Central cities having LQs above 2.0. This observation is sensible given that manufacturing at this level aggregates food and beverage manufacturing in with textile and furniture manufacturing as well as heavy industry, specifically automobile manufacturing. Based on the quantitative criteria used in the LQ, Barrie, St. Catharines – Niagara, Peterborough, and Kingston, Ontario, Saguenay and Trois-Rivieres, Quebec, and Vernon, Kamloops, and Nanaimo, British Columbia all have less than a 0.5 LQ value difference from Kelowna in both sectors. Given the similarities in these sectoral concentrations, these 9 cities meet the criteria set out for further analysis.

Figure 6 demonstrates the local concentrations of the amenity sectors: arts, entertainment, and recreation and accommodation and food services in each city. Accommodation and food



**Figure 5** - Ancillary Production Industry Concentrations by CMA/CA.



**Figure 6** - Amenity Industry Concentrations by CMA/CA.

services have relatively similar concentrations across 13 of the 14 cities under analysis, with St. Catharines – Niagara being the exception. The high concentration of accommodation and food services in the St. Catharines – Niagara CMA is unsurprising because of the long history that the CMA has with Niagara Falls as a tourist and wine destination. Next, the concentration of the arts, entertainment, and recreation sector follows a similar trend as witnessed with manufacturing, where the industry, benchmarked against the Canadian average, is greater in Central and Eastern Canada than it is in the west regardless of population size. There are some suspected reasons for why this trend is witnessed such as urban areas being established for a longer period of time or perhaps more opportunities to diversify local economies to accommodate for a greater presence of arts, entertainment and recreation.

However, there is not enough evidence from this level of analysis to suggest that either of these factors can have a significant enough impact on these cities to make their LQs that much more substantial than the cities in Western Canada. Based on the criteria set out for including cities in further analysis, Peterborough, Kingston, Barrie, and Kawartha Lakes, Ontario, Sherbrooke and Saint-Jean-sur-Richelieu, Quebec, St. John's, Newfoundland, and Vernon, Kamloops, and Nanaimo, British Columbia all have similar concentrations for amenity industries.

Of the fourteen comparator cities included in step two of the analysis, shown in table 1 below, ten cities have similar economic concentrations in agriculture, forestry, fishing and hunting and manufacturing and ten cities have similar concentrations in arts, entertainment, and recreation and accommodation and food services. Of the fourteen total cities that meet one set of criteria, only six, Kingston, Barrie, and Peterborough, Ontario and Kamloops, Nanaimo, and Vernon, British Columbia, fall within 0.5 LQ difference in all four sectors. These amenity-concentrated cities, shown in step three in the table, were subject to the most specific, 6-digit level of industry analysis.

In the final stage of the analysis, LQs were calculated for all 6-digit industries included in the amenity typology. Where it cannot be identified whether an industry has an influence on the food-services sub-sector, its impacts on local identity and sense of place in the urban core, as well as the region, become the focus of the analysis. Thus, there are two main foci for the results: 1) determining industry sizes and concentrations as they relate to other, similar cities, and; 2)

**Table 1-** Transitioning from Comparator to Amenity Cities in Steps 2 and 3 of the Selection Process.

Canadian Amenity Concentrated Cities			
<b>STEP 2</b>	2-Digit Sector Analysis - <b>COMPARATOR CITIES</b>	▶	6-Digit Industry Analysis - <b>AMENITY CITIES</b>
	Barrie Kamloops Kawartha Lakes Kingston Nanaimo Peterborough Saguenay Saint-Jean-sur-Richelieu Sherbrooke St. Catharines - Niagara St. John's Trois-Rivieres Vernon		Barrie Kamloops <b>Kelowna</b> Kingston Nanaimo Peterborough Vernon

inferring the impacts coming from other industries that make amenity contributions via non-market transactions or make ancillary contributions to restaurant production. The former is the primary focus of the LQ analysis. However, results that inform the latter focus were used to create interview questions that gain a better understanding of themes and trends that may be difficult to evaluate from a strictly quantitative perspective.

#### **4.4 Food-Services Industry Concentrations (6-Digit Analysis).**

Although restaurants in Kelowna’s downtown core have a seemingly ubiquitous presence, when analyzing CMA-wide data and comparing it to the national, provincial, and amenity city benchmarks there is nothing particularly special about the city’s food-services sub-sector in terms of its concentration. Full-service restaurants, limited service eating places, and drinking places, which make up over 90% of the businesses within Kelowna’s food-services sub-sector have no drastically larger concentration than any other Canadian CMA. The accommodation and food-services sector only makes up 3.0% of all businesses within the Kelowna CMA, with food services accounting for just under three quarters of these businesses. However, as of 2011 it accounted for 7.3% of total employment in the CMA (Statistics Canada, 2011).

The primary industries of the food-services sub-sector in Kelowna may not have uniquely dense concentrations for the city but the LQ analysis revealed high concentrations in both mobile food-service businesses with employees and owner-operated catering businesses. Mobile food-services with employees are twice as common as the national average and the other six amenity-concentrated cities, and over three times as common as Ontario’s provincial average. Owner-operated catering companies also have a significant concentration in Kelowna compared to the benchmark of other amenity cities. The LQs for both industries across all benchmarks are illustrated below in table 2.

**Table 2 - LQ Values (Industry Concentrations) for Kelowna's Mobile Food-Services and Owner-Operated Caterers Set Against All Benchmarks.**

<b><u>Mobile Food-Service Business Concentrations</u></b>		<b><u>Owner-Operated Catering Business Concentrations</u></b>	
<b>Benchmark</b>	<b>LQ Values</b>	<b>Benchmark</b>	<b>LQ Values</b>
Canada	2.06	Canada	1.32
British Columbia	1.89	British Columbia	1.22
Ontario	3.13	Ontario	1.3
Amenity Cities (7 Cities)	2.07	Amenity Cities (7 Cities)	1.45
Comparator Cities (14 Cities)	2.19	Comparator Cities (14 Cities)	1.63

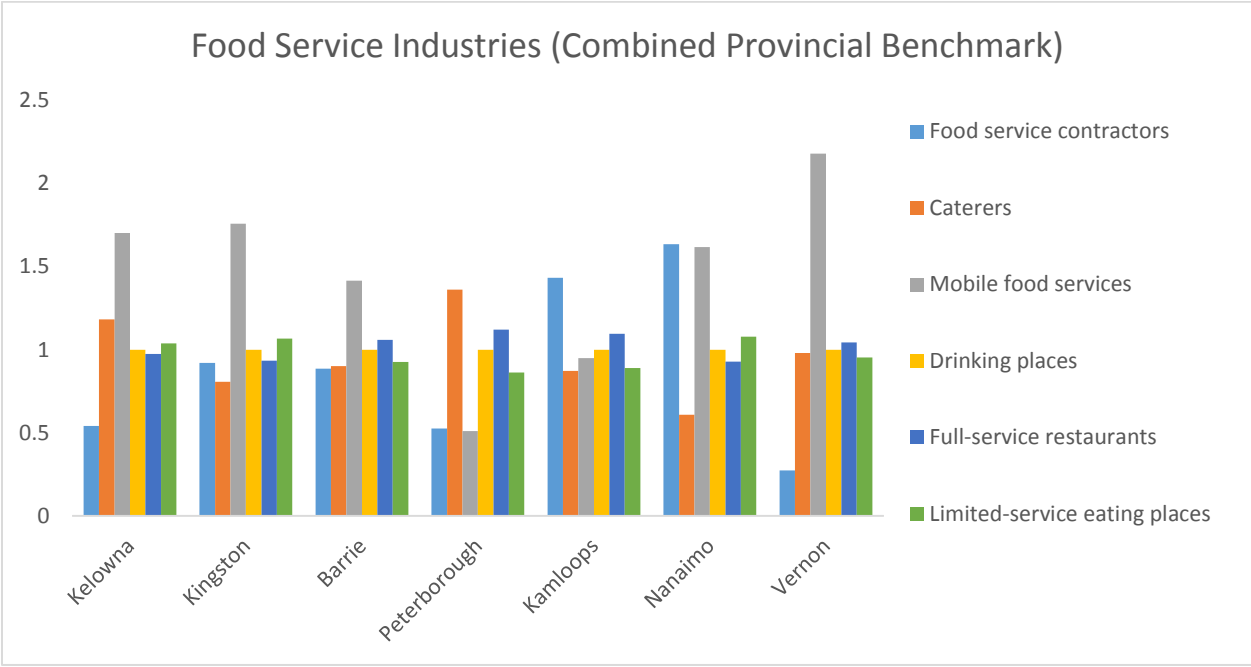
Kelowna’s LQ values for owner-operated catering businesses show a significant concentration for the city. Kelowna has a LQ value of 1.45 when benchmarked against the six other cities with similar amenity industries and a value of 1.63 when benchmarked against the comparator cities. The final observation from the LQ analysis for Kelowna’s food services sub-sector is that owner operated limited-service eating places (coffee shops, doughnut shops, drive-ins, ice cream parlours, soup and sandwich shops, and fast-food and take-out restaurants), which are not shown in the table, have a relatively high concentration (LQ = 1.31) when benchmarked against the comparator cities.

The 6-digit LQ analysis for Kelowna, Kingston, Barrie, Peterborough, Kamloops, Nanaimo, and Vernon revealed that there are several similarities and differences between the food-services industries in each of the cities. The first major similarity between all seven of these cities, as illustrated by figure 7 below, is that nearly every city’s food-service sector has a pronounced concentration of mobile food services (i.e. food trucks and food carts), except for Kamloops, BC



(LQ = 0.95). Following that, each of the seven cities have relatively similar concentrations in the food-services sub-sector with minor specializations. For example, Kelowna and Peterborough have larger concentrations of catering companies (LQ = 1.18 and 1.36 respectively) whereas Kamloops and Nanaimo have larger concentrations of food service contractors (providers for airlines, railways, sports facilities, ferry companies, etc.), with LQ values of 1.42 and 1.63, respectively.

The most common food-service industries, full-service restaurants, limited-service eating places, and drinking places, have similar concentrations across all cities in the 6-digit analysis



**Figure 7-** Food-Service Industry LQs Set Against the Provincial Benchmark (BC and Ontario).

with LQs ranging from 0.93 to 1.12. Restaurants having similar concentrations across the seven cities suggests that there is nothing unique about Kelowna in terms of its concentration of restaurants. However, it can be inferred that, since there is not necessarily an over-abundance of restaurants in the city itself when compared to the national benchmark, the city’s local food identity is more a result of ancillary industries and a broader interest in global food culture than a high concentration of restaurants.

While the LQ results do not show any dramatically large industry concentrations in the traditional modes of service-based food consumption (i.e. full-service restaurants and limited-service eating places), they show that casual consumption via mobile food services and catering do have significant concentrations. Attending or even being aware of a catered event, a block party, local festival, or any other number of food-related activities, or simply stopping by a food truck on a daily commute has increased people's exposure to food. Particularly in amenity-rich cities, where leisurely commutes are common by nature, the casual consumption of food has become the norm.

For cities like Kelowna, although impacts from restaurants and other food-services industries in the downtown may be seemingly minute in contrast to the larger CMA, the downtown plays an intangible role that is crucial for conveying local food culture. Its touristic draw and identity as a space where something is always happening has afforded new opportunities for exposure to local industries (City of Kelowna, 2016). Seasonal influxes of customers have given restaurateurs and chefs a choice to pay higher premiums to their local producers for their greens, grains, tree fruits, and vegetables, as well as cattle, poultry, pork, and fowl. Food and beverage manufacturing have enjoyed similar benefits. In the case of Kelowna, no other industry has seen as great of a mutual benefit from the relationship between the local landscape and tourism than the wine industry. The Okanagan is becoming a reputable new world wine region that thrives on seasonal visitors (Carmichael & Senese, 2012) and its presence in other industries, namely restaurants, has become evident as a result. Travelling through the restaurants of Kelowna's downtown, a flip through any drink menu will showcase a generous list of locally or regionally produced wines, many of which receive national acclaim. Food producers are starting to be treated in a similar regard, with restaurant menus proudly touting that their ingredients are locally-sourced. Thus, the downtown holds the greatest opportunity for locally-unique food culture to thrive and grow for Kelowna because of its growing role as a showroom for local culture. Its touristic draw coupled with the pride that food purveyors have in utilizing their local producers of food, wine, beer, and spirits to create a unique experience indicative of the Region's landscape has reinforced an identity for Kelowna that is very much centred around food.

#### 4.5 Kelowna’s Top Amenity Industry Concentrations.

Kelowna’s top ten amenity-related industries are illustrated in table 3 below. The industry concentrations are relative to the concentrations of the other six amenity-rich Canadian cities in order to emphasize the unique attributes of Kelowna’s amenities. There are two industries within the food-services sub-sector, full-service restaurants and limited-service eating places, which rank second and third in total number of businesses, included in the top-ten industries. Agricultural industries account for an additional three of the top-ten industries and manufacturing for one. The remaining four industries are within accommodation services and arts, entertainment, and recreation. The contributions that each of these top ten industries make to Kelowna’s production and amenity landscape and food-services sub-sector is up for debate. They undoubtedly play a complementary role to restaurant activity within the urban core; however, estimating the importance of each is an immeasurable task. Classifying each as either: ancillary production industries, cultural amenity industries, or other amenity industries is helpful in categorizing each industry by the general relationship it has with restaurants, the urban core, and broader downtown and food cultures.

**Table 3-** Top-Ten Ancillary Production and Amenity Industries for Kelowna CMA

<b>Kelowna’s Top-Ten Typology Industries</b>	<b>LQ Value</b>	<b>Number of Businesses</b>
Non-citrus fruit and tree nut farming	2.23	276
Full-service restaurants	0.92	262
Limited-service eating places	1.12	230
Fruit and vegetable combination farming	1.75	77
All other amusement and recreation industries	1.02	71
Fitness and recreational sports centres	1.17	62
Wineries	1.10	40
Independent visual artists and artisans	1.36	39
Bed and breakfast	0.77	37
Beef cattle ranching and farming, including feedlots	1.36	36

#### Legend

<i>Food-Services Industries</i>
<i>Ancillary Production Industries</i>
<i>Cultural Amenity Industries</i>
<i>Other Amenity Industries</i>

Only two ancillary production industries have significant local concentrations. These are non-citrus fruit and tree nut farming (LQ = 2.23) and fruit and vegetable combination farming (LQ = 175). Statistics Canada (2017) states:

“NAICS has not been specially designed to take account of the wide range of vertically- or horizontally-integrated activities of large and complex, multi-establishment companies and enterprises. Hence, there will be a few large and complex companies and enterprises whose activities may be spread over the different sectors of NAICS, in such a way that classifying them to one sector will misrepresent the range of their activities.”

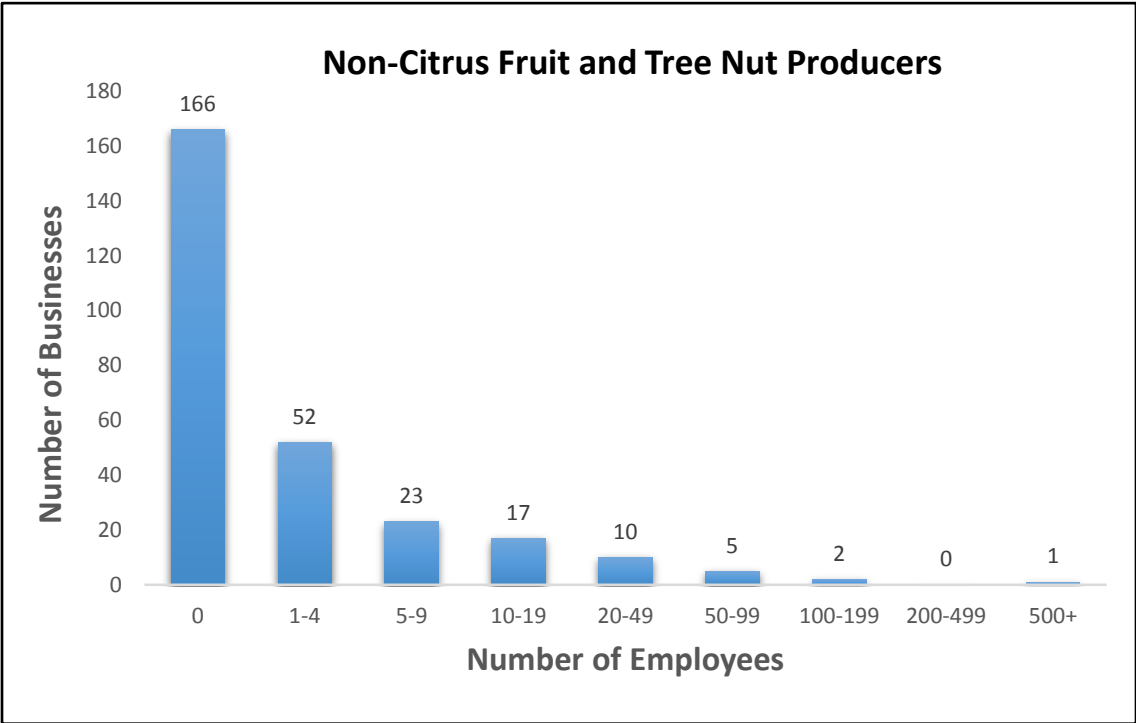
The most significant impact from this characteristic of the NAICS is that it may skew the concentrations of industries that have widespread operations. Most notable to the Kelowna CMA is the wine industry, where large wine producers are commonly comprised of both vineyards and wineries, which could be classified as either agricultural operations under non-citrus fruit and tree nut farming or as manufacturing operations under wineries or classified as both. Given that the non-citrus fruit and tree nut farming industry is ranked number one with 276 businesses and that wineries are ranked seventh with 40 businesses, it is likely that there is some double counting taking place for larger producers that grow their own grapes and manufacture their own wines. Because of this, attributing economic impacts to each industry is difficult to do accurately but estimating the importance of each to place and an authentic local foodscape is still reasonable.

The number one industry, non-citrus fruit and tree-nut farming, represents 57.9% of all crop production and 39.6% of all agricultural and farming activity in the CMA (Statistics Canada, 2011 – author’s calculations). This industry has a similar number of businesses as full-service restaurants and limited-service eating places, which rank second and third. However, what sets it apart from all other industries in the table is its high concentration compared to the other six CMAs. The industry is characterized by the production of apples, berries, non-citrus fruits (commonly known as tree fruits, which include apricots, nectarines, peaches, plums and cherries), tree nuts, table grapes, and wine grapes.

Figure 8 below demonstrates the number of non-citrus fruit and tree nut businesses by number of employees. 60.1% of businesses within the industry are owner-operated and 18.8% have less than five employees. The remaining 19.9% of businesses are characteristic of a normal

distribution that one would expect for an industry of this size and scope. As business size increases the number of businesses with greater numbers of employees decreases across the remaining six small and medium-sized enterprises (SMEs, businesses with less than 500 employees) and large businesses (businesses with over 500 employees). The only exception is the 200-499 category, which has 0 registered non-citrus fruit and tree nut producers. Given the diversity of what is produced in the region, its size in terms of the number of businesses, and the healthy distribution across nearly all business sizes, the non-citrus fruit and tree nut industry is regarded as the most consequential ancillary production industry to food-services in Kelowna.

The next most highly concentrated industry in the amenity typology, besides full-service restaurants and limited-service eating places, is fruit and vegetable combination farming. Its distribution is shown in figure 9. This industry plays a role that is similar in nature to



**Figure 8** - Number of non-citrus fruit and tree nut producers by number of employees.

non-citrus fruit and tree nut production for Kelowna’s local food identity and restaurant industry. It is characterized by the production of melons and all vegetables other than potatoes and other

commercial field crops like corn. The industry’s importance to the local food system is well-defined and is at the core of the region’s vegetable production. Smaller local fruit and vegetable producers are a cornerstone in contemporary food culture, reflecting the broader values associated with local production, quality and often organic produce.

The fruit and vegetable combination farming industry has the highest local concentration among the seven cities included in this level of analysis. Only Vernon, a neighbouring municipality of Kelowna, and Kinston, ON have fruit and vegetable combination farming in their top-ten amenity-related industries with 18 and 10 businesses respectively compared to Kelowna’s 77. Given this unique concentration for Kelowna, this industry plays a pivotal role in the local food identity, which is reflected by the restaurant industry.

Something interesting to note in its designation as combination farming is that in a typical local economic analysis, the fruit and vegetable combination farming industry would likely be treated as an afterthought in its local impacts, being overshadowed by larger commercial agricultural producers. However, when considering the productive capacity for the local food

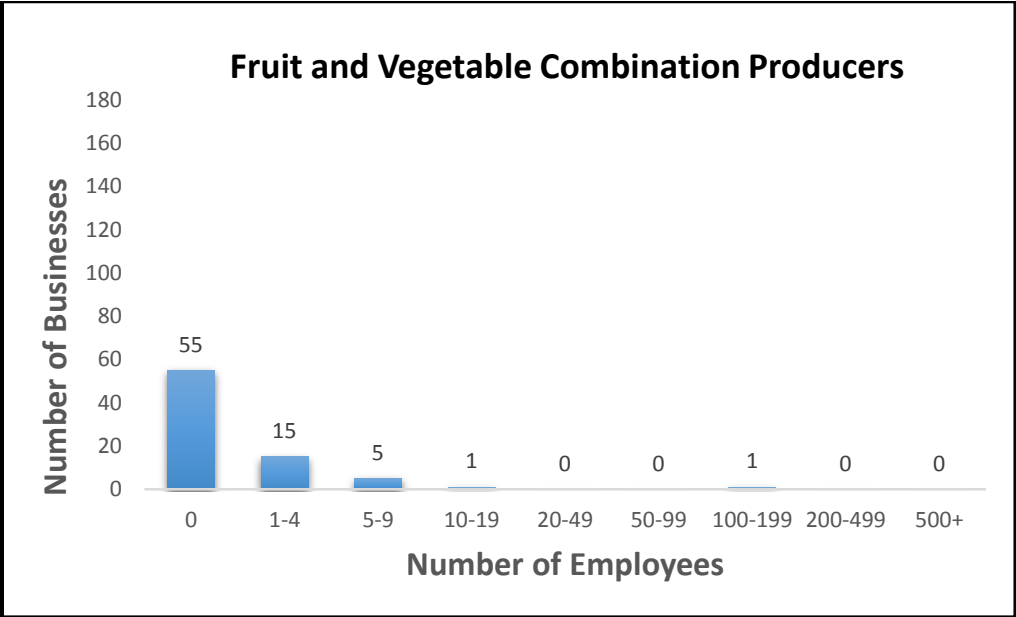


Figure 9 - Number of Fruit and Vegetable Combination Producers by Number of Employees.

system that this industry has in the Okanagan region, the contributions that it makes to the creation of an authentic local foodscape are paramount. The industry is under a quarter of the size of the non-citrus fruit and tree nut production industry and has a very similar distribution. It is comprised primarily of owner-operated (71.4%) and small (19.5%) businesses.

Fruit and vegetable combination producers play a role that is similar to the top industry of non-citrus fruit and tree nut producers in the contributions they make to the local foodscape. Comparing figures 8 and 9 might be somewhat elusive in how they illustrate the sizes of these industries if we are under the assumption that size and concentration correspond to local importance. However, because this data is descriptive, the perceived importance of each industry was further explored in the interview process to estimate the role of industry size and concentration and suggest that a place anchored on local food culture relies on more than one densely concentrated industry to create an identity based on the region's foodscape.

The arts, entertainment and recreation sector accounts for two of Kelowna's top-ten amenity-related industries. There are 71 businesses classified under "all other amusement and recreation industries", which includes recreational sports clubs, teams, and leagues, pool halls, non-marina nautical activities, miniature golf courses, outdoor adventure operations, and recreational riding clubs (Statistics Canada, 2016). Independent visual artists and artisans has 39 businesses, which is surprisingly small given the broad criteria of the industry includes cartoonists, artisanal furniture production, glass-making and blowing, painters, photographers, pottery producers, sculptors, sketch artists, and several other highly specialized visual artists. The fitness and recreational sports centres industry also falls within the top-ten but does not make as significant cultural contributions so it is classified under "other amenity industries". This industry is comprised of 62 businesses within Kelowna and is characterized by physical fitness centres, facilities, and studios, athletic clubs, gymnasiums, skating rinks, and swimming and wave pools (Statistics Canada, 2016).

The Kelowna CMA's top ten ancillary production and amenity industries demonstrate that Kelowna is a very food-centric place. While concentrations of restaurants themselves are not telling of this, the newfound respect for food trucks and other food-services like catering demonstrate that Kelowna's food-services sub-sector is diverse and likely to continue growing.

Statistics Canada data has not been consistent enough in the past fifteen-years to analyse growth in specific food-related industries. However, growth in these industries is elaborated on in the interview section to gain a qualitative understanding of whether the restaurant industry has grown, if it has become more casual in nature, and of its relationship with agriculture and farming, food and beverage manufacturing, and other industries. The significant concentrations of agriculture and farming industries show that, although a direct correlation cannot be drawn between local producers, manufacturers, and restaurants from this type of analysis, the two must have substantial impacts on one another. These industries can all potentially benefit from one another if the right exposure is gained and the proper mutual support is provided. Using Kelowna's downtown as a vehicle for success, not only has the food-services sub-sector diversified and grown but it has also helped other food and beverage-related production industries do the same.

The mutually beneficial relationships that industries in the agricultural, manufacturing, accommodation and food-services, and arts, entertainment, and recreation sectors have with one another have developed with the help of several factors. First, as previously mentioned, is the crucial role that the downtown has played as a space in which new experiences can be found. For Kelowna, the Region's productive capacity coupled with the City's touristic draws and casually-oriented urban atmosphere has increased the potential for urban development that is based on a locally-unique food culture. This relationship is evident when looking at the industry concentrations for food-services, as well as other amenity-based industries in the arts, entertainment, and recreation sector. Additionally, the industry concentrations in the agricultural and food and beverage manufacturing sectors demonstrate that Kelowna is very much a food-oriented place. These industry concentrations help shape the culture of the city and the surrounding Okanagan Region. The other key factors, which are the role of technology, shifts in food thought, and shifts in urban dynamics and form, are not practical to evaluate from a quantitative perspective for this research. As a result, their role in urban development that is based on Kelowna's local food culture is analysed in the interview section using qualitative methods.



#### **4.6 Interviews**

Nine key-informant interviews were undertaken and interviewees were asked questions that address: 1) Recent shifts in how we think about food, food as a source of culture, and its manifestations and contributions in the urban core; 2) Restaurant industry successes, failures, and challenges and the role of location in Kelowna, and; 3) Temporal trends surrounding urban dynamics and urban form and the relationship each has with restaurants in the urban core.

The interviews are structured to evoke peoples' perceptions on the trends that surround the role of the food-services sub-sector in the urban core. The data is descriptive and gives an insider's view of the process of cultural consumption in the downtown as it applies to restaurants. The main purpose of the interviews is to identify the major components of this process in the City of Kelowna and the challenges that are associated with it. Respondents were cued on themes that surround agglomerations of urban amenities, downtown revitalization, place, and authenticity in the core as well as the contributions that restaurants make to ancillary production industries outside of the core. Moreover, interview responses are recorded from key-informants who have an authoritative knowledge of either the restaurant industry or the planning process in the downtown.

Nineteen different themes were addressed in the interviews falling under the four major categories of: 1) Technology and food thought; 2) Identity and food culture; 3) Changes in urban dynamics, and; 4) Changes in urban form. These themes are shown in table 4 below. Most themes were left up to the interviewees to identify. Between both groups of interviewees, key terms such as 'consumer awareness', 'local', 'quality', 'authenticity', 'experience', 'high-density', and 'accessibility' were frequently cited. The only exceptions where key terms were mentioned first by the researcher were for questions that directly address the roles of 'amenities', 'advocacy groups', and 'social spaces' in the downtown and restaurant industry. The only major differences between study group responses were the culinary community's focus on the role of technology in lessening the impact of poor urban form on restaurant success and their reticence in allocating urban design considerations to restaurant success.

**Table 4** - Themes addressed in interviews with members of the planning and development and culinary communities in the Kelowna CMA (number of interviewees that address each theme and in italics the number of interviewees mentioning each theme as a quotient of all respondents in that strata of the sample).

	Culinary Community (5)		Planning and Development Community (4)		Total (9)	
<i>Technology and food thought</i>	14*		3*		17*	
Technology has expanded our knowledge of food and the diversity of consumption	4	0.80	2	0.50	6	0.67
Media has changed people's perception of food	3	0.60	1	0.25	4	0.44
Social media has increased exposure to local chefs and restaurants	2	0.40			2	0.22
Social media has increased consumer awareness on food quality and equity	5	1.00			5	0.56
<i>Identity and food culture</i>	13*		12*		25*	
People are searching for provenance in the food and beverage they consume	2	0.40	2	0.50	4	0.44
A trend of supporting quality local and authentic ingredients is prevalent	4	0.80	4	1.00	8	0.89
Kelowna's culture and food culture are still relatively young and evolving	4	0.80	4	1.00	8	0.89
The local food system is diverse, allowing for a broad spectrum of cuisine	3	0.60	2	0.50	5	0.56
Seasonality is a challenge for the downtown and restaurant industry	4	0.80	3	0.75	7	0.78
<i>Changes in urban dynamics</i>	12*		11*		23*	
More focus on casual consumption experiences in the urban environment	4	0.80	4	1.00	8	0.89
National brands and chains are playing a more dominant role than they used to	3	0.60	2	0.50	5	0.56
Lines blurring between food production, service, and entertainment industries	2	0.40	4	1.00	6	0.67
Issues surrounding homelessness or food accessibility	3	0.60	1	0.25	4	0.44
<i>Changes in urban form</i>	16*		11*		27*	
High-density living has given opportunity to restaurants to become third places	2	0.40	3	0.75	5	0.56
Location plays a less important role on restaurant success than it used to	5	1.00	2	0.50	7	0.78
Parking and accessibility impact how and when people go to a restaurant downtown	4	0.80	2	0.50	6	0.67
Agglomerations of amenities, services, and events affect restaurants	5	1.00	4	1.00	9	1.00
The importance of urban aesthetics and street life	3	0.60	4	1.00	7	0.78
Compact, walkable environment of a human scale generating more activity	4	0.80	4	1.00	8	0.89

\*Sum of the number of interviewees that mentioned each theme under a category.

#### **4.7 Technology and Food Thought**

Technology has played a significant role in the evolution of food thought and food culture. All interviewees in the culinary community referenced some form of technology when discussing the evolution of food culture and its importance for Kelowna's restaurant industry while only two interviewees from the planning and development community referred to technology in describing the changes in contemporary food thought. The gap between the culinary and planning and development communities in referencing the role of technology was unanticipated. Because it is a necessity for the culinary community to pay close attention to the media and social media to keep up with current trends, the differences in responses between the two study groups in understandable.

Four interviewees between both sample groups explicitly described the role that technology has played in shifting people's thought on food. The most common examples that were referred to were media exposure and the prevalence of social media in disseminating food culture. Both are viewed as mediums where local chefs and restaurant identities can be discovered and consumer awareness can be increased. In the culinary community, it is both an opportunity and a challenge. Media has brought about consumer awareness, changing our perceptions of food production and consumption.

Traditional forms of media were described as sparking shifts in food thought. Growing diversity and adventurousness in our everyday consumption patterns was traced back to the Food Network by four interviewees and to one public figure in four other instances. This public figure, Anthony Bourdain, was identified as being a major influence on contemporary food culture and its spillovers into our everyday lives. One interviewee provided a narrative describing the transition:

“he was very honest of what he saw and being in New York [City] around [the 1970s-1990s] and seeing the things he saw at a point where you didn't have cooking the way it is looked at in Europe. You had it look like the Americas. [In Europe] where it was not acceptable to be a tattooed, pierced, t-shirt wearing, grind-out cook in the kitchen [there was a place for you in the Americas]” (C11).

From there, a new appreciation for the culinary industry was discovered and as one interviewee from the planning and development community put it, “[food] is a growing source of culture... recognizing the artistry, the challenges, and opportunity to be creative and, [in] recognizing the value of that, I think there is a strong and growing component [of food in culture]” (PDI1). There

have been many different iterations of media exposure to food culture since Bourdain's 2000 kitchen-classic novel "*Kitchen Confidential*" was published. The Food Network is still successful with countless television personalities and new streams have begun to emerge through media outlets like VICE and their "Munchies" production network. What started off as a series of online videos featuring countless tattooed, enthusiastic, and at times borderline psychotic chefs has grown into its own website and five hours of weekly primetime television on their channel Viceland, appealing to a new generation of culinary voyagers.

Similarly, social media has allowed us to connect more readily with the chefs and restaurants in our backyard giving chefs, restaurateurs, and small business owners the opportunity to access potential clientele easier and more frequently. One chef related this opportunity to lessening the challenges that result from high rents in the core. He stated:

"I decided specifically not to be downtown because I want to see a different kind of clientele... I pay about a third the rent of what I would downtown and I seat twice as many people. In the slower season, I am still busy and able to afford [rent], where I know it is a lot harder for downtown restaurants. If tourism died in Kelowna, my restaurant would still be here... because we know 90% of the people that walk through that door" (CI5).

However, there are still challenges that come with constant media exposure. Every chef and restaurant, being afforded the opportunity to easily reach the masses, is also put under a microscope. Potentially dire consequences could result from a miscommunication between staff, lesser quality food than anticipated, poor service, or unavoidable mistakes, which can impact a restaurant's clientele all at one person's fingertips. Technology was also commonly linked to the flourishing identities of local restaurants, chefs, food producers, wineries, and other offshoots in food and beverage production such as confectionaries, coffee roasters, and chocolatiers.

Responses surrounding social media varied widely from affording restaurateurs the opportunity to reach new clientele to challenging the very values that food culture are formed upon. One interviewee elaborated on its communicative role by describing an event from the previous evening, "I posted on Facebook that we were doing an open patio party and like a hundred-people ended up coming and it was posted for less than a week" (CI5). Another member of the culinary community linked social media to diminishing social values, "everybody is so hooked into it... now you scan a restaurant and realize that all four people in a family are on their phones, it is a monolog rather than a dialogue" (CI4). The multi-dimensionality of social

media makes it difficult to estimate its impacts for the restaurant industry and what effects that has on urban form but there are clear pros and cons associated with it. Poor urban form and aesthetics have a less devastating impact on restaurant success than in previous decades because now first impressions of restaurants are often made by a social media post before a person even catches a glimpse of the front door. It may be charged with impeding, and in some ways destroying, the archetypal family dynamic but it is well within the realm of possibility that the escapism associated with food-entertainment counteracts the draw of social media and has created more opportunities for food-service establishments to fill that void by offering more social atmospheres for gathering.

Social media has also brought about change at such a rapid pace that anticipating the next direction in food thought is difficult. When asked if there was a given direction that interviewees saw food thought moving toward, varying opinions surfaced. Responses usually had an optimistic tone and are reflected quite well by one member of the culinary community. He commented: “I would like to think that it is shifting toward something positive. Local ingredients, sourcing out of your backyard, cooking with the seasons, and really looking at the carbon footprint of where food is coming from” (CI2). Later in the conversation he suggested that local food trends are a product of the broader global food culture as it is portrayed by the media and disseminated through social media and “as empty as that is, it does have a powerful force in driving consumer awareness and maybe even [what] people are buying” (CI2). This response reflects the sentiment shared by others in the culinary community that when it comes to supporting local producers “how many people actually walk the talk is up for debate” (CI4).

Another interviewee foreshadowed where the future of food thought needs to move toward, “what needs to happen for [local food culture] to really flourish is for the consumer to continue on that journey [and] not just buy through money but buy through values and ethics as well... it’s a matter of expanding the conversation to a day-to-day habit and not just when you go to a restaurant” (CI3). Social media has been an unprecedented tool and has expanded the general public’s knowledge of food and their willingness to consume more diversely and more equitably, yet the trajectory of food culture and its implications on the local food system and urban core remain relatively unclear.

#### **4.8 Identity and Food Culture**

Changes in people's values, consumption practices, and perception of food have had significant implications at the local level, particularly for communities like Kelowna with a visible food identity, high production capacity, and a large concentration of amenities. Local identities of chefs, restaurants, and the broader food and beverage-producing sub-sectors have begun to mimic the trends present in global food culture. Interviewees identified increased consumer awareness being driven by traditional and social media outlets, which has prompted a shift to the production and consumption of more local, ethically-produced, unique, artisanal, and quality food and beverage products. Food thought has undoubtedly shifted in a direction that is more reliant on the productive capacities of local food systems. One respondent summed up the evolution over recent decades with the statement, "people are more interested in provenance – where their food comes from" (PDI3). As another interviewee from the culinary community puts it "everybody understands local [and] everybody wants to be local" (CI4). His response helps to explain the large industry concentrations for agriculture and food and beverage manufacturing in Kelowna and suggests that if trends toward more local consumption continue then it is likely that industry concentrations in these sectors will continue to grow. New emphasis on local production and the use of ethically-sourced ingredients comes with several opportunities and challenges for cities like Kelowna.

The Okanagan's identity is perpetuated by its diverse production capacity and regional amenities. Several interviewees showed praise and appreciation for local food growers and manufacturers in the Okanagan, emphasizing their importance in the landscape and potential for future economic opportunities. The most noticeable shift that has occurred recently has been a boom in wine production. One interviewee commented, "we have reached a point now where we can compete with some of the other wine areas around the world like France, Germany, Australia, Italy, and of course Napa Valley right nearby where we have a critical mass of wineries. So, we are getting there" (PDI2). Others also commented on the size and diversity of food and beverage production in the Okanagan. One interviewee from the planning and development community reflects, "many times I have met visitors from Europe who cannot believe the wealth of variety that is available here" (PDI3). A chef, originally from Europe, shared his similar experience:

“whenever I used to go back home people asked me: what is it that Canadians or people from BC eat? And I could never answer that question because I did not know but I feel like now, after ten years, I know because I have looked for the answer. There has been a flourishing of diversity... there is a culture around food that is unique to BC that is really beautiful to get to experience” (CI3).

Although there is recognition of the region’s capacity to produce high-quality local and often unique ingredients, success for local producers and the restaurants using their product is still a struggle. There is currently disconnect between people’s expectations and their buy-in. One local figure in the culinary community elaborated on the disconnect between popular food thought and local realities stating: “artisan producers are jumping up and they are there but it is expensive, and why is it expensive? Because it costs a lot of money to operate and I do not think we, as a society, have embraced the culture of staying local and [are] willing to support it” (CI4). One of the biggest threats to local food culture’s developmental capacity was noted by both interview samples.

Restaurants tend to crop up when the economy is good, when produce is cheap, local consumption is high, and local producers are flourishing and growing. However, when the economy hits a downturn, individual budgets get tighter and this reverberates through how and where people consume. One example that was frequently mentioned in the interviews was falling oil prices resulting in less visitors from Alberta and their diminished ability to own vacation properties in the Okanagan, which in the tourism season provided a comfortable financial nest-egg for many small restaurant owners to fall back on in the slower winter months. Another major threat identified was the possibility of raised tariffs between the United States and Canada, which could have as big an impact on the restaurant industry as any local factors may. One chef noted:

“a rocky relationship is developing with down south... and the restaurant operators are very wary of any tariffs that may be coming. We are experiencing the highest produce pricing right now since 1995 and it is [poor quality] produce and we have no choice. We cannot take lettuce off the menu completely. Today we had sunshine but everything is stunted in the valley by three to four weeks [due to unseasonal weather conditions]. So, there goes that local touch and being able to support local money and it just undermines the whole culture again” (CI5).

International politics and the resulting economic trends can have potentially devastating impacts on cities like Kelowna. Interviewees in both the culinary and planning and development communities addressed this issue. One response was, “it is a ruthless market and it is still a seasonal market. I think the market will always kind of dictate [the number of restaurants]” (PDI3). This response, while referring to the role of broad economic trends, also points out the

issue of seasonality, which was identified as a major challenge for Kelowna's restaurant industry by seven of the nine interviewees. One respondent from the culinary community comments, "while it is easy for people to come downtown in the summertime because there are concerts and things happening and a good concentration of restaurants and activities, there is not much that is done to bring the locals downtown when lots of businesses need it the most, especially restaurants" (CI3). Seasonality remains one significant challenge for Kelowna's downtown economy and it is likely that restaurant numbers will always fluctuate with a population's discretionary spending.

An interviewee from the planning and development community offered a nuanced response. When asked if he thought there were enough, too little, or too many restaurants in the downtown core he stated: "I personally do not think [there are too many] but I also believe in a free market. From a consumer standpoint, no I do not think you can have too many. People will be successful and not successful depending on what they deliver on" (PDI1). Responses from the culinary community showed that the task of delivering what a restaurateur sought out to do in the beginning amidst mounting pressures from fluctuating food costs, the need for highly-skilled labour, and the expenses associated with high-profile locations is mountainous at the best of times. One major hiccup in national or provincial economies can be potentially devastating when that delicate balance is thrown off. This has widespread impacts on urban form in the core when storefronts are boarded up because operating in that location is no longer feasible. A member of the culinary community mentioned a counterpoint to the free market thought that can commonly dictate business development within the downtown:

"I really worry about the future and the vision because I do not know that anybody has a vision on the culture of downtown Kelowna and I think if you have the money and you have the drive you can open a restaurant or a pub or whatever it is and they will license it no problem. There does not seem to be any planning in the planning department [around] how many restaurants the population of Kelowna can actually support. So, it is a real tough one because the municipality is not in the business of knowing what people need or anything, they are in the business of supplying business licenses" (CI4).

These two divergent viewpoints demonstrate the dichotomous relationship between local governance in the downtown and the preservation of locally unique cultures. While one view demonstrates the need to let a free market determine what should locate where by way of local support, the other shows the potential detriments of doing so in diluting the downtown's identity and the authenticity of the local culture.



The interviews offered evidence that there is a flourishing diversity and unique food culture in the Okanagan Valley, resulting in more opportunities for Kelowna's downtown. Several interviewees from both sample groups described the downtown culture and local food culture as being young, niche, percolating, and ever-evolving. The opportunities present in blending food culture in with the downtown to create an authentic urban atmosphere that reflects the City's local character come with several threats. Careful consideration needs to be given to future development in the urban core to ensure that services fit both the needs of the population and the broader local identity. While any commercial development is sometimes seen as good development it can take away from the downtown's authenticity if it is not properly aligned with the local identity.

#### **4.9 Changes in Urban Dynamics**

While a portion of the literature warns of the marginalizing effects that culture-led regeneration in the downtown can have, the shifts in urban dynamics that have made culture-led regeneration possible have provided a unique opportunity for new development in the downtown. Interview responses that address changes in urban dynamics support the hypothesis that downtowns have a greater focus on providing diverse experiences and casual consumption opportunities. One interviewee from the planning and development community commented on this general trend:

“I would say the cultures of downtowns across Canada are becoming more experiential. There is a recognition of the opportunity for downtowns to be spaces where you can go to pursue more unique experiences within the built environment, whether that be cultural experiences in terms of events – sporting or arts – or things like food. In some ways, the culture of downtown Kelowna is a concentration of local purveyors, food purveyors, it is kind of a hub for the city's public spaces, and it is also a major employment hub” (PDI4).

The variety of experiences that are offered in the downtown are the culmination of decades of unique transitions. When asked whether food fits into the downtown culture of Kelowna, one interviewee related the attraction to new casual dining spaces back to basic individual instincts, “I think food culture is at the heart of [downtown Kelowna] because it is at the heart of everything. When you are at a family gathering, where does everybody gather? They gather in the kitchen. So, it is at the heart of our culture really” (CI1). Another response marks the evolution in consumption that has taken place, “we are no longer just looking for sustenance, we

are looking for an individual dining experience” (CI5). What exactly an individual dining experience entails can vary dramatically.

Responses from the culinary community pointed to communal-style dining, more inviting spaces for consumption with couches, booths, and patios, and food-entertainment with live music interspersed with food, drink, and socialization. Commentary from the planning and development community took a similar tone. One respondent commented on an overarching trend, “[food] is definitely becoming part of art and culture. It is all intertwined here in the Okanagan and in Kelowna; intertwined with wine, wine tasting, and what have you. It is a part of the entertainment industry and obviously very much entrenched with tourism” (PDI2). Another respondent offered some insight into how unique experiences give opportunities to other industries, “I think we are getting back to [asking] what is the experience? It is not just about [eating] to survive. So, I think especially on an agri-tourism level, [the most recent transformation is] how do you create more linkages between the farmer and the chef and the consumer?” (PDI1). The creation of these linkages can help to explain how enhanced opportunities have historically led to industry growth. In the case of the fruit and tree nut production industry, events centered around wine festivals, vineyard dinners, wine tastings, etc. have an impact on and help to explain the large industry concentration that is shown in the LQ analysis.

While respondents in both sample groups recognized the shift toward a more experiential downtown, they also noted the challenges associated with that, particularly the challenges of small business owners. Five of the nine interviewees recognized the presence and growth of national food brands in the downtown core. One interviewee outlines their emergence and appeal, “the chain restaurants are the biggest gap that has been filled [and] where they have filled is a void [of] knowing that people want to go out, they want to be entertained but it is in a different fashion than a maître d' standing at the door with a black breasted suit” (CI4). In filling that void, national brands have the mass appeal to locate in higher-profile locations with higher monthly rents in the downtown. One interviewee from the planning and development community comments, “if you open a Cactus Club in a community, is it going to become a draw? Probably. So, whether or not it is in the downtown or wherever, the [location choice is based on] the strength of the brand” (PDI1).

While the popular national brands draw capital investment into the downtown and contribute to the local economy through property and business taxes, they can be a detriment to local food culture and undermine the success of small business owners. The culinary community is aware of the threats from national brands, as demonstrated by one response:

“we are accepting a lot of large restaurants to be moving [downtown]. We have the Cactus Club, which is the busiest per square foot in Canada. We have the Craft Beer Market moving in, which is a huge five hundred-seat [establishment]. Between three of them (Cactus Club, Craft Beer Market, and Earl’s) you seat twelve-hundred people and that takes away twelve other restaurants from a good busy night of service. That is where it is in the in-between stage, with the big restaurants moving in we have lost that opportunity for the smaller ones... Kelowna might be becoming more diverse but downtown is becoming more singular with these bigger guys” (CI5).

Each sample group recognized that national brands have their place in the urban core. They offer a familiar face to visitors with consistent cuisine and inviting atmospheres but from the varying responses there needs to be a better balance achieved in the core. While there is recognition of the Slow Food movement in Kelowna, which seeks to preserve local food heritage and resist the tendency to rely on national brands for development in the food-services industries, through local grassroots organizations and a handful of food purveyors, the movement’s presence has not been great enough to be a determining factor of whether national brands can locate in the downtown.

The last significant theme related to urban dynamics identified by multiple respondents was the juxtaposition of socioeconomic well-being in the downtown. Four of the interviewees raised concerns of homelessness and food accessibility within the urban core. One interviewee from the culinary community summarizes:

“we have the food bank situated within the cultural district. Across from the food bank is BNA, a large brewery/eatery/public house that is very busy. You have people that can afford to spend money and drink beer and you have people that cannot afford to put food on their tables and in other parts of downtown you see people living on the street. So, it is an interesting juxtaposed place that we have here and we are not alone in the world with that” (CI2).

This was a common thread of discussion in the culinary community and was referred to in three of the five interviews with that group. The same issue only came up once in the planning and development community. It would not be fair to say that the latter study group is less concerned with this issue because the line of questioning in the interviews does not directly address homelessness. However, I asked two interviewees from this study group to offer some commentary onto the issue. Both responses revealed that because it is such a complex issue,

involving all levels of government, non-profits, and other groups, as well as community support, it is a very difficult problem to address. The culinary community is also sympathetic to the complexity of the issues of homelessness and food accessibility. One respondent describes the contrasts as they are observed in Kelowna's urban landscape:

“there is Bernard, a beautiful street full of life in summertime and fancy restaurants where you need a good fifty dollars to eat and then there is the street parallel to it, Leon, that has a shelter and there is quite a distinct difference so it makes it hard for people to be able to open new businesses in the area because the problem has not really been addressed because it is a tough issue to address” (CI3).

Additionally, the culinary community's recognition of the issue of homelessness has resulted in the creation of a non-profit organization, “Start Fresh”, that creates opportunities for those cycling in and out of homelessness through food education, training, and employment (Start Fresh, 2016).

While the changes noted in urban dynamics in the interviews varied broadly, the major themes brought up demonstrate the growing diversity of the downtown. Downtowns are generally seen as being more experiential spaces and many restaurants are becoming more social spaces. National brands are at the forefront of casual dining experiences. In striving toward more unique experiences in the urban core the simple act of eating a meal is drawing closer in line with other experiences like going to see a band, visiting an art gallery, or having a wine tasting. While there are a great number of experiences being enjoyed in Kelowna's downtown core and Cultural District, the culinary community reminds us that urban space must be planned for all, addressing all issues in the core, particularly homelessness, which is one of the most visible.

#### **4.10 Changes in Urban Form**

Shifting perceptions of food's importance and value in the urban environment have not only had an impact on the ways in which we interact with the urban landscape but also in how the urban landscape is being shaped. Interview responses support some of the more well-documented themes in the literature. Dense concentrations of services and amenities and compact walkable environments are important in generating activity. Additionally, appealing urban aesthetics and street life play a significant role in placemaking, and high-density living has resulted in more third places in the urban environment. Unsurprisingly, parking and accessibility issues were brought up in six of the nine interviews. One of the most interesting patterns in the interview responses was a recognition from the culinary community that location is playing a

less important role than it used to in restaurant success. These themes help to paint a picture of the current state of Kelowna's downtown and how it has evolved in recent decades.

Interviewees were queried twice on the importance of amenities in the urban environment. First, they were asked to comment on what features within Kelowna's Cultural District stand out the most to them. Later in the interview, the respondents were asked if more amenities in the downtown contribute to restaurant success and if there were any specific examples they could think of. The first question incited very similar responses across both sample groups. The Cultural District's proximity to the waterfront and downtown, the agglomeration of cultural facilities and events, and Prospera Place arena were the most frequently mentioned. Other notable responses were the Laurel Packinghouse (a restored heritage building that hosts events in the Cultural District), the Delta Grand hotel and conference center by Marriott, the Kelowna Yacht Club and the Cactus Club Café on its ground floor, and the near-complete Center for Technology and Innovation. Small local businesses were also identified as being significant features in the area, with interviewees mentioning ChaiBaba, a local boutique teashop, Mosaic Books, a longstanding bookstore in the downtown core, and Tree Brewing Beer Institute, a limited-service eating place with a small food menu and a generous showcase of locally-brewed beers.

The second question resulted in more varied responses than anticipated. Interviewees unanimously agreed that more amenities have an impact on restaurant success in the downtown. There was some overlap with the previous question addressing features in the Cultural District, with the waterfront, the Delta Grand, Prospera Place, cultural facilities and events, and small local businesses being mentioned again. However, there were some more nuanced open-ended responses to this question. One interviewee identified the broader economic atmosphere as a key factor affecting the number and diversity of amenities in the core as it influences discretionary spending. Another response built on this thought, stressing the importance of having amenities, particularly restaurants, as an incentive to attract financial investment in the core. The previous interviewee referenced a quote from Danish architect Jan Gehl to describe this scenario, "something happens because something happens because something happens" (PDI1). The quote captures the development atmosphere of Kelowna's urban core quite well, with more development and cultural events taking place each year.

The next major theme identified in nearly all interviews was the importance of a compact, accessible, and walkable environment. One member of the planning and development community commented, “it is much easier to cover that four-block radius [of the Cultural District] on foot than it is in a vehicle and by getting out of your car you will see things you would not if you were in your car” (PDI3). One interviewee commented on how a walkable urban form has changed his behaviour, stating: “how much you go out to eat totally changes. Even the equation of “we’re not worried about driving anymore because we can walk home, we’ll have one more cocktail” [plays a role]. Or we can just run down the street to grab takeout” (PDI1). A member of the culinary community explained the broader influences of this behaviour, “somebody who wants to live an urban lifestyle and live downtown and maybe only have one car (if there are two people), they like to have stuff that they can walk to instead of having stuff [far away]. Because of the density, everyone is just around the corner and having [things close by] adds to that lifestyle” (CI2). Relative to the success of individual restaurants, one chef comments, “we are closer to a lot of people’s houses. There are six-hundred people moving [in] across the street and about a population of seven-thousand people that could walk here within a fifteen-minute walk and that means a lot” (CI5). Having a walkable environment is not only important for having successful agglomerations of urban amenities but also for justifying high-density residential development in the core.

The theme of high-density living in the urban core was anticipated to be addressed in the interview process; however, the number of interviewees who explained the process of how lifestyle preferences influence the dynamics shaping city form was unexpected. One chef related what is happening now in many Canadian cities to European living where “people do not have big living rooms and people live in smaller flats and things, so, you are not entertaining at home but you still want to be out with your friends and socialize” (CI2). A member of the planning and development community took a similar tone, contextualizing his response in the same theoretical framework that I have used. He states: “I think the larger changes that are happening, more densification, more people living downtown, smaller units, [people] are looking for other places to go and socialize with friends. So, these places become these ‘third places’ I think is the planning term” (PDI1). A member of the culinary community also linked the shift toward more third places in the urban environment to high-density living and elaborated on how this affects

restaurants. When asked if restaurants have become more social spaces, the interviewee responded:

“absolutely, with the relaxing of [restaurant] standards it promotes a more social ambience... high-density living comes into it where ten to fifteen years ago, kids were still expecting to graduate and buy a house, well, that is not the case anymore. So, obviously with that your supply and demand is totally different than what it was back then and it has to be a lot less formal and urban culture dictates that” (CI4).

Overall, interview data on the relationship between high-density residential development and restaurants shows that the two are driving one another in the urban core.

Having pleasant urban aesthetics and an animated street life was also identified as being a major factor related to urban form affecting restaurant success. Nearly every interviewee mentioned the revitalization of the downtown strip, Bernard Avenue, and the effect that has had on businesses located there. The 2014 improvements brought a new vibrancy into the downtown, as described by one respondent:

“the 2014 Bernard revitalization I think was a kind of significant watershed moment for Bernard Ave. Since then, I can see that business owners and merchants have a lot more patios that have opened and pride in how storefronts are designed and how displays are done. The trees are growing, they started out quite small, but I think that by the time that canopy develops it is going to be quite beautiful. The integration of public art and various streetscaping elements that reflect First Nation’s culture, our landscape, and our flora and fauna are kind of hidden treasures. I think a lot of people walk by them until they are pointed out, they may not be paying a lot of attention to them. Bernard Ave. is kind of the jewel in the crown” (PDI3).

Besides the urban aesthetics, one crucial component that has helped make food culture more present in the downtown has been the ability to have small patios. Along with having a large pedestrian right-of-way in the core, the improvements brought what one interviewee describes as “an intimacy of scale” to the downtown. Another respondent reflected on a conversation with a small business owner in the downtown:

“he goes “I could put [up] 20-foot-high flashing neon signs and it is not nearly as powerful as 4 people out having cocktails on my patio in front of my restaurant” because people walk by and they can glance at the food, get an idea of what it looks like and it does not matter how good your menu is or how good your frontage is or fancy stuff that [gets] put into there. Nothing replaces quite like the first-person experience of looking at it. I think right now they are strongly clustered on Bernard because of the streetscape and that has attracted investment into [Bernard Avenue]” (PDI1).

Other respondents also referenced the draw of patios, a significant change in urban form resulting from the 2014 revitalization, having a direct impact on the restaurant. Small restaurant

patios throughout the downtown have helped to add a new vibrancy into the core that was not nearly as noticeable prior to the urban design improvements. One planner comments, “being able to animate a space is huge. Going back to restaurants, they play a huge role in animating spaces” (PDI2). Other respondents in both sample groups share similar sentiments, identifying Kelowna as a “patio city,” and discussing the contributions toward the urban aesthetic made by the restaurant and the restaurant’s role as a complementary component to a mixed-use downtown.

Parking and accessibility was a theme that was brought up in six of the nine interviews, with the culinary community addressing the theme four times. While sympathetic toward the issue of parking and a recognition that a fundamental shift in North American lifestyles would have to take place to mitigate the issue, the culinary community pointed out that parking affects how and when people go to a restaurant in the downtown. One interviewee spoke to the issue when asked about the motivation for going to a restaurant downtown versus one in a power centre or shopping mall, “I think part of it is just certain people that do not want to be downtown. They do not want to look around for parking, [which] is also a big issue for a lot of people going to restaurants, especially in the winter months you do not want to have to walk four-blocks to go to a restaurant in the snow and cold” (CII). Other responses took a similar stance on parking and one respondent related the challenge of parking to having a dense concentration of amenities, suggesting that having so many amenities in the core can impede restaurant success due primarily to a lack of convenient parking.

The last major theme that was brought up in the interviews was the role that location plays in restaurant success. Traditionally, having high-profile locations in the urban core with a large amount of foot traffic passing by was seen as a must in opening a new restaurant to expedite success. Every interviewee in the culinary community acknowledged that location can play a role in restaurant success but now with the advent of social media and an increased awareness of local food culture, most of the chefs interviewed agree that a small local restaurant could open outside of the core and still be very successful whereas in the past that would have been a much more difficult task to achieve. Some pointed to examples in Kelowna that have become greatly successful in industrial areas or strip malls because their local following seeks them out. The theme was addressed in a similar manner by the planning and development community, yet only two interviewees answered the question with the same hesitance as the former study group.



Again, responses spoke to the importance of a local following but this study group emphasized the importance of urban design on Bernard Avenue, with high foot traffic and small patio spaces. There is a slight disconnect between the way the two study groups think of location, which could be a future impediment to encouraging small local businesses to locate in the downtown.

#### **4.11 Summary**

Key informant interviews revealed several trends taking place with culture and food in the downtown. All nine interviewees agreed that there has been a shift in the way that people think about food in the last ten to twenty years. Interviewees also agreed that food is a significant source of culture and one that is paramount to the culture of downtown Kelowna. This observation explains the large industry concentrations witnessed in food-related industries in Kelowna. The interviews also revealed that the Cultural District and downtown share a diverse agglomeration of urban amenities that provide non-market transactions in the urban core. However, dissociating the restaurant from other urban amenities and analyzing the impacts of each has proven to be a difficult task. Technology and food thought, identity and food culture, and changes in urban form and urban dynamics all have a close relationship with Kelowna's downtown, affording it some interesting opportunities for community development while also bringing about several challenges.

Interview data supported the hypothesis that the most densely concentrated production and amenity-related industries in the CMA have an impact on the restaurant industry and the downtown. With reference commonly being made to the wine industry, agricultural and manufacturing sectors are viewed in high regard by the culinary and planning and development communities. Similarly, fruit and vegetable production is viewed as playing a central role in Kelowna's local identity and culture. Its role in food culture is also supported by the large industry concentration witnessed in the LQ analysis for fruit and vegetable farming. Cultural activities were also frequently referenced as they help bring more dynamism to the downtown, broadening the diversity and numbers of experiences offered within the core. The use of both quantitative and qualitative datasets was complementary, demonstrating the importance of large industry concentrations to the local identity of Kelowna.

## **5. Discussion**

### **5.1 New Roles for Food in the Urban Environment**

One of the preliminary objectives of this research is to show the linkages between food and culture, to evaluate whether food can be a significant source of culture, and its role in the urban environment. Throughout the course of the research, traditional media through television, film, and online publications continually reinforce the claim that food is one of the best and simplest ways to experience a culture. Key-informant interviews demonstrate that food can be the most accessible way to experience culture and often if we are curious about a culture, or are even just feeling adventurous and wanting to try something new, food will be one of the first avenues chosen to explore and learn. Interview data corroborated that food has gone from simply being a necessity for everyday sustenance to one of the most practical disseminators of culture. Where dining was once viewed primarily as a form of spectacle through the consumption of symbolic depictions of class (Zukin, 1995), it has rapidly evolved into a practical facet of everyday urban living. The literature shows that it has become a way of not only understanding other cultural identities but also a way of presenting personal identities with how and what you consume, and technology has played an immense role in this shift.

Interviewees determined that while the evolution of contemporary food thought was sparked by traditional forms of media, social media has been playing an increasingly important role in restaurant success. Social media has been a primary medium for increasing the exposure of local chefs and restaurants to the global population while also increasing consumer awareness on food quality and equity. Interview data revealed that efforts put forward by the local tourism association, Tourism Kelowna, have been helpful in generating a presence for Kelowna's local food identity, chefs, and restaurants. Initiatives like "Farm to Table" give visitors the opportunity to get to know some of Kelowna's prominent food producers and restaurants before a visit, and have contributed to increased visits to participating restaurants.

However, interviewees identified remaining challenges as "Farm to Table" partners are not overwhelmingly dominant in the food-services sub-sector and the cultural and economic development communities are still formulating ways to generate activity through experiences based on agricultural and culinary linkages. There is recognition in the literature of the link between tourism and culinary experience (Chesworth, 2016) and the opportunities that this link

presents in environmental and heritage preservation (Lapan & Barbieri, 2014; Montanan & Staniscia, 2009). Locally, Kelowna's cultural and economic development communities have recognized these opportunities and have identified that one current focus is to bring the consumer closer to the experiences offered by local chefs and food producers. Cultivating and strengthening a local identity of diverse and unique food and beverage production will continue to be a useful avenue for cultural and economic development in Kelowna. Through personal observations throughout this research, enhancing Kelowna's local food identity also offers the opportunity for more growth and greater industry concentrations for the industries surrounding food-services. This identity translates into the urban environment through restaurants that utilize the local food system where possible. They also support the links that draw industries closer to one another by fostering more unique and interesting experiences in culinary dinners, events, and festivals.

Questions still surround the capacity that cities like Kelowna, with a well-pronounced heritage in food production and large local production capacity, have in furthering urban development through a food-based identity. Interview responses show that while it is understood that there is an economic value in developing agritourism, strategies aimed toward developing local agritourism industries need to consider some of the values and challenges that come from increasing the concentration and diversity of local food production. Increasing industry concentrations can be helpful in generating direct economic activity, allowing local producers to grow, offering overall economic benefits to the local and regional economies. Diversification on the other hand is capable of similarly growing economic activity. It may not be able to do so to the same extent as targeted industry growth, but diversification builds on a unique food identity that can be used to spur urban development. This opportunity is well-pronounced in the core, where local identity and authenticity has become a focal point in recent decades.

Personal observations show that shifts in food thought toward more locally-produced goods have brought agriculture and farming and food and beverage manufacturing closer in line with urban amenities and downtown culture. One interviewee described the downtowns of cities, particularly Kelowna's, as a 'showroom' for the city, "a place where you will have unique offerings, see unique spaces, and go to unique event[s], [downtown is] the greatest opportunity for public life" (PDI4). Downtowns becoming more experiential places offers cities the

opportunity for place-based urban redevelopment through the utilization of unique local identities as outlined in the literature by Florida (2002), Lloyd (2006), and Zukin (1998; 2011). Given that Kelowna's downtown is a 'showroom' for the landscape's identity, food is a good focal point for cultural and economic development initiatives. New opportunities are starting to be realized with ancillary production and amenity industries drawing closer to the food-services sub-sector to create a more coherent and diverse culinary identity for the City of Kelowna and Okanagan Region.

## **5.2 Agricultural Linkages and the Local Amenity Landscape**

Interview data demonstrate that the growing presence of food culture in the Okanagan, while being driven by local chefs, restaurateurs, culinary associations, and influxes of tourists, has also been made possible by the region's diverse production capacity, small niche producers of specialty produce, the local population's receptiveness toward diverse consumption. Most notable for the Region's restaurant industry are its agricultural producers. Previous experience in the region shows that the wine-producing industries in the Okanagan Valley's agricultural and manufacturing sectors have been staples in contemporary production. However, there is some skepticism surrounding its ability to maintain a small authentic feel with the overwhelming embrace the industry has seen in the last twenty-five years. On several occasions interviewees identified a concern that Kelowna and the Okanagan Region are losing their industrial heritage rooted in tree fruit and vegetable production due to prime agricultural land being converted into vineyards. So, while the wine industry offers opportunities for economic growth to the City and Region, as well as a growing reputation as a wine region, an overabundance of wineries undermines local food culture by concentrating the agricultural production on one amenity crop. Because of the Region's capacity for diverse agricultural production, it is paramount that production does not polarize further toward wine in order to preserve food culture.

Diversity in both agricultural production and the types of food available in Kelowna were identified as considerable assets for the city in most of the interviews. The LQ concentrations for production industries ancillary to restaurants validated this point brought up in the interviews. Non-citrus fruit and tree nut farming, fruit and vegetable combination farming, wineries, and beef cattle ranching and farming all have significant concentrations in the CMA and were identified as being important for the city. Yet, those with the largest concentrations may not be

the most crucial for the future. Being that the success of local food culture relies heavily on staying current with global trends (Newman & Burnett, 2013), smaller producers of niche products may be the answer to the question of how to retain a diverse food identity that is both relevant and successful as an entity for Kelowna's downtown.

Specific to Kelowna, there are a few examples of how industries with relatively small concentrations have roused interest in the public eye and maintained relevance for local food culture. The industries that initially come to mind from personal experiences in the area are breweries and distilleries. There are only three distilleries in the Kelowna CMA, two with a NAICS classification and one unclassified, giving it a low concentration because of the small number of businesses. Yet, of the three identified by Tourism Kelowna, Okanagan Spirits, Urban Distilleries and Winery, and Forbidden Spirits Distilling Co., their products have a ubiquitous presence in both restaurants and food and beverage focussed events and festivals. Popular restaurants commonly feature their spirits in signature cocktails in turn launching their identities beyond local or regional significance, while more casual establishments follow a similar trend offering their products to local clientele. Each purveyor embodies success through multiple streams of revenue by featuring tours and tastings at their facilities, being present at local events and festivals, and having distribution networks throughout British Columbia.

Breweries and cideries have a similar presence. While local industry concentrations remain low with only ten NAICS-classified businesses, food-service establishments have embraced local beer and cider producers to appeal to culinary enthusiasts with values that support their local and artisanal production. From smaller restaurants considered to be local institutions all the way up to the national brands, the food-services sub-sector both supports small local breweries by showcasing their products and relies on them to remain relevant in the increasingly competitive sector. One respondent spoke of the importance of utilizing local production industries to maintain a presence through the slow winter season. Events put on by restaurants like "Cleavers and Cocktails" – an event in late January showcasing the skills of two local chefs and mixologists – or by the various associations related to the culinary and beverage-producing communities happening year-round have kept chefs busy through the slow season. However, interviewees identified that whether that translates into more customers for their restaurants when it is needed the most remains uncertain.

Recent researcher experience in the area shows that more local niche producers of tea, kombucha, coffee, confections, and chocolates offer an opportunity for the diversification of production. However, the literature shows that scale becomes an impeding factor in diversification for the mid-size city. Agglomerations that comprise a large enough critical mass to create a subsequent 'culture' tend to appear more frequently in large metropolitan areas (Storper & Scott, 2009). That does not mean that it is not possible to have a diverse food culture in a mid-size city. Instead, it points out the limitations of having a smaller population that can only support a limited number of purveyors. Thus, it is crucial for planners and developers to understand not only the role that large densely concentrated industries have but also the smaller industries that bring current global trends in food culture down to the local level, adding to an authentic food identity.

Even with the larger industries that have dense local concentrations, there are a few challenges present. First, the undercutting of production costs by international commercial producers undermines local, regional, and even provincial industries. In the context of Kelowna's agricultural identity, interviewees showed that there has been no greater hurdle in remaining relevant. The Region's identity, based in a longstanding history of tree fruit production, was devastated by NAFTA as produce and wine from the United States became cheaper to import than producing in the Okanagan Valley. Even to this day, with tree fruits producers still active and much of their produce set aside in cold-storage and sold year-round, many food purveyors and grocery stores sell tree fruits imported from down south.

In the 1960s and 1970s frantic investment into the wine industry in the Okanagan began to occur. Consumer demands began to shift away from lesser quality table wines and toward wines that use the *vitis vinifera* grape varieties common in European wine production. Throughout the late-1970s and 1980s as crop science continued to improve so did the amount of grape acreage in the Okanagan Valley (Senese et al., 2012). The Free Trade Agreement and NAFTA briefly hindered the growth of the wine industry in the late 1980s and early-1990s but strategies led by British Columbia's provincial government quickly compensated, helping the industry grow at an annual average of 10% well into the twenty-first century (Senese et al., 2012). By 2001/2002, planted vineyard land in the Okanagan was selling for around \$40,000/acre, with the number of medals and awards of BC-produced wines increasing significantly. Land prices eventually

reached a never-before-seen high of \$120,000/acre in 2008 prior to the 2008/2009 economic recession (Hickton & Padmore, 2004; Hira & Bwenge, 2011). The mounting pressures from globalization and resulting crop conversion subsidies were successful in keeping agricultural lands productive but introduced a new set of problems to growers in the Okanagan who choose not to grow wine grapes.

With prime agricultural land being set aside for wine producers, most traditional forms of production that shaped the Region's heritage became obsolete as amenity crops became the focus for local growers. Now, local and artisanal production of expensive luxury crops is essentially the only type of production that is economically feasible in the CMA. Local production and consumption has become paradoxical in a sense. Where it is possible to grow enough subsistence and luxury crops to have the local population 'walking the talk' of consuming local, it is not feasible for growers. Currently, if the population wanted to consume local throughout the year, they would be surviving on cold-stored tree fruits and root vegetables, preserves, and a steady diet of greenhouse produce consisting of heirloom tomatoes and microgreens, which could get to be a little mundane and expensive. If Kelowna and the Okanagan Region are to embrace the opportunities present in aligning local strategies and policy initiatives with more diverse local food production, more effort needs to be put into remedying some of the challenges present for local food producers. Where exactly that effort can be added in still remains unclear but it is likely that the regional economic development corporation and local business improvement areas will have to take a more hands-on approach in ensuring that local industries are being supported wherever possible.

One interviewee from the culinary community proposed an interesting solution to help make small-scale fruit and vegetable production more viable. While it may only be anecdotal, it does present a solution to a major problem faced by local agricultural producers. It also represents the incremental changes that need to take place to have an authentic and meaningful local production and consumption chain that mirrors the values set out by contemporary global food culture.

In the high season of fruit and vegetable production, an estimated thirty-percent of produce goes to waste because the productive capacity of the Region does not match up with the local demand, and small local producers do not have the resources to preserve their produce for long enough to get them to the consumer. Large storage and refrigeration facilities for tree fruits

producers and the Region's other dominant agricultural industries are rarely at their capacity and with the growing diversification of food and beverage manufacturing for the Region there is likely to be an increasingly high turnover rate for space in these facilities. The interviewee suggested that an inter-organizational co-operative be set up under a regional umbrella to utilize these spaces and help keep the Okanagan's produce diverse and feasible. In doing so, local production of both subsistence and luxury crops becomes more practical. It allows for an increase in the diversity of the Region's production and adds to the local food culture. Overall, it lowers the end price for consumers and provides more opportunities for restaurants to support other local production industries.

While both LQs and interview results demonstrate significant industry concentrations for agricultural producers, there are several other industries that are often overlooked in the role they play in drawing people into the downtown's spaces for consumption. Namely, the amenity industries centered around arts, entertainment, and recreation. Several interviewees mentioned the importance of cultural events, sporting events, and festivals in shaping the unique experiences that complement restaurant patronage. These events and festivals are also noted with significance in the literature in potentially creating 'cultural clusters' that are based around agglomerations of cultural institutions and facilities, urban amenities, and public spaces that invite casual cultural consumption (Landry, 2008; Zarlenga et al, 2013). Unique experiences based on inter-sectoral events and industries that incorporate things like food, drink, and entertainment have proven their value as both drivers of restaurant success and place and authenticity in the urban core in recent decades.

Again, however, scale becomes a limiting factor. The diversity of industry agglomerations is made possible in part due to a city's population (Storper & Scott, 2009) and given the relatively small population of the Kelowna CMA and broader Okanagan Valley, there are only so many events and festivals that can take place before their economic and identity contributions begin to diminish. Intimate knowledge of the area has suggested that having a tourism sector that makes significant contributions to the local economy increases the viability of having large numbers of events and festivals for the city. Local and regional planning documents suggest that events and festivals will be a crucial avenue for the further development of place and an authentic urban landscape in Kelowna. If that is the case, then a much deeper understanding of the dynamics



surrounding downtown industries and their relationships with outlying production industries is needed. Before any greater embrace of food culture as a vehicle for urban development becomes possible, it is first necessary to understand the capacity of the local population and tourism influxes to effectively support these industries. Taking a more hands-on approach at the levels of municipal and regional government in understanding these industries responds to the concern of one interviewee mentioned in the previous chapter that “there does not seem to be any planning in the planning department [around] how many restaurants the population of Kelowna can actually support” (CI4). While these responsibilities may not necessarily be fitting for city staff, local EDCs and BIAs can play a larger role in understanding these relationships.

### **5.3 Kelowna’s Downtown – Revitalization and Form**

Interview data, helps to triangulate the validity of observations made in the quantitative analysis and offers insights into the dynamics shaping inter-industry relationships, while also inciting discussion about the current and future form of Kelowna’s downtown. Looking at the structure of the downtown, interview responses highlight the urban core’s assets and related them to restaurant success. Many responses echoed similar results as the research of Filion et al. (2004) and Robertson (2001).

Of the nineteen attributes of successful downtowns outlined by Filion et al. (2004), twelve are explicitly mentioned in the interview process. Among those that were classified as being “very important” by the authors “an active, street-oriented retail scene; cultural activities; and a pedestrian-friendly environment with busy sidewalks” (Filion et al., 2004) were all cited by respondents. The only factor that was not brought up in the interviews was having a high concentration of jobs. Given that Kelowna’s downtown has been characterized by tourism activity in recent decades and that a high concentration of both employment and consumer-oriented services in the urban core has not been witnessed in recent memory, it is understandable that this attribute was omitted by the interviewees. However, the growing presence of jobs in the urban core and understanding their influence on urban amenities like restaurants will be crucial for future long-term planning in Kelowna. Activity in Kelowna’s core is similar to that of the post-industrial cities described by Clark (2011), Miles (2010), and Zukin (1995), wherein a substantial tourism sector has allowed for urban development through the marketing of place to become more viable. Of the factors that were listed as “important” in Filion et al.’s research, all

five – “historical character, distinctive architecture, green space, civic events, and tourist activities” – were mentioned in the interviews as being important for Kelowna.

Consistent with Filion et al. (2004) and Filion & Hammond’s (2008) research, the presence of an indoor mall was not made mention of although there is one situated within the urban core along the main strip. An interesting contrast between this and Filion et al.’s research is that parking was frequently cited as a challenge for downtown Kelowna in the interviews but was cited as being not as important by Filion et al.’s respondents. Frequent transit followed a similar pattern, commonly being characterized as either “very important/important” by Filion et al.’s respondents, whereas in this interview process frequent transit/public transit was not brought up once. The closest mention to frequent/public transit was made by a member of the culinary community who reflected on the cycling infrastructure developed in the 2014 Bernard Revitalization. The interviewee describes its inadequacy, without a dedicated lane or right-of-way and being sandwiched in between single-lane arterial roadways and cramped parallel parking spaces. These two patterns, observed between the pre-existing framework set out by Filion et al. (2004) and interview data collected in this research, are likely the result of the dispersed urban form of Kelowna. It has encouraged auto-oriented streetscape configurations in the past and has remained a pervasive trend in urban development for the city. However, new denser forms of urban development and transit-oriented streetscape revitalizations are beginning to challenge that trend.

Interview responses were also reflective of Robertson’s (2001) key principles for downtown redevelopment. Five of the seven principles were addressed by interviewees in a positive light. Robertson stresses the importance of making linkages with environmental amenities like waterfronts, which interviewees identified as being a key feature for the downtown that has been relatively well-preserved and appropriately utilized in contemporary planning initiatives. Interviewees also discussed themes, particularly with the 2014 Bernard Revitalization, related to implementing effective urban design guidelines, creating an inviting pedestrian environment, using heritage to combat placelessness, and favouring an interactive streetscape over an abundance of on-street parking. While responses varied slightly, the consensus resulting from the interviews were that these principles have been upheld quite well in the revitalization of Bernard Avenue.

The remaining two principles incited varying responses amongst the two sample groups. While most respondents recognized that the urban core has been getting a broader mix of uses (cultural and other urban amenities, employment opportunities, and residential development), there was clear concern from the culinary community that the long-term vision for the downtown does not have enough focus on the retention of small local businesses and that balancing private and public interests has been a major hurdle. Responses were along the lines of do we want our downtown to be overly-dependent on national brands like some of Canada's larger metropolitan areas?

Culinary interviewees recognized that there will always be a need for Starbucks and other corporate brands in the downtown but expressed concern that there is a ceiling in cities with smaller populations, where too many corporate brands start to take away from the small businesses that are a cornerstone for the local identity. Speaking to the presentation of local culture through recent development in the core, one interview response was "I think that we are at a standstill. We are going to go one way and be like every other downtown – like Calgary" (CI5). The take-away from the culinary community was that if the city is to achieve a long-term vision that makes the downtown a vibrant space then more attention needs to be given to what the City's major assets are in creating an authentic local identity and how this directly translates to which businesses populate the urban core. Given Kelowna's historical agricultural roots, drawing a greater agricultural presence into the core, not only in a cultural sense through heritage preservation but also in economic initiatives, would strengthen restaurants' abilities to work with other local industries to enhance the city's local food culture.

Through both previous experience in the area and interview responses, culture is recognized as a key contributor to economic development for the City of Kelowna. Much of the revitalization activity in Kelowna's urban centres, particularly the downtown core, has taken a cultural focus. In the City's Official Community Plan: *Greening Our Future*, culture's contributions to the local economy are only considered by the incentives it offers to development in the creative economy. This process, while in some cases being an effective one for urban regeneration (Florida, 2002), overly embraces development centred around attracting the creative class. While recognizing the relationship between culture and the creative economy, the OCP fails to recognize and undermines the important relationships that culture has with traditional

cultural-production industries, ancillary production industries in agriculture and manufacturing, and the City's local food identity and history. If economic development in the downtown and other major centres is to continue under the auspice of culture-led regeneration to attract more activity in the creative economy then the adverse consequences of gentrification that rely on low-order economic activity and reinforce neoliberal ideology warned of in the literature (Ley, 1996; 2003; Lloyd, 2006; Peck, 2005; Zukin, 1987; 1995) will be imminent for the City of Kelowna. So, while culture is a likely trajectory for future urban development in Kelowna, its role must be considered in more absolute terms to ensure that culture is not simply exploited as a means for drawing in an already upper-middle class and the occupations they commonly hold.

#### **5.4 Experience, the New Economy, and Urban Dynamics**

Interviewees' perceptions of Kelowna revealed that urban culture in the city has made significant transformations in recent decades. Although the suburban model for development was a dominant trend into the early twenty-first century, recent attention has been on development in the City's major urban centres. The downtown and Cultural District and their peripheries have been primary targets for revitalization, often utilizing culture-led regeneration to draw activity back into the core. Interview results revealed that success in the City of Kelowna's attempts at downtown revitalization have coincided with a shift toward people venturing downtown in search of consuming experiences rather than traditional goods and services. Qualitative data collected in this research demonstrate trends for Kelowna like those documented in the literature surrounding the creative and cultural economies of cities (Landry, 2008; Scott, 2000), where the experience economy is being utilized to create what Pratt (2009a; 2009b) describes as a 'feel good' atmosphere focussed primarily on cultural consumption rather than production to drive urban development. These trends, being explored thoroughly in larger metropolitan areas such as Vancouver, Toronto, Montreal, Los Angeles, New York City, and Chicago (Barnes & Hutton, 2009; Currid, 2006; Currid & Williams, 2010; Ley, 2003; Lloyd, 2006; Zukin, 1995; 1998), demonstrate the growing importance of urban amenities that fall in line with the consumption of culture.

While the literature shows that downtowns that are not currently in decline are diversifying toward more unique experiences to increase activity and drive urban development, there are some notable differences between the larger metropolitan areas studied in the literature and the

mid-size city Kelowna. The first major difference is that, historically, Kelowna's downtown has never been synonymous with inner-city living as was mentioned by several interviewees. Small neighbourhoods of single-detached homes line the peripheries of the industrial areas that border the downtown and Cultural District. Planning initiatives for the city, as with virtually everywhere else, have been rationalized using theoretical frameworks based on the work of scholars like Jane Jacobs (1961) or Richard Florida (2002). However, the larger metropolitan areas these authors wrote of were shaped by much different processes than those witnessed in Kelowna. These different processes are most aptly generalized through the heartland-hinterland divide (Bunting & Filion, 2010). Small-to-medium size cities that once provided the primary purpose of food production for export to large metropolitan areas have gained a competitive edge in the new economy by marketing their local identities to the rest of the globe in order to stimulate agri-tourism (Senese et al, 2012). As such, guiding principles shaped by the dynamics present in large urban centres must be subject to greater scrutiny upon their adoption to the mid-size city based on the responses in the interview data.

Respondents highlighted that cultural and other urban amenities are rapidly cropping up in Kelowna under the assumption that the population that will live in the high-density residential developments currently under construction on the periphery of the urban core will be able to support those amenities, draw more activity into the downtown, and lead to further growth in the creative economy. While this may be the case in cities that have provided the case studies for examining these relationships, the context of the mid-size city in people's commuting and consumption patterns is vastly different than in large metropolitan areas. Thus, the opinions that surfaced in interviews with the culinary community – that more needs to be known about what types and numbers of amenities, such as restaurants, the City's population can effectively support – are valid in illustrating the breadth of understanding mid-size cities should be striving toward in how their local and regional economies are affected by urban dynamics and form.

A distinguishing factor of the City of Kelowna, as observed in personal experiences in the city, that is telling of the differences between large and mid-size metropolitan areas is the presence of artists within the urban core. There are no deeply-engrained bohemian roots in Kelowna's urban centres and casual forms of artistic production are few and far. On a walk through the downtown and Cultural District, visitors can see city-commissioned pieces of art or

make a trip to the local art gallery but the artistic roots that culture-led regeneration are based on are largely invisible. What is strange about this lack of seemingly-authentic artistic production, as Richard Lloyd's *Neo-bohemia* (2006) suggests, is that Kelowna, benchmarked against the other six amenity-rich cities in the quantitative analysis, has a relatively significant concentration of artists with a LQ value of 1.36 and thirty-nine formal businesses for artistic production in the CMA. It may be that technology has simply begun to play the dominant role in disseminating artist identities, as was the case for some of the restaurateurs interviewed in the research. Regardless, the cultural resources that are often pointed to for creating authenticity in the urban environment have a noticeably smaller presence in the Kelowna than in the larger cities in the literature.

What is concerning about the contrasts between large and mid-size cities regarding artists' presence is that artists' presence and gentrification research often go hand in hand (Ley, 2003; Lloyd, 2006; Zukin, 1982; 1987). Previous experience in the downtown and interviewees' responses show that Kelowna's downtown and Cultural District have never had many living accommodations nor have they had a visible artists' presence but they have had the issues of homelessness and food accessibility that can be expected to accelerate with increasing numbers of urban amenities, high-density residential units, and growth in the creative sectors of the economy as has been described in the literature (Aiello, 2006; Barnes & Hutton, 2009; Burnett, 2014; Cameron & Coaffee, 2005; Ley, 1996; Lloyd, 2006; Peck, 2005; Zukin, 1982). If Kelowna does not have the typical indicators for identifying gentrification then there is an increased risk that these issues could be exacerbated with too much emphasis on the new economy and cultural production for urban development (Scott & Angeles, 2007). Thus, not only is it imperative for the issues regarding homelessness and food accessibility that were brought up in the interviews to be addressed soon but also crucial not to underestimate their scope and severity based on indicators adapted from the academic literature. While it is recognized by interviewees in both sample groups as an immensely complex issue with various levels of governance involved, more visible efforts need to be made to address homelessness and food accessibility. With further revitalization, increased economic activity, and a greater population living in or on the periphery of the urban core, social planning strategies need to be considered in conjunction with cultural planning and economic development to ensure that the City truly is designing and implementing the equitable spaces that long-term planning strategies are striving toward.

The final difference between medium and large cities is the scope of urban amenities offered in the downtown and cultural districts. Going back to the challenges of a much smaller scale for mid-size cities, interview respondents brought up concerns toward having and retaining the unique niche businesses that lend an authentic feel to the downtown can be significantly more challenging. Multiple interviewees from both sample groups described examples where entrepreneurs who had great success in cities like Vancouver, Calgary, Toronto, and Victoria, whether they be restaurateurs or some other form of small business owner, had a unique vision for businesses that had great potential in the city and laudable community buy-in. Yet, because the entire CMA is still less than 200,000 inhabitants, with noticeably seasonal consumption patterns, their businesses failed. This unfortunate trend demonstrates the need for local organizations such as EDCs and BIAs to better monitor the local resources the city has and how they contribute to local culture and the local economy because there is a ceiling for the types and numbers of urban amenities in the city. A free market approach for economic development in the downtown may indicate the consumer preferences of the local population as one interviewee pointed out but, given the emphasis on tourism by both local and regional economic development authorities, it is crucial that a more hands-on approach be taken in preserving the City's cultural assets, whether they be food or art related.

Perhaps the greatest commonality among downtowns currently in the process of urban regeneration is the recognition of the importance of "third places" (Clarke et al., 2011; Oldenburg, 1989; Scott, 1996). Interview responses revealed that Kelowna is no exception. An evolution has taken place where the consumption spaces of the downtown have adapted to shifting demands set out by consumers for casual yet unique experiences in turn creating more third places for the city. The transformation of traditional consumer spaces into third places that provide a more social atmosphere were identified in the interviews as being driven by higher-density residential living arrangements. One interviewee from the culinary community noted that for many in Kelowna, particularly in the millennial cohort that cannot afford homeownership, rental housing with low square-footage and tight restrictions on noise and capacity limit one's ability to entertain but people still want spaces for socialization. That is where culture and entertainment-related amenities have begun to fill the gap, particularly with national brands that were the first to provide reliable and consistent casual experiences under a familiar corporate

brand for outsiders and locals who know exactly what they are looking for in a casual dining experience.

One challenge in having an increasing number of third places in the urban core, as revealed through personal experiences in the city, is the competition that it makes for traditional cultural activities and facilities. Interviewees noted the aesthetic appeal of the Cultural District's facilities but many questioned the local population's patronage of events put on by organizations like Ballet Kelowna and the Okanagan Symphony Orchestra. With Kelowna's downtown culture being defined as casual, food-related, and shaped by experience and the identity of small local businesses in the core, there is a worry that a lacking visual presence in the urban landscape of artists and performing artist groups will diminish already low community buy-in on the value of traditional arts and cultural production industries. The City of Kelowna has been receptive to these challenges. The Creative Spaces Summit in June of 2017 was a step taken by the City to understand the problems within the arts and cultural-production communities and to start forming initiatives geared toward finding solutions.

The Okanagan Region's cultural heritage lies overwhelmingly in its productive past in the agricultural sector (Senese et al., 2012), which makes stimulating an authentic local identity based on the traditional visual and performing arts difficult. With the major components of a successful creative economy – (1) the media and entertainment industries; (2) the arts and cultural heritage, and; (3) creative business-to-business services (Landry, 2008) – a primary focus for future urban development in Kelowna, retaining the arts and cultural-production industries will remain a significant challenge in the coming decades.

The interview data corroborate the thought that casual cultural consumption in restaurants and other third places has not only evolved the ways in which people have sensory experiences in the urban environment but also has built on urban theory surrounding cultural symbolism (Zukin, 1995). Zukin recognizes restaurants as important cultural phenomena because they feed the symbolic economy – “socially, materially, and spiritually” (1995, p.182). Yet, the cultural symbolism underlying the consumption processes in restaurants may be shifting. The symbolic depiction of food in the urban landscape has become less about spectacle (one's ability to show their status) and more about casual consumption experiences. Changes in urban dynamics that have people more receptive to consuming experience in their cities rather than material goods



have evolved the social aspect of the symbolic economy. Interview data supports these claims by demonstrating that many restaurants have become more attributable to third places and by reinforcing the view that urban cores have become more conducive to experience than traditional modes of consumption in recent decades.

The aspects of casual cultural consumption that surround cultural capital theory (Bourdieu, 1986; 1993) still retain their relevance through the lens of the restaurant. This became evident with the culinary community's concern with spatial equity and food accessibility in Kelowna's urban core. Casual experiences offer opportunities for increased social interaction, which has caused less expensive food items to become the productive norm in the food-services industries. The result has been a broadening of the demographic that can afford to consume these goods. However, in Kelowna, similar to many North American cities facing the challenges of homelessness and socioeconomic disparity, cultural capital remains a limiting factor for at-risk and disenfranchised populations even if the paradigm for affordable consumption and food accessibility has been broadened. The uneven access to spaces surrounding restaurant-based food consumption is still something that needs to be addressed in Kelowna. Different modes of food-service businesses have offered new opportunities for urban development by creating new activity and consumer spaces in the downtown. However, these opportunities must be met with more effort from both the public and private sectors in addressing social equity and food accessibility.

### **5.5 Casual Food-Services and Cultural Consumption**

Restaurants have become more social spaces in recent decades as a result of growth in the new economy and a more experiential focus for activity in the downtown. The interview results helped to validate this claim, with responses from both sample groups recognizing that dining out has become a more casual activity. Now, going to a food-service establishment is conducive to entertainment in many instances and, although not all restaurants have become more social spaces, dining has become one of the primary modes of casual consumption in Kelowna's downtown. While quantitative data were not reliable enough to look at changes in food-service industry concentrations over time, current concentrations relative to provincial and other amenity-rich city benchmarks are telling of the strengths in Kelowna's food-service industries.

The most notable industries, based on their local concentrations, are mobile food services and caterers. The presence and inner-workings of these two industries have been studied in other large metropolitan areas like Portland (Newman & Burnett, 2013) and New York City (Zukin, 2010). Zukin traced the evolution of ethnic street-food vendors in Red Hook, New York, documenting the booming growth in the sub-cultural niche form of casual consumption and the challenges that have since impeded the success of vendors. In the case of the Okanagan Valley, the dynamics shaping these two industries are immensely complex. In some instances, chefs at hotels or small restaurants run owner-operated catering companies, with clientele ranging from wedding parties to corporate events. There are examples of local restaurateurs who run offshoot catering companies servicing large galas and charity events as well as young cooks who have scraped enough funds together to start up foodtrucks. Each has played its own dynamic role in recent years, pushing the boundaries of food culture into other forms of experience in the urban environment.

One respondent from the culinary community discussed their experience with an event that demonstrated how the lines between amenity industries have subtly been blurred. They participated in an annual charity event put on by a local tattoo shop in the region that served as a catered food event, live show for local musicians, and quasi-tattoo convention with over twenty artists from around Western Canada. The event helps to stimulate activity for local independent artists and musicians as well as mobile food service and catering businesses. It also reinforces a local identity that blends art, music, and cuisine while raising money for charity. Events like this have become increasingly popular in recent years and have brought the city's cultural resources further in line with placemaking efforts in a process reminiscent of the relationships between industries in the new economy outlined in Charles Landry's (2008) *Creative City*. While contemporary theorizations like Landry's creative city, Richard Florida's creative class (2002), and John Howkins' creative economy (2001) must simplify the cultural-creative interface out of necessity, the results from this research, while reinforcing these theories, also demonstrate how the theory of cultural economy (Scott, 2000) is becoming increasingly relevant as urban dynamics shift toward casual cultural consumption and experience-based living in the urban environment.

However, the data, as well as personal experiences in the downtown, show that more opportunities for casual consumption in Kelowna's urban core do not necessarily equate to the consumption of local food culture. Interviewees from the culinary community noted that the general decline in fine-dining and rise of casual dining experiences has coincided with a surge in national food brands, particularly in the downtown and cultural district. This trend has also been noted extensively, particularly by those who link culture-led regeneration to gentrification (Lloyd, 2006; Zukin, 2012). Lloyd's ethnographic fieldwork in Chicago's Wicker Park traced the roots of revitalization, led initially by artist ingenuity in creating unique or 'vibrant' urban spaces to the inevitable corporate takeover of the urban landscape marked by high rents that only a Starbucks or similar branded-powerhouse could afford.

Interviewees noted that full-service restaurants and limited-service eating places have witnessed similar growth in numbers of businesses, albeit at a much more linear pace than the catering and mobile food service businesses that have exploded in their presence within the past five years. It is in the full-service restaurants and limited-service eating places where the most pronounced challenges were identified in the interviews. Difficulties in balancing the costs, demands, and community buy-in of local produce in restaurants, as well as the susceptibility of these local production chains to broad economic and climatic circumstances and national brand dominance, were identified as major challenges for these industries.

While the development of Kelowna's downtown is in a "positive momentum" as one interviewee put it, careful consideration to the overall identity of the downtown needs to be taken in allowing for national brands to set up shop in the core. In multiple interviews, the discussion tapered into how national brands will always market themselves to the broader trends in food culture but if those trends do not meet their bottom line they simply will not uphold them. Local, artisanal production may be a dominant trend right now, which gives local producers the opportunity to grow and contribute to the local economy and local identity. Yet, if national brands that have been receptive to the shift toward casual experiences continue to dominate the landscape in the urban core then whether local ingredients are actually used comes into question. Multiple interviewees pointed out that national brands commonly have very limited investment in community well-being and, while they can contribute to more reliable activity within the urban core, are often disconnected from local issues. As evidenced by statements like "we are

going to go one way and be like every other downtown” (CI5), an over-abundance of national food brands in the core degrades its authenticity and, for cities with well-pronounced food identities like Kelowna, this can be a detriment to the cultural economy. Conversely, it was noted that locally-owned businesses typically have a greater investment in the community and can make significant contributions to the downtown’s identity, authenticity, and sense of place. Achieving an effective balance between the two will be crucial in the coming decades to preserve both activity in the core as well as a unique local food culture. It will not come easily, but with cooperation between city staff, EDCs, and BIAs a better understanding of the downtown’s assets and balance of small and large businesses can be attained.

Despite the challenges that need to be addressed in the urban environment surrounding the food-services sub-sector, its role in the downtown was unanimously recognized as being significant. Restaurants as an urban entity have helped to animate downtown space. Along with the revitalization efforts that have created a greater intimacy of scale for the downtown’s businesses and its visitors, restaurant opportunities through sidewalk patios, changing liquor licensing standards, and more entertainment-oriented dining experiences all converge to bring the restaurant to the forefront of significance for the urban landscape. With planning and development efforts in urban centres focussing on mixed land uses and greater densification in urban residential living, the restaurant has fixed itself as a cornerstone for downtown activity that drives the city’s cultural economy, and animates its spaces.

### **5.6 Restaurant Implications for Urban Form**

The literature has shown that recent decades have brought experiences in cities’ unique activity-laden centres to the helm of urban development, which, while having substantial economic implications, have formed a closer relationship between cultural amenities and urban form. Compact and walkable environments of a human scale have brought a greater presence of cultural amenities into Kelowna’s downtown and, increasingly, its Cultural District. However, as felt through personal experiences and validated by interview data, only those that align with casual consumption opportunities have enjoyed the benefits resulting from improved urban design elements and physical streetscapes. Thus, Kelowna’s downtown continues to evolve as an agglomeration of consumer-based amenities and services.

Responses from the culinary community show that limitations to the capacity of the downtown to support the number of restaurants currently located there has created a precarious atmosphere for business interests in the urban core. On the one hand, the compact pedestrian-oriented urban forms emphasized in the literature (Filion & Bunting, 2010; Jacobs, 1961; Kunstler, 1993; 2007) can encourage the mass of foot traffic necessary for success. In the interviews, respondents suggested that having this exposure to those passing by has considerable benefits to it. However, commercial rents for storefronts in areas with a pleasant and efficient surrounding streetscape and the space that you get for often exorbitant prices have challenged the ability for local food identities to be represented in the City of Kelowna's most touted spaces. The situation has become even more complex with the evolving role of technology.

Respondents from both sample groups, while recognizing the benefits of a downtown location, also pointed out that there are alternative ways to ensure restaurant success that bypass the detrimental impacts that poor urban form can have. The most widely recognized is the role that technology plays in introducing clientele to restaurant and chef identities without necessarily having visited a restaurant's location through social media. One respondent pointed out the example of *Pidgin*, a restaurant in Vancouver located on the western edge of the city's infamous Downtown Eastside. The restaurant, although located in an area where parking and accessibility are a constant challenge along with deep-seated demographic struggles with transient populations of those with mental health issues, homelessness, poverty, and open-air drug trafficking since the early-1980s, has gained significant reputation through its fusion of Asian and French cuisines. It is not certain exactly what combination of factors has made this restaurant successful but the dissemination of its local food identity through social media has played a large part. Word of mouth has usurped simple face-to-face interactions through mobile devices and restaurateurs that understand that, play off global food trends and, perhaps more importantly, do so with an effective marketing strategy and business mindset have flipped the paradigm on the locational dynamics of unique urban amenities.

Examples like *Pidgin* in Vancouver, and the many other forms and locations these restaurants take across North America, demonstrate the importance for cities to start rethinking the value of commercial spaces in recently revitalized areas. In the context of Kelowna, rents in the downtown have been a major impediment for small local business owners to establish or relocate

their businesses there. While the culinary community has recognized the value of these spaces due to agglomerations of complementary activities, respondents that identified a lessening importance of downtown locations for restaurant success underscore the potential for a complete exodus of small locally-owned businesses in the core. If land costs in the downtown continue to increase under the assumption that exposure to foot traffic and an animated streetscape is a must-have for local entrepreneurs, then the downtown runs the risk of being diluted with corporate chains and national brands that can afford such high-profile locations. The impacts of such a shift could be detrimental for the City of Kelowna.

Based on both the literature and interview data from this research, favouring a form of commercial development in the core that follows the highest bidder is counterintuitive to the tourism, cultural, and economic development strategies currently influencing decisions at the local and regional levels. Due to the decreasing proximity of local businesses to their potential clientele via technological innovation, it is important that the regional EDC and downtown BIA take a more concerted effort in retaining current local businesses, as well as attracting new ones, in the core. Doing so will assert a unique and coherent identity for the City's downtown and Cultural District rather than succumbing to the perils associated with placelessness that are sure to manifest if high rents that stimulate corporate presence in the core continue.

## **6. Conclusions**

### **6.1 Summary of Research**

At the outset of the research, I sought to address the following research questions: to what extent has the restaurant generated activity in Kelowna's downtown? What is the restaurant's relationship with other local industries? Do close relationships between the food services sub-sector and production and entertainment industries contribute to place and authenticity in Kelowna's downtown? What are the adverse consequences of stimulating cultural amenity-based activity in the urban core? And, can these adverse consequences be accounted for and mitigated? Each of the following sub-sections presents how this study has addressed these questions and what implications the trends and themes explored have on cities.

### **6.2 Restaurants as Activity Generators**

The role of the restaurant in the downtown has evolved immensely in recent decades. Specific to the context of Kelowna, the restaurant generates activity in a very subtle way. The interviews reveal that by offering a broader variety of food-based experiences in the urban core, restaurants, cafes, pizzerias, bistros, pubs, walk-up counters, caterers, and food trucks have provided a greater draw for people to partake in casual consumption. Researcher observations have shown that the shift toward more casual consumption in these industries are complementary to the general trends occurring in the downtowns of many mid-size Canadian cities, wherein shifting urban dynamics and urban form are bringing people into the downtown more frequently for experiences or relocating people directly into the urban core through high-density residential development. Specific to the City of Kelowna, the interview data show that agglomerations of urban and cultural amenities, integrated natural features such as waterfronts, and increasing numbers of events and festivals have all been utilized alongside the ever-evolving food-services sub-sector to stimulate growth in the new economy of the downtown and Cultural District.

Amidst the growth demonstrated in both the numbers and types of food services in the Kelowna CMA, interview responses corroborate that those offered in the downtown and Cultural District have branded an image of themselves that is "local", "artisanal", and "equitable". Respondents also were wary of whether all establishments uphold these common values set out by the broader global food culture and the suspicions of both researchers and interviewees is that some are merely paying lip service to what the masses want to hear. Yet, those that do uphold

these values have introduced opportunities for other industries that share either the classification of cultural amenity like galleries, museums, events, and festivals or of ancillary production industry like the Okanagan Region's non-citrus fruit and tree nut and fruit and vegetable combination farming, wine, distilling, and brewing industries. Rising demands to consume all things local has given the Region's producers the impetus to produce greater quantities and more diversely.

### **6.3 Restaurants' Inter-Industry Linkages**

Interview data show that receptiveness toward the opportunities presented by the Region's productive capacity along with the assets in Kelowna's urban core have blended the economic activities that surround cultural consumption together into the casual experiences that draw people into the downtown. The interviewees agreed that visits to restaurants, parks, entertainment venues, local retailers, and cultural facilities have culminated to reshape the ways in which the local and tourist populations interact with spaces in the urban core. While researcher observations have noted that, particular to Kelowna, these experiences have always been present in the past, the increasing frequency with which they cross the boundaries of one another to create what is perceived to be a different or unique experience has begun to redefine downtown culture. Thus, fostering a sense of place for Kelowna's downtown is dependent not only on local heritage, century-old architecture, and the integration of natural amenities into the urban landscape but also on urban amenities that offer something a little different than just the provision of goods and services. Specific to restaurants, several interviewees noted that authentic contributions to place come from offering unique experiences that celebrate the Region's agricultural productivity, diversity, and history. In larger metropolitan areas, the restaurant may adequately be categorized as an urban amenity but in the context of Kelowna the restaurant can be a significant cultural entity and must be considered by the direct economic contributions that it makes as well as its contributions to the city's local identity.

The restaurant is a lens through which we can understand how businesses in the downtown are affected by and respond to changes in urban dynamics and form. It offers immense value in the mid-size city's urban landscape because of the sub-cultural niche that is formed by the local dissemination of global food culture. Kelowna's restaurant industry and the local food culture it portrays have been dependent on a long legacy of agricultural production and farming. While its



production legacy may be something unique to this city, there certainly are observations from this research that can be adapted to other cultural amenities in mid-size cities with large agglomerations of both complementary amenity industries and the ancillary industries that feed into their production. More extensive case study research would be required to look at the other six cities with significant amenity industry concentrations to trace what each locale's competitive advantages are. I urge future researchers interested in the interface between revitalizing downtowns and local cultures in mid-size Canadian cities to do just that. This research has demonstrated that one cultural amenity, the restaurant, has a significant impact on the culture and consumption patterns in the downtown. The food-services sub-sector also has indirect local impacts on other amenity industries by drawing people into the core as well as supporting other regional production industries in fruits and vegetables, wine, spirits, cider, beer, and many others.

#### **6.4 Place, Authenticity, and the Food-Services Sub-sector**

The broader academic literature that shaped the second chapter of this thesis demonstrated the importance of fostering sense of place and stimulating authenticity within the urban core to ensure successful activity in the spaces being written about. Key-informant interviews revealed that, for Kelowna, a local identity that promotes a stronger interconnectedness between restaurants and the food and beverage production industries will help build on an already present and growing local food culture. Authentic food-based consumption is challenged by the current presence, and potential future overabundance, of national brands in the city's downtown and Cultural District. Balancing the dichotomous relationship between locally-driven and nationally-branded restaurants will continue to play a pivotal role in preserving the unique character of Kelowna's urban core as it develops and pushes out into the periphery of its current boundaries. Local restaurateurs that have an expansive clientele-base have no problems locating in a destination location and, given the role they play in cultivating an authentic local food identity, it is imperative to preserve their presence in the core.

#### **6.5 Recognizing the Adverse Consequences of Cultural Amenity-based Activity**

The growth of Kelowna's local food identity in recent decades has evolved how culture is consumed in the downtown core. Shifts toward more casual experiences that integrate traditional cultural activity with food and drink have redefined the process of cultural consumption. It has

become something that is less tied to traditional cultural production and more closely linked to the Okanagan Region's agricultural production industries. Revitalization efforts have also played a role in this foundational shift. By responding to shifting urban dynamics with more pedestrian-intimate urban forms, Kelowna's revitalization has made casual consumption immensely convenient in its downtown. With a diversity of food-service industries and increasing recognition of the heritage and unique production landscapes underlying these industries, food in Kelowna has evolved into one of the easiest attainable sources of culture for locals and visitors.

Culture-led regeneration, however, poses several threats to economic resilience and social equity in the urban core. Every level of economic activity affects the vitality of amenities in the downtown and Cultural District. When local, regional, provincial, and national economies are strong and discretionary spending is high, existing amenities can expand and new ones are afforded the opportunity to establish themselves. Economic downturns on the other hand often shrink the numbers and variety of amenities in the core and it has been a noticeable trend in the culinary community that when this happens restaurant-goers are less adventurous and migrate their patronage to the national chains that they know can consistently provide a familiar experience. Yet, if the costs – produce, labour, leases, etc. – associated with the unique experiences offered by local restaurants could be offset, with more attention being paid to the contributions an establishment makes to the regional economy and local food culture, then broader economic implications would be less detrimental to restaurant success in the downtown.

### **6.6 Mitigating the Impacts of Culture-led Regeneration**

Based on the trends witnessed in larger metropolitan areas from the broader literature, adversities surrounding gentrification and neoliberalism can either introduce themselves or accelerate in the urban environment when expanding a city's amenity base becomes the focus for development. In order to mitigate such adversities, it is imperative that culture is considered by its impacts on social equity as well as economic vitality. To curb the threat of sanitization that interviewees identified in Kelowna's character areas of the downtown and Cultural District, revitalization needs to be seen in terms of its value in supporting local businesses rather than just its potential to expand consumerism in the downtown and raise commercial property values.

Both study samples identified that Kelowna's 2014 Bernard Revitalization project was largely successful in re-orienting the downtown streetscape with the area's amenities but there

are still lessons to be learned in moving forward with the *Civic Block Plan* and inevitable expansion into the periphery of the urban core. A pedestrian-oriented streetscape that maintains an intimacy of scale for foot traffic, small businesses, and the natural environment was done quite well by those responsible for the project. However, responses from the culinary community indicate that in moving forward into other parts of the urban core, improvements can be made with space for a greater mix of transit uses (i.e. cycling and public transit) and social inclusion. The ideas surrounding local identity and heritage were incorporated very well in the 2014 Revitalization but in moving forward more than topical efforts in establishing authenticity and sense of place in the core need to be made. A greater connection with small local businesses and the regional production industries they support and rely on will be of great importance in ensuring success for future revitalization efforts. The greatest consideration in moving forward will be ensuring that goals in urban development do not undermine the value of locally authentic cultures in favour of filling storefronts with corporate brands for economic prosperity.

Local governance that goes beyond the long-term strategies filled with policies replicated from cities of similar sizes and compositions will be one of the first steps to be taken in making lasting improvements to the city. When it comes to areas that portray a city's local cultures, consideration to more than just land uses and zoning by-laws needs to be taken. Many contemporary downtowns in the mid-size city have been afforded the opportunity to redevelop, revitalize, regenerate, re-orient, or do any other number of the buzzwords used to describe the resurgence in activity witnessed in the twenty-first century. People are searching for enhanced experiences in the urban environment and urban dynamics and form are starting to follow suit to accommodate for these experiences. A greater understanding of the interface between urban dynamics and form, local identities, cultural amenities, and dense, diverse, or otherwise interesting or peculiar economic sectors will be a key measure to be taken in equitable and meaningful redevelopment in the urban core.

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## **Appendix A – LQ Tables.**

KELOWNA												
AGRICULTURE	Canada		BC		ON		BC / ON		Comparator		Amenity	
<u>Employees</u>	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
111 - Crop production												
112 - Animal production and aquaculture												
114 - Fishing, hunting and trapping												
115 - Support activities for agriculture and forestry												
111110 - Soybean farming	0.059	0.000	0.777	0.000	0.016	0.000	0.019	0.000	0.047	0.000	0.036	0.000
111120 - Oilseed (except soybean) farming	0.103	0.000	0.622	0.000	1.108	0.000	0.977	0.000	0.782	0.000	0.993	0.000
111130 - Dry pea and bean farming	0.349	0.000	1.244	0.000	0.598	0.000	0.657	0.000	0.651	0.000	0.898	0.000
111140 - Wheat farming	0.201	0.000	0.973	0.000	0.869	0.000	0.885	0.000	0.782	0.000	1.380	0.000
111150 - Corn farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111160 - Rice farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111190 - Other grain farming	0.149	0.000	0.674	0.000	0.200	0.000	0.227	0.000	0.333	0.000	0.325	0.000
111211 - Potato farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111219 - Other vegetable (except potato) and melon farming	2.973	0.920	0.919	0.578	1.507	0.486	1.358	0.514	1.026	0.597	1.168	0.898
111310 - Orange groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111320 - Citrus (except orange) groves	0.000	29.069	0.000	3.127	0.000	0.000	0.000	9.077	0.000	1.939	0.000	5.049
111330 - Non-citrus fruit and tree nut farming	21.124	7.178	2.322	1.720	24.769	7.333	9.300	3.452	2.264	1.491	2.596	1.858
111411 - Mushroom production	4.231	0.000	0.829	0.000	2.601	0.000	1.902	0.000	1.303	0.000	2.096	0.000
111419 - Other food crops grown under cover	0.897	0.000	0.239	0.000	0.457	0.000	0.395	0.000	0.521	0.000	0.314	0.000
111930 - Sugar cane farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111993 - Fruit and vegetable combination farming	8.525	3.740	1.035	0.902	6.899	3.794	3.493	1.803	1.769	1.219	1.623	1.883
111994 - Maple syrup and products production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111999 - All other miscellaneous crop farming	0.342	0.252	0.544	0.424	0.311	0.204	0.336	0.249	0.443	0.485	0.454	0.449
112110 - Beef cattle ranching and farming, including feedlots	0.727	1.321	0.760	1.078	1.070	2.869	0.996	1.925	0.749	0.969	0.829	1.898
112120 - Dairy cattle and milk production	0.170	0.116	0.315	0.172	0.096	0.110	0.110	0.123	0.147	0.194	0.115	0.099
112210 - Hog and pig farming	0.267	0.000	1.049	0.000	0.188	0.000	0.221	0.000	1.017	0.000	0.491	0.000
112310 - Chicken egg production	4.953	4.273	1.238	1.595	2.925	2.869	2.344	2.322	3.389	3.125	4.020	4.555
112320 - Broiler and other meat-type chicken production	1.156	0.786	0.512	0.412	0.632	0.535	0.606	0.492	2.033	1.042	0.804	0.630
112330 - Turkey production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112340 - Poultry hatcheries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112391 - Combination poultry and egg production	3.812	0.000	1.000	0.000	2.808	0.000	2.114	0.000	1.452	0.000	1.474	0.000
112399 - All other poultry production	3.568	0.000	0.915	0.000	2.307	0.000	1.807	0.000	2.033	0.000	2.211	0.000
112410 - Sheep farming	1.760	5.116	1.870	4.354	1.229	4.266	1.311	4.292	0.953	1.389	1.087	2.868
112420 - Goat farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112510 - Aquaculture	2.649	0.000	0.473	0.000	6.459	0.000	1.957	0.000	1.130	0.000	1.701	0.000

112910 - Apiculture	5.902	2.426	3.645	2.787	7.510	5.546	6.297	4.292	3.177	1.389	3.812	2.581
112930 - Fur-bearing animal and rabbit production	4.270	4.450	3.309	6.967	3.656	5.367	3.588	5.757	3.389	2.083	2.457	5.162
112991 - Animal combination farming	0.576	0.000	0.889	0.000	0.734	0.000	0.758	0.000	1.007	0.000	0.987	0.000
112999 - All other miscellaneous animal production	0.943	8.310	0.677	8.708	1.123	10.084	1.003	9.635	1.271	4.167	1.053	6.452
114113 - Salt water fishing	0.681	1.084	0.671	1.138	9.139	16.750	0.723	1.375	0.734	1.053	0.665	1.070
114114 - Freshwater fishing	1.249	0.000	1.444	0.000	0.449	0.000	1.230	0.000	1.055	0.000	1.548	0.000
115110 - Support activities for crop production	0.676	0.895	1.812	1.698	0.674	0.857	0.891	1.203	1.326	1.390	0.866	0.947
115210 - Support activities for animal production	1.338	0.522	1.398	1.041	0.995	0.332	1.121	0.549	1.061	1.066	1.166	0.720
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
311 - Food manufacturing												
312 - Beverage and tobacco product manufacturing												
311211 - Flour milling	7.698	0.000	6.076	0.000	9.659	0.000	8.226	0.000	1.739	0.000	3.717	0.000
311214 - Rice milling and malt manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311221 - Wet corn milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311224 - Oilseed processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311225 - Fat and oil refining and blending	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311230 - Breakfast cereal manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311310 - Sugar manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311340 - Non-chocolate confectionery manufacturing	0.000	2.839	0.000	3.563	0.000	1.779	0.000	2.107	0.000	1.214	0.000	1.661
311351 - Chocolate and chocolate confectionery manufacturing from cacao	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311352 - Confectionery manufacturing from purchased chocolate	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311410 - Frozen food manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311420 - Fruit and vegetable canning, pickling and drying	0.000	3.664	0.000	4.183	0.000	3.389	0.000	3.602	0.000	2.732	0.000	2.718
311511 - Fluid milk manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311515 - Butter, cheese, and dry and condensed dairy product manufacturing	0.000	1.003	0.000	1.527	0.000	1.167	0.000	1.259	0.000	1.214	0.000	0.830
311520 - Ice cream and frozen dessert manufacturing	5.519	0.000	6.076	0.000	6.440	0.000	6.328	0.000	2.319	0.000	4.957	0.000
311611 - Animal (except poultry) slaughtering	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311614 - Rendering and meat processing from carcasses	1.681	0.563	1.620	0.844	2.696	0.523	2.254	0.593	0.870	0.729	1.239	0.498
311615 - Poultry processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311710 - Seafood product preparation and packaging	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311811 - Retail bakeries	1.659	2.146	1.736	1.666	1.473	1.857	1.542	1.793	1.491	1.181	1.716	1.929
311814 - Commercial bakeries and frozen bakery product manufacturing	1.147	0.325	1.389	0.401	0.913	0.295	1.016	0.322	1.391	1.214	1.239	0.344
311821 - Cookie and cracker manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311824 - Flour mixes, dough, and pasta manufacturing from purchased flour	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311830 - Tortilla manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311911 - Roasted nut and peanut butter manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

311919 - Other snack food manufacturing	1.434	0.000	0.868	0.000	1.317	0.000	1.143	0.000	0.696	0.000	1.062	0.000
311920 - Coffee and tea manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311930 - Flavouring syrup and concentrate manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311940 - Seasoning and dressing manufacturing	0.000	1.884	0.000	1.527	0.000	1.655	0.000	1.613	0.000	1.821	0.000	1.661
311990 - All other food manufacturing	1.534	1.781	1.555	1.384	1.344	1.857	1.400	1.679	1.465	1.561	1.802	1.929
312110 - Soft drink and ice manufacturing	0.260	0.287	0.338	0.418	0.306	0.390	0.317	0.402	0.487	0.861	0.431	0.773
312120 - Breweries	0.812	0.494	1.307	0.572	0.783	0.514	0.915	0.539	0.708	0.608	1.184	0.689
312130 - Wineries	1.522	1.871	1.173	1.411	1.368	1.570	1.291	1.494	1.206	1.292	1.026	1.171
312140 - Distilleries	0.799	0.499	0.592	0.627	1.531	0.752	0.975	0.689	1.947	0.344	2.368	0.607
	<b>Canada</b>		<b>BC</b>		<b>ON</b>		<b>BC / ON</b>		<b>Comparator</b>		<b>Amenity</b>	
	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>
7111 - Performing arts companies												
7112 - Spectator sports												
7113 - Promoters (presenters) of performing arts, sports and similar events												
7114 - Agents and managers for artists, athletes, entertainers and other public figures												
7115 - Independent artists, writers and performers												
7121 - Heritage institutions												
7131 - Amusement parks and arcades												
7132 - Gambling industries												
7139 - Other amusement and recreation industries												
711111 - Theatre (except musical) companies	0.000	0.407	0.000	0.492	0.000	0.481	0.000	0.484	0.000	0.500	0.000	0.371
711112 - Musical theatre and opera companies	3.599	2.326	2.642	3.196	3.178	1.678	3.004	1.960	1.500	5.000	2.000	2.600
711120 - Dance companies	0.940	1.007	0.893	0.825	1.028	0.932	0.986	0.897	0.714	0.556	0.766	0.813
711130 - Musical groups and artists	1.058	1.547	1.014	1.382	1.042	1.373	1.033	1.376	1.016	1.429	1.074	1.625
711190 - Other performing arts companies	0.964	0.000	1.106	0.000	1.014	0.000	1.039	0.000	1.250	0.000	1.174	0.000
711211 - Sports teams and clubs	0.604	2.417	0.532	1.841	0.607	3.970	0.582	3.118	0.503	1.600	0.550	2.000
711213 - Horse race tracks	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711218 - Other spectator sports	1.467	0.000	1.386	0.000	1.781	0.000	1.643	0.000	1.375	0.000	1.589	0.000
711311 - Live theatres and other performing arts presenters with facilities	1.939	0.706	1.894	0.585	1.631	0.781	1.698	0.706	1.488	0.694	1.977	0.640
711319 - Sports stadiums and other presenters with facilities	0.000	2.247	0.000	1.655	0.000	2.242	0.000	2.015	0.000	1.079	0.000	1.962
711321 - Performing arts promoters (presenters) without facilities	0.542	1.187	0.513	1.371	0.592	1.306	0.567	1.326	0.682	1.079	0.646	1.401
711322 - Festivals without facilities	1.161	1.004	1.343	1.091	1.213	1.011	1.247	1.035	1.636	1.388	1.157	0.920
711329 - Sports presenters and other presenters without facilities	1.392	0.000	1.129	0.000	1.424	0.000	1.326	0.000	1.091	0.000	1.396	0.000
711410 - Agents and managers for artists, athletes, entertainers and other p	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000
711511 - Independent visual artists and artisans	1.355	3.039	1.417	2.883	1.612	3.277	1.547	3.111	1.064	1.625	1.115	1.611
711512 - Independent actors, comedians and performers	0.737	0.832	0.662	0.730	0.700	0.890	0.688	0.820	0.960	1.500	0.874	1.208
711513 - Independent writers and authors	0.927	0.000	1.058	0.000	0.814	0.000	0.876	0.000	0.934	0.000	0.975	0.000

712111 - Non-commercial art museums and galleries	0.000	1.714	0.000	1.232	0.000	1.230	0.000	1.230	0.000	1.063	0.000	1.363
712115 - History and science museums	0.000	1.690	0.000	1.629	0.000	1.923	0.000	1.793	0.000	1.417	0.000	2.096
712119 - Other museums	0.000	0.815	0.000	0.711	0.000	0.815	0.000	0.770	0.000	1.700	0.000	1.298
712120 - Historic and heritage sites	1.678	0.738	1.575	1.010	2.357	1.210	2.031	1.121	1.125	0.472	1.300	0.454
712130 - Zoos and botanical gardens	5.829	0.000	3.500	0.000	5.077	0.000	4.432	0.000	2.250	0.000	2.600	0.000
712190 - Nature parks and other similar institutions	1.303	0.705	0.875	1.148	1.833	0.721	1.354	0.848	2.250	1.417	2.167	0.852
713110 - Amusement and theme parks	2.405	1.030	3.083	0.814	2.519	1.347	2.625	1.121	2.333	1.200	2.444	1.033
713120 - Amusement arcades	0.000	0.981	0.000	1.179	0.000	0.853	0.000	0.933	0.000	0.900	0.000	0.979
713210 - Casinos (except casino hotels)	0.000	1.713	0.000	1.617	0.000	4.143	0.000	2.272	0.000	1.267	0.000	2.433
713291 - Lotteries	1.996	1.456	1.464	1.155	1.748	1.450	1.650	1.278	1.400	1.188	1.700	1.521
713299 - All other gambling industries	0.000	0.215	0.000	0.337	0.000	0.188	0.000	0.245	0.000	0.352	0.000	0.190
713910 - Golf courses and country clubs	0.720	0.923	0.944	1.077	0.584	0.835	0.656	0.899	1.083	0.823	0.802	0.908
713920 - Skiing facilities	2.478	0.513	1.367	0.321	3.126	0.926	2.276	0.582	1.986	0.411	3.119	0.565
713930 - Marinas	1.640	0.702	0.869	0.458	1.331	0.478	1.153	0.471	0.795	0.561	1.170	0.738
713940 - Fitness and recreational sports centres	1.492	0.805	1.275	0.842	1.330	0.757	1.314	0.782	1.237	0.922	1.519	0.823
713950 - Bowling centres	0.000	0.461	0.000	0.763	0.000	0.586	0.000	0.632	0.000	0.823	0.000	0.549
713990 - All other amusement and recreation industries	0.660	1.472	0.779	1.373	0.746	1.734	0.756	1.602	0.795	1.346	0.653	1.388
	<b>Canada</b>		<b>BC</b>		<b>ON</b>		<b>BC / ON</b>		<b>Comparator</b>		<b>Amenity</b>	
	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>
7211 - Traveller accommodation												
7212 - Recreational vehicle (RV) parks and recreational camps												
7213 - Rooming and boarding houses												
721111 - Hotels	0.634	0.830	0.585	0.916	0.709	0.829	0.642	0.866	0.741	0.852	0.964	0.816
721112 - Motor hotels	0.367	1.007	0.537	1.162	0.505	1.495	0.520	1.323	0.767	1.369	0.423	1.128
721113 - Resorts	2.431	0.949	1.416	0.641	2.746	0.792	1.883	0.716	1.209	1.173	2.125	0.983
721114 - Motels	0.175	1.444	0.249	1.213	0.141	1.324	0.179	1.272	0.288	1.032	0.234	1.282
721120 - Casino hotels	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
721191 - Bed and breakfast	1.171	0.000	1.232	0.000	1.278	0.000	1.255	0.000	1.310	0.000	0.769	0.000
721192 - Housekeeping cottages and cabins	0.369	0.792	0.689	1.424	0.237	0.528	0.348	0.738	0.479	0.913	0.497	1.102
721198 - All other traveller accommodation	2.097	2.231	1.688	1.862	2.757	3.095	2.107	2.382	1.300	1.685	1.999	2.205
721211 - Recreational vehicle (RV) parks and campgrounds	1.511	1.247	1.423	1.216	1.532	1.353	1.491	1.304	1.535	0.893	1.342	0.943
721212 - Hunting and fishing camps	0.322	0.616	0.410	0.645	0.363	0.658	0.379	0.653	0.497	1.280	0.447	1.062
721213 - Recreational (except hunting and fishing) and vacation camps	1.334	1.031	0.974	1.016	1.011	0.793	0.997	0.855	0.696	1.164	0.978	1.141
721310 - Rooming and boarding houses	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000
	<b>Canada</b>		<b>BC</b>		<b>ON</b>		<b>BC / ON</b>		<b>Comparator</b>		<b>Amenity</b>	
	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>
7223 - Special food services												

7224 - Drinking places (alcoholic beverages)												
7225 - Full-service restaurants and limited-service eating places												
722310 - Food service contractors	0.589	0.549	0.553	0.553	0.562	0.512	0.560	0.521	0.672	0.674	0.551	0.567
722320 - Caterers	1.318	1.113	1.216	1.140	1.298	1.074	1.278	1.090	1.454	0.936	1.629	1.060
722330 - Mobile food services	0.651	2.058	0.803	1.888	0.689	3.131	0.712	2.693	0.526	2.071	0.498	2.190
722410 - Drinking places (alcoholic beverages)	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
722511 - Full-service restaurants	0.806	1.070	0.824	1.025	0.847	1.147	0.842	1.109	0.827	1.101	0.777	1.066
722512 - Limited-service eating places	1.250	0.924	1.216	0.970	1.176	0.863	1.185	0.891	1.210	0.898	1.312	0.928

KINGSTON												
AGRICULTURE	Canada		BC		ON		BC / ON		Comparator		Amenity	
<u>Employees</u>	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
111 - Crop production												
112 - Animal production and aquaculture												
114 - Fishing, hunting and trapping												
115 - Support activities for agriculture and forestry												
<b>111110 - Soybean farming</b>	<b>1.724</b>	<b>3.919</b>	<b>22.703</b>	<b>156.846</b>	<b>0.461</b>	<b>1.259</b>	<b>0.555</b>	<b>1.913</b>	<b>1.384</b>	<b>4.051</b>	<b>1.061</b>	<b>3.724</b>
111120 - Oilseed (except soybean) farming	0.000	0.703	0.000	<b>7.842</b>	0.000	<b>21.313</b>	0.000	<b>13.389</b>	0.000	<b>24.308</b>	0.000	<b>63.308</b>
111130 - Dry pea and bean farming	1.274	0.000	<b>4.541</b>	0.000	<b>2.185</b>	0.000	<b>2.399</b>	0.000	<b>2.378</b>	0.000	<b>3.279</b>	0.000
111140 - Wheat farming	0.245	0.000	1.185	0.000	1.057	0.000	1.077	0.000	0.951	0.000	<b>1.680</b>	0.000
111150 - Corn farming	<b>1.383</b>	0.000	<b>13.622</b>	0.000	0.486	0.000	0.583	0.000	<b>1.679</b>	0.000	1.198	0.000
111160 - Rice farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111190 - Other grain farming	0.496	0.000	<b>2.237</b>	0.000	0.663	0.000	0.755	0.000	1.106	0.000	1.078	0.000
<b>111211 - Potato farming</b>	0.000	<b>2.086</b>	0.000	<b>4.613</b>	0.000	<b>4.324</b>	0.000	<b>4.420</b>	0.000	<b>6.077</b>	0.000	<b>5.755</b>
111219 - Other vegetable (except potato) and melon farming	<b>3.340</b>	<b>1.442</b>	1.032	0.907	1.694	0.761	<b>1.525</b>	0.806	1.153	0.935	<b>1.312</b>	<b>1.407</b>
111310 - Orange groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111320 - Citrus (except orange) groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111330 - Non-citrus fruit and tree nut farming	0.929	0.818	0.102	0.196	1.090	0.836	0.409	0.393	0.100	0.170	0.114	0.212
111411 - Mushroom production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
<b>111419 - Other food crops grown under cover</b>	0.000	<b>3.600</b>	0.000	<b>2.307</b>	0.000	<b>1.649</b>	0.000	<b>1.828</b>	0.000	<b>24.308</b>	0.000	<b>3.517</b>
111930 - Sugar cane farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
<b>111993 - Fruit and vegetable combination farming</b>	<b>3.962</b>	<b>6.394</b>	0.481	<b>1.543</b>	<b>3.206</b>	<b>6.487</b>	<b>1.623</b>	<b>3.083</b>	0.822	<b>2.084</b>	0.754	<b>3.219</b>
111994 - Maple syrup and products production	0.403	0.000	<b>22.703</b>	0.000	<b>2.101</b>	0.000	<b>2.489</b>	0.000	<b>3.171</b>	0.000	0.417	0.000
111999 - All other miscellaneous crop farming	1.198	0.000	<b>1.909</b>	0.000	1.090	0.000	1.177	0.000	<b>1.553</b>	0.000	<b>1.592</b>	0.000
112110 - Beef cattle ranching and farming, including feedlots	0.961	0.957	1.005	0.781	<b>1.415</b>	<b>2.077</b>	<b>1.318</b>	<b>1.394</b>	0.990	0.702	1.096	<b>1.374</b>
<b>112120 - Dairy cattle and milk production</b>	<b>2.317</b>	1.090	<b>4.306</b>	<b>1.623</b>	<b>1.313</b>	1.039	<b>1.503</b>	1.162	<b>2.013</b>	<b>1.824</b>	<b>1.578</b>	0.927
112210 - Hog and pig farming	0.126	0.000	0.494	0.000	0.089	0.000	0.104	0.000	0.479	0.000	0.232	0.000
112310 - Chicken egg production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112320 - Broiler and other meat-type chicken production	0.000	0.569	0.000	0.299	0.000	0.387	0.000	0.356	0.000	0.754	0.000	0.456
112330 - Turkey production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112340 - Poultry hatcheries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112391 - Combination poultry and egg production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112399 - All other poultry production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
<b>112410 - Sheep farming</b>	1.106	<b>11.115</b>	1.175	<b>9.459</b>	0.772	<b>9.268</b>	0.823	<b>9.324</b>	0.599	<b>3.017</b>	0.683	<b>6.230</b>
112420 - Goat farming	<b>1.725</b>	0.000	<b>2.027</b>	0.000	0.908	0.000	1.010	0.000	<b>1.597</b>	0.000	1.042	0.000
<b>112510 - Aquaculture</b>	1.248	0.000	0.223	0.000	<b>3.043</b>	0.000	0.922	0.000	0.532	0.000	0.801	0.000

112910 - Apiculture	1.112	0.000	0.687	0.000	1.416	0.000	1.187	0.000	0.599	0.000	0.719	0.000
112930 - Fur-bearing animal and rabbit production	4.024	6.445	3.118	10.090	3.445	7.773	3.381	8.338	3.194	3.017	2.315	7.476
112991 - Animal combination farming	0.380	0.486	0.586	0.655	0.484	0.504	0.500	0.541	0.664	0.670	0.651	0.890
112999 - All other miscellaneous animal production	1.110	0.000	0.798	0.000	1.323	0.000	1.182	0.000	1.497	0.000	1.240	0.000
114113 - Salt water fishing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
114114 - Freshwater fishing	2.747	0.000	3.178	0.000	0.987	0.000	2.706	0.000	2.320	0.000	3.406	0.000
115110 - Support activities for crop production	0.387	1.922	1.038	3.648	0.386	1.841	0.511	2.585	0.760	2.986	0.496	2.035
115210 - Support activities for animal production	2.190	0.000	2.288	0.000	1.629	0.000	1.834	0.000	1.737	0.000	1.908	0.000
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
311 - Food manufacturing												
312 - Beverage and tobacco product manufacturing												
311211 - Flour milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311214 - Rice milling and malt manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311221 - Wet corn milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311224 - Oilseed processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311225 - Fat and oil refining and blending	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311230 - Breakfast cereal manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311310 - Sugar manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311340 - Non-chocolate confectionery manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311351 - Chocolate and chocolate confectionery manufacturing from cocoa	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311352 - Confectionery manufacturing from purchased chocolate	4.296	0.000	4.141	0.000	3.898	0.000	3.966	0.000	8.889	0.000	9.500	0.000
311410 - Frozen food manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311420 - Fruit and vegetable canning, pickling and drying	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311511 - Fluid milk manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311515 - Butter, cheese, and dry and condensed dairy product manufacturing	0.000	4.011	0.000	6.109	0.000	4.667	0.000	5.037	0.000	4.857	0.000	3.321
311520 - Ice cream and frozen dessert manufacturing	7.052	0.000	7.764	0.000	8.228	0.000	8.085	0.000	2.963	0.000	6.333	0.000
311611 - Animal (except poultry) slaughtering	0.000	4.243	0.000	11.662	0.000	4.909	0.000	5.986	0.000	3.643	0.000	5.694
311614 - Rendering and meat processing from carcasses	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311615 - Poultry processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311710 - Seafood product preparation and packaging	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311811 - Retail bakeries	1.413	1.431	1.479	1.111	1.255	1.238	1.314	1.195	1.270	0.788	1.462	1.286
311814 - Commercial bakeries and frozen bakery product manufacturing	2.932	1.300	3.549	1.604	2.332	1.181	2.595	1.287	3.556	4.857	3.167	1.374
311821 - Cookie and cracker manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311824 - Flour mixes, dough, and pasta manufacturing from purchased flour	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311830 - Tortilla manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311911 - Roasted nut and peanut butter manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000



311919 - Other snack food manufacturing	7.329	9.952	4.437	9.868	6.732	7.492	5.840	8.098	3.556	3.643	5.429	6.643
311920 - Coffee and tea manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311930 - Flavouring syrup and concentrate manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311940 - Seasoning and dressing manufacturing	0.000	7.534	0.000	6.109	0.000	6.621	0.000	6.453	0.000	7.286	0.000	6.643
311990 - All other food manufacturing	0.490	0.000	0.497	0.000	0.429	0.000	0.447	0.000	0.468	0.000	0.576	0.000
312110 - Soft drink and ice manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
312120 - Breweries	3.859	0.988	6.207	1.145	3.721	1.027	4.348	1.078	3.364	1.216	5.625	1.378
312130 - Wineries	0.000	1.663	0.000	1.254	0.000	1.396	0.000	1.328	0.000	1.148	0.000	1.041
312140 - Distilleries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
7111 - Performing arts companies												
7112 - Spectator sports												
7113 - Promoters (presenters) of performing arts, sports and similar events												
7114 - Agents and managers for artists, athletes, entertainers and other public figures												
7115 - Independent artists, writers and performers												
7121 - Heritage institutions												
7131 - Amusement parks and arcades												
7132 - Gambling industries												
7139 - Other amusement and recreation industries												
711111 - Theatre (except musical) companies	0.669	0.712	1.029	0.861	0.681	0.842	0.753	0.848	3.448	0.875	0.856	0.650
711112 - Musical theatre and opera companies	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711120 - Dance companies	0.648	0.000	0.616	0.000	0.709	0.000	0.680	0.000	0.493	0.000	0.528	0.000
711130 - Musical groups and artists	1.158	1.354	1.109	1.209	1.139	1.202	1.131	1.204	1.112	1.250	1.175	1.422
711190 - Other performing arts companies	0.886	3.284	1.017	3.196	0.933	5.138	0.955	4.338	1.149	8.750	1.079	7.583
711211 - Sports teams and clubs	2.486	2.417	2.188	1.841	2.495	3.970	2.396	3.118	2.068	1.600	2.264	2.000
711213 - Horse race tracks	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711218 - Other spectator sports	0.621	0.000	0.587	0.000	0.754	0.000	0.695	0.000	0.582	0.000	0.673	0.000
711311 - Live theatres and other performing arts presenters with facilities	0.000	1.412	0.000	1.171	0.000	1.563	0.000	1.413	0.000	1.388	0.000	1.280
711319 - Sports stadiums and other presenters with facilities	4.288	2.247	7.073	1.655	3.656	2.242	4.234	2.015	3.000	1.079	2.677	1.962
711321 - Performing arts promoters (presenters) without facilities	1.790	0.594	1.691	0.686	1.954	0.653	1.872	0.663	2.250	0.540	2.131	0.701
711322 - Festivals without facilities	0.000	1.004	0.000	1.091	0.000	1.011	0.000	1.035	0.000	1.388	0.000	0.920
711329 - Sports presenters and other presenters without facilities	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711410 - Agents and managers for artists, athletes, entertainers and other	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000
711511 - Independent visual artists and artisans	1.084	3.039	1.133	2.883	1.289	3.277	1.238	3.111	0.851	1.625	0.892	1.611
711512 - Independent actors, comedians and performers	0.402	0.000	0.361	0.000	0.382	0.000	0.375	0.000	0.524	0.000	0.477	0.000
711513 - Independent writers and authors	1.854	2.134	2.116	3.536	1.629	1.750	1.751	2.181	1.867	1.393	1.950	1.813

712111 - Non-commercial art museums and galleries	1.730	0.857	2.100	0.616	1.222	0.615	1.413	0.615	1.500	0.531	2.600	0.681
712115 - History and science museums	5.986	0.000	10.500	0.000	6.000	0.000	6.964	0.000	4.500	0.000	3.250	0.000
712119 - Other museums	0.000	0.815	0.000	0.711	0.000	0.815	0.000	0.770	0.000	1.700	0.000	1.298
712120 - Historic and heritage sites	0.000	3.689	0.000	5.050	0.000	6.048	0.000	5.603	0.000	2.361	0.000	2.271
712130 - Zoos and botanical gardens	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712190 - Nature parks and other similar institutions	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713110 - Amusement and theme parks	0.000	2.575	0.000	2.036	0.000	3.368	0.000	2.803	0.000	3.000	0.000	2.583
713120 - Amusement arcades	1.712	0.000	1.480	0.000	1.658	0.000	1.615	0.000	1.750	0.000	1.692	0.000
713210 - Casinos (except casino hotels)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713291 - Lotteries	0.998	0.000	0.732	0.000	0.874	0.000	0.825	0.000	0.700	0.000	0.850	0.000
713299 - All other gambling industries	1.228	2.579	1.708	4.042	1.214	2.260	1.332	2.944	1.750	4.222	1.308	2.281
713910 - Golf courses and country clubs	0.000	1.074	0.000	1.254	0.000	0.972	0.000	1.046	0.000	0.957	0.000	1.057
713920 - Skiing facilities	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713930 - Marinas	3.421	1.386	1.813	0.904	2.776	0.944	2.405	0.931	1.657	1.108	2.439	1.459
713940 - Fitness and recreational sports centres	1.147	0.945	0.979	0.987	1.022	0.888	1.009	0.917	0.951	1.082	1.168	0.965
713950 - Bowling centres	0.000	0.682	0.000	1.130	0.000	0.868	0.000	0.936	0.000	1.219	0.000	0.813
713990 - All other amusement and recreation industries	0.881	1.090	1.040	1.017	0.996	1.285	1.009	1.186	1.061	0.997	0.872	1.028
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
7211 - Traveller accommodation												
7212 - Recreational vehicle (RV) parks and recreational camps												
7213 - Rooming and boarding houses												
721111 - Hotels	0.724	1.054	0.668	1.163	0.810	1.052	0.734	1.099	0.846	1.081	1.101	1.036
721112 - Motor hotels	0.000	0.280	0.000	0.323	0.000	0.415	0.000	0.368	0.000	0.380	0.000	0.313
721113 - Resorts	0.000	0.703	0.000	0.475	0.000	0.587	0.000	0.530	0.000	0.869	0.000	0.728
721114 - Motels	2.106	1.358	3.001	1.141	1.697	1.245	2.153	1.195	3.468	0.970	2.824	1.205
721120 - Casino hotels	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
721191 - Bed and breakfast	0.916	1.276	0.963	1.551	1.000	1.960	0.982	1.752	1.024	3.650	0.602	1.394
721192 - Housekeeping cottages and cabins	1.602	0.440	2.991	0.791	1.027	0.293	1.510	0.410	2.081	0.507	2.159	0.612
721198 - All other traveller accommodation	1.167	1.240	0.940	1.034	1.535	1.719	1.173	1.323	0.724	0.936	1.112	1.225
721211 - Recreational vehicle (RV) parks and campgrounds	0.232	1.247	0.218	1.216	0.235	1.353	0.229	1.304	0.235	0.893	0.206	0.943
721212 - Hunting and fishing camps	1.233	0.000	1.570	0.000	1.392	0.000	1.452	0.000	1.905	0.000	1.714	0.000
721213 - Recreational (except hunting and fishing) and vacation camps	2.455	2.061	1.791	2.033	1.860	1.585	1.834	1.710	1.280	2.327	1.800	2.281
721310 - Rooming and boarding houses	1	1	1	1	1	1	1	1	1	1	1	1
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
7223 - Special food services												

7224 - Drinking places (alcoholic beverages)													
7225 - Full-service restaurants and limited-service eating places													
722310 - Food service contractors	1.014	0.923	0.952	0.928	0.969	0.859	0.965	0.875	1.157	1.132	0.949	0.952	
722320 - Caterers	0.722	0.935	0.666	0.957	0.711	0.902	0.700	0.915	0.797	0.786	0.892	0.890	
<b>722330 - Mobile food services</b>	<b>1.495</b>	<b>1.441</b>	<b>1.843</b>	<b>1.322</b>	<b>1.582</b>	<b>2.192</b>	<b>1.635</b>	<b>1.885</b>	1.208	<b>1.450</b>	1.143	<b>1.533</b>	
722410 - Drinking places (alcoholic beverages)	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	
722511 - Full-service restaurants	0.939	0.856	0.960	0.820	0.987	0.917	0.980	0.887	0.963	0.881	0.905	0.853	
722512 - Limited-service eating places	1.079	1.155	1.050	1.212	1.015	1.078	1.023	1.113	1.045	1.121	1.133	1.159	

BARRIE												
AGRICULTURE	Canada		BC		ON		BC / ON		Comparator		Amenity	
<u>Employees</u>	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
111 - Crop production												
112 - Animal production and aquaculture												
114 - Fishing, hunting and trapping												
115 - Support activities for agriculture and forestry												
111110 - Soybean farming	<b>3.640</b>	<b>5.095</b>	<b>47.941</b>	<b>203.900</b>	0.974	<b>1.637</b>	1.171	<b>2.487</b>	<b>2.921</b>	<b>5.267</b>	<b>2.241</b>	<b>4.841</b>
111120 - Oilseed (except soybean) farming	0.192	0.000	1.162	0.000	<b>2.071</b>	0.000	<b>1.825</b>	0.000	<b>1.461</b>	0.000	<b>1.855</b>	0.000
111130 - Dry pea and bean farming	<b>1.304</b>	0.000	<b>4.649</b>	0.000	<b>2.237</b>	0.000	<b>2.456</b>	0.000	<b>2.435</b>	0.000	<b>3.357</b>	0.000
111140 - Wheat farming	0.334	0.000	<b>1.617</b>	0.000	<b>1.443</b>	0.000	<b>1.470</b>	0.000	1.298	0.000	<b>2.293</b>	0.000
111150 - Corn farming	<b>2.007</b>	0.535	<b>19.757</b>	<b>25.488</b>	0.705	0.250	0.845	0.379	<b>2.435</b>	<b>2.633</b>	<b>1.737</b>	0.686
111160 - Rice farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111190 - Other grain farming	0.914	<b>1.342</b>	<b>4.122</b>	<b>21.377</b>	1.222	<b>1.786</b>	<b>1.391</b>	<b>2.610</b>	<b>2.038</b>	<b>4.668</b>	<b>1.986</b>	<b>5.350</b>
111211 - Potato farming	1.075	0.000	1.223	0.000	1.271	0.000	1.262	0.000	<b>2.435</b>	0.000	1.175	0.000
111219 - Other vegetable (except potato) and melon farming	<b>2.565</b>	<b>3.749</b>	0.792	<b>2.357</b>	<b>1.300</b>	<b>1.979</b>	1.171	<b>2.095</b>	0.885	<b>2.431</b>	1.007	<b>3.658</b>
111310 - Orange groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111320 - Citrus (except orange) groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111330 - Non-citrus fruit and tree nut farming	0.000	0.798	0.000	0.191	0.000	0.815	0.000	0.384	0.000	0.166	0.000	0.206
111411 - Mushroom production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111419 - Other food crops grown under cover	<b>1.676</b>	0.000	0.447	0.000	0.854	0.000	0.738	0.000	0.974	0.000	0.588	0.000
111930 - Sugar cane farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111993 - Fruit and vegetable combination farming	<b>1.738</b>	<b>1.385</b>	0.211	0.334	<b>1.407</b>	<b>1.405</b>	0.712	0.668	0.361	0.451	0.331	0.697
111994 - Maple syrup and products production	0.206	0.000	<b>11.622</b>	0.000	1.075	0.000	1.274	0.000	<b>1.623</b>	0.000	0.214	0.000
111999 - All other miscellaneous crop farming	1.073	1.028	<b>1.710</b>	<b>1.728</b>	0.977	0.832	1.054	1.013	<b>1.391</b>	<b>1.975</b>	<b>1.426</b>	<b>1.829</b>
112110 - Beef cattle ranching and farming, including feedlots	0.611	0.716	0.639	0.584	0.900	<b>1.555</b>	0.837	1.043	0.629	0.525	0.697	1.028
112120 - Dairy cattle and milk production	<b>1.656</b>	1.020	<b>3.078</b>	<b>1.519</b>	0.939	0.972	1.074	1.087	<b>1.440</b>	<b>1.707</b>	1.128	0.868
112210 - Hog and pig farming	0.474	0.620	<b>1.863</b>	<b>4.495</b>	0.334	0.586	0.392	0.788	<b>1.806</b>	<b>2.823</b>	0.873	1.093
112310 - Chicken egg production	<b>1.466</b>	<b>1.930</b>	0.366	0.721	0.866	1.296	0.694	1.049	1.003	<b>1.411</b>	1.190	<b>2.057</b>
112320 - Broiler and other meat-type chicken production	0.342	0.532	0.152	0.279	0.187	0.362	0.180	0.333	0.602	0.706	0.238	0.426
112330 - Turkey production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112340 - Poultry hatcheries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112391 - Combination poultry and egg production	<b>4.514</b>	0.000	1.185	0.000	<b>3.326</b>	0.000	<b>2.504</b>	0.000	<b>1.720</b>	0.000	<b>1.746</b>	0.000
112399 - All other poultry production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112410 - Sheep farming	<b>1.737</b>	<b>3.466</b>	<b>1.845</b>	<b>2.950</b>	1.213	<b>2.890</b>	1.293	<b>2.907</b>	0.941	0.941	1.073	<b>1.943</b>
112420 - Goat farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112510 - Aquaculture	<b>1.568</b>	0.000	0.280	0.000	<b>3.824</b>	0.000	1.159	0.000	0.669	0.000	1.007	0.000

112910 - Apiculture	3.495	3.287	2.158	3.775	4.447	7.514	3.729	5.815	1.881	1.882	2.257	3.497
112930 - Fur-bearing animal and rabbit production	0.000	3.015	0.000	4.719	0.000	3.636	0.000	3.900	0.000	1.411	0.000	3.497
112991 - Animal combination farming	0.921	1.820	1.421	2.452	1.173	1.886	1.211	2.024	1.609	2.509	1.578	3.330
112999 - All other miscellaneous animal production	0.558	0.000	0.401	0.000	0.665	0.000	0.594	0.000	0.752	0.000	0.623	0.000
114113 - Salt water fishing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
114114 - Freshwater fishing	13.737	0.000	15.889	0.000	4.936	0.000	13.528	0.000	11.600	0.000	17.031	0.000
115110 - Support activities for crop production	0.806	0.961	2.161	1.824	0.803	0.921	1.063	1.293	1.581	1.493	1.033	1.018
115210 - Support activities for animal production	1.709	1.681	1.786	3.354	1.271	1.068	1.432	1.769	1.356	3.433	1.489	2.320
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
311 - Food manufacturing												
312 - Beverage and tobacco product manufacturing												
311211 - Flour milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311214 - Rice milling and malt manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311221 - Wet corn milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311224 - Oilseed processing	6.323	6.383	7.355	17.608	14.032	8.374	11.064	10.003	4.211	6.000	9.000	4.103
311225 - Fat and oil refining and blending	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311230 - Breakfast cereal manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311310 - Sugar manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311340 - Non-chocolate confectionery manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311351 - Chocolate and chocolate confectionery manufacturing fr	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311352 - Confectionery manufacturing from purchased chocolate	0.000	2.534	0.000	2.113	0.000	2.664	0.000	2.465	0.000	3.000	0.000	1.262
311410 - Frozen food manufacturing	0.000	1.824	0.000	1.467	0.000	1.750	0.000	1.651	0.000	2.000	0.000	2.735
311420 - Fruit and vegetable canning, pickling and drying	2.903	0.000	2.675	0.000	2.339	0.000	2.429	0.000	4.211	0.000	2.000	0.000
311511 - Fluid milk manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311515 - Butter, cheese, and dry and condensed dairy product man	3.613	0.000	4.203	0.000	5.011	0.000	4.742	0.000	4.211	0.000	2.250	0.000
311520 - Ice cream and frozen dessert manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311611 - Animal (except poultry) slaughtering	0.000	1.747	0.000	4.802	0.000	2.021	0.000	2.465	0.000	1.500	0.000	2.345
311614 - Rendering and meat processing from carcasses	1.018	1.854	0.981	2.780	1.632	1.724	1.364	1.955	0.526	2.400	0.750	1.641
311615 - Poultry processing	2.951	0.000	3.269	0.000	2.192	0.000	2.429	0.000	4.211	0.000	4.500	0.000
311710 - Seafood product preparation and packaging	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311811 - Retail bakeries	1.004	1.767	1.051	1.372	0.892	1.529	0.934	1.477	0.902	0.973	1.038	1.588
311814 - Commercial bakeries and frozen bakery product manufac	0.694	0.000	0.841	0.000	0.552	0.000	0.615	0.000	0.842	0.000	0.750	0.000
311821 - Cookie and cracker manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311824 - Flour mixes, dough, and pasta manufacturing from purcha	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311830 - Tortilla manufacturing	0.000	30.176	0.000	0.000	0.000	23.447	0.000	34.012	0.000	6.000	0.000	16.412
311911 - Roasted nut and peanut butter manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

311919 - Other snack food manufacturing	1.736	0.000	1.051	0.000	1.594	0.000	1.383	0.000	0.842	0.000	1.286	0.000
311920 - Coffee and tea manufacturing	0.000	2.614	0.000	1.956	0.000	2.255	0.000	2.153	0.000	2.000	0.000	2.735
311930 - Flavouring syrup and concentrate manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311940 - Seasoning and dressing manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311990 - All other food manufacturing	1.392	1.467	1.412	1.140	1.220	1.529	1.271	1.383	1.330	1.286	1.636	1.588
312110 - Soft drink and ice manufacturing	1.414	0.000	1.837	0.000	1.662	0.000	1.721	0.000	2.643	0.000	2.338	0.000
312120 - Breweries	0.551	2.965	0.887	3.435	0.532	3.081	0.621	3.233	0.481	3.647	0.804	4.135
312130 - Wineries	1.271	0.000	0.980	0.000	1.143	0.000	1.078	0.000	1.007	0.000	0.857	0.000
312140 - Distilleries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
7111 - Performing arts companies												
7112 - Spectator sports												
7113 - Promoters (presenters) of performing arts, sports and similar events												
7114 - Agents and managers for artists, athletes, entertainers and other public figures												
7115 - Independent artists, writers and performers												
7121 - Heritage institutions												
7131 - Amusement parks and arcades												
7132 - Gambling industries												
7139 - Other amusement and recreation industries												
711111 - Theatre (except musical) companies	0.000	0.814	0.000	0.984	0.000	0.963	0.000	0.969	0.000	1.000	0.000	0.743
711112 - Musical theatre and opera companies	3.130	0.000	2.297	0.000	2.763	0.000	2.612	0.000	1.304	0.000	1.739	0.000
711120 - Dance companies	0.818	3.021	0.776	2.475	0.894	2.796	0.857	2.690	0.621	1.667	0.666	2.438
711130 - Musical groups and artists	1.143	0.774	1.094	0.691	1.124	0.687	1.116	0.688	1.097	0.714	1.159	0.813
711190 - Other performing arts companies	0.559	0.000	0.641	0.000	0.588	0.000	0.602	0.000	0.725	0.000	0.681	0.000
711211 - Sports teams and clubs	0.873	1.209	0.769	0.920	0.877	1.985	0.842	1.559	0.726	0.800	0.795	1.000
711213 - Horse race tracks	0.971	0.728	1.657	2.025	0.600	0.458	0.740	0.560	2.133	4.000	0.871	0.818
711218 - Other spectator sports	1.065	1.029	1.007	0.750	1.294	1.236	1.193	1.072	0.999	0.800	1.155	1.286
711311 - Live theatres and other performing arts presenters with facilities	0.970	0.549	0.947	0.455	0.816	0.608	0.849	0.549	0.744	0.540	0.989	0.498
711319 - Sports stadiums and other presenters with facilities	1.462	1.747	2.411	1.287	1.246	1.744	1.443	1.567	1.023	0.840	0.913	1.526
711321 - Performing arts promoters (presenters) without facilities	1.085	1.385	1.025	1.600	1.185	1.523	1.135	1.547	1.364	1.259	1.291	1.635
711322 - Festivals without facilities	0.193	0.390	0.224	0.424	0.202	0.393	0.208	0.403	0.273	0.540	0.193	0.358
711329 - Sports presenters and other presenters without facilities	1.624	1.530	1.317	1.965	1.662	1.180	1.547	1.351	1.273	3.778	1.628	1.907
711410 - Agents and managers for artists, athletes, entertainers and other public figures	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000
711511 - Independent visual artists and artisans	0.933	1.013	0.975	0.961	1.109	1.092	1.065	1.037	0.733	0.542	0.768	0.537
711512 - Independent actors, comedians and performers	1.269	0.555	1.139	0.486	1.205	0.593	1.184	0.546	1.653	1.000	1.503	0.806
711513 - Independent writers and authors	0.657	2.134	0.750	3.536	0.577	1.750	0.621	2.181	0.662	1.393	0.691	1.813

712111 - Non-commercial art museums and galleries	3.461	2.286	4.200	1.642	2.444	1.639	2.826	1.641	3.000	1.417	5.200	1.817
712115 - History and science museums	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712119 - Other museums	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712120 - Historic and heritage sites	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712130 - Zoos and botanical gardens	0.000	6.302	0.000	5.611	0.000	4.000	0.000	4.523	0.000	3.778	0.000	4.037
712190 - Nature parks and other similar institutions	0.000	1.880	0.000	3.061	0.000	1.923	0.000	2.261	0.000	3.778	0.000	2.271
713110 - Amusement and theme parks	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713120 - Amusement arcades	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713210 - Casinos (except casino hotels)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713291 - Lotteries	0.000	0.647	0.000	0.513	0.000	0.644	0.000	0.568	0.000	0.528	0.000	0.676
713299 - All other gambling industries	0.000	1.720	0.000	2.694	0.000	1.506	0.000	1.963	0.000	2.815	0.000	1.521
713910 - Golf courses and country clubs	1.369	1.318	1.794	1.539	1.110	1.193	1.248	1.284	2.060	1.175	1.525	1.297
713920 - Skiing facilities	1.413	0.684	0.780	0.428	1.783	1.235	1.298	0.775	1.133	0.548	1.779	0.753
713930 - Marinas	0.748	1.248	0.397	0.814	0.607	0.850	0.526	0.838	0.363	0.997	0.534	1.313
713940 - Fitness and recreational sports centres	1.210	0.805	1.033	0.842	1.078	0.757	1.065	0.782	1.003	0.922	1.231	0.823
713950 - Bowling centres	2.110	0.307	4.845	0.509	2.438	0.391	2.849	0.421	4.531	0.548	3.202	0.366
713990 - All other amusement and recreation industries	0.783	1.145	0.924	1.068	0.885	1.349	0.896	1.246	0.943	1.047	0.775	1.080
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
7211 - Traveller accommodation												
7212 - Recreational vehicle (RV) parks and recreational camps												
7213 - Rooming and boarding houses												
721111 - Hotels	0.879	1.976	0.811	2.180	0.984	1.973	0.891	2.062	1.028	2.028	1.337	1.943
721112 - Motor hotels	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
721113 - Resorts	2.067	0.000	1.204	0.000	2.334	0.000	1.601	0.000	1.028	0.000	1.807	0.000
721114 - Motels	2.046	0.741	2.915	0.622	1.648	0.679	2.092	0.652	3.369	0.529	2.743	0.657
721120 - Casino hotels	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
721191 - Bed and breakfast	0.278	0.000	0.292	0.000	0.303	0.000	0.298	0.000	0.311	0.000	0.183	0.000
721192 - Housekeeping cottages and cabins	1.297	0.000	2.421	0.000	0.831	0.000	1.223	0.000	1.685	0.000	1.748	0.000
721198 - All other traveller accommodation	0.709	0.000	0.571	0.000	0.932	0.000	0.712	0.000	0.439	0.000	0.675	0.000
721211 - Recreational vehicle (RV) parks and campgrounds	0.579	1.848	0.546	1.802	0.587	2.004	0.571	1.933	0.588	1.323	0.514	1.397
721212 - Hunting and fishing camps	1.541	0.342	1.963	0.358	1.740	0.365	1.815	0.363	2.381	0.711	2.143	0.590
721213 - Recreational (except hunting and fishing) and vacation ca	0.767	0.000	0.560	0.000	0.581	0.000	0.573	0.000	0.400	0.000	0.563	0.000
721310 - Rooming and boarding houses	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
7223 - Special food services												

7224 - Drinking places (alcoholic beverages)													
7225 - Full-service restaurants and limited-service eating places													
722310 - Food service contractors	1.014	0.850	0.952	0.855	0.969	0.792	0.965	0.806	1.157	1.042	0.949	0.877	
722320 - Caterers	0.619	1.230	0.571	1.260	0.609	1.187	0.600	1.204	0.683	1.035	0.765	1.171	
<b>722330 - Mobile food services</b>	<b>1.681</b>	<b>0.758</b>	<b>2.073</b>	<b>0.696</b>	<b>1.779</b>	<b>1.154</b>	<b>1.839</b>	<b>0.992</b>	<b>1.359</b>	<b>0.763</b>	<b>1.286</b>	<b>0.807</b>	
722410 - Drinking places (alcoholic beverages)	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	
722511 - Full-service restaurants	1.098	0.941	1.122	0.901	1.154	1.008	1.147	0.974	1.127	0.967	1.059	0.937	
722512 - Limited-service eating places	0.874	1.064	0.850	1.117	0.822	0.993	0.829	1.026	0.846	1.033	0.917	1.068	



PETERBOROUGH													
AGRICULTURE	Canada		BC		ON		BC / ON		Comparator		Amenity		
Employees	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	
111 - Crop production													
112 - Animal production and aquaculture													
114 - Fishing, hunting and trapping													
115 - Support activities for agriculture and forestry													
111110 - Soybean farming	2.151	2.547	28.329	101.950	0.576	0.818	0.692	1.243	1.726	2.633	1.324	2.421	
111120 - Oilseed (except soybean) farming	0.192	0.000	1.162	0.000	2.071	0.000	1.825	0.000	1.461	0.000	1.855	0.000	
111130 - Dry pea and bean farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
111140 - Wheat farming	0.313	0.000	1.516	0.000	1.353	0.000	1.378	0.000	1.217	0.000	2.149	0.000	
111150 - Corn farming	1.771	2.139	17.433	101.950	0.622	1.000	0.746	1.517	2.148	10.533	1.533	2.743	
111160 - Rice farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
111190 - Other grain farming	0.685	1.651	3.092	26.310	0.917	2.198	1.043	3.212	1.529	5.745	1.489	6.584	
111211 - Potato farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
111219 - Other vegetable (except potato) and melon farming	2.565	0.000	0.792	0.000	1.300	0.000	1.171	0.000	0.885	0.000	1.007	0.000	
111310 - Orange groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
111320 - Citrus (except orange) groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
111330 - Non-citrus fruit and tree nut farming	0.714	0.532	0.078	0.127	0.837	0.543	0.314	0.256	0.076	0.110	0.088	0.138	
111411 - Mushroom production	11.862	0.000	2.324	0.000	7.293	0.000	5.332	0.000	3.652	0.000	5.875	0.000	
111419 - Other food crops grown under cover	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
111930 - Sugar cane farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
111993 - Fruit and vegetable combination farming	0.435	1.385	0.053	0.334	0.352	1.405	0.178	0.668	0.090	0.451	0.083	0.697	
111994 - Maple syrup and products production	0.310	0.000	17.433	0.000	1.613	0.000	1.911	0.000	2.435	0.000	0.320	0.000	
111999 - All other miscellaneous crop farming	1.150	1.542	1.832	2.592	1.046	1.249	1.130	1.520	1.491	2.963	1.528	2.743	
112110 - Beef cattle ranching and farming, including feedlots	1.095	1.009	1.145	0.824	1.612	2.191	1.500	1.470	1.127	0.740	1.248	1.449	
112120 - Dairy cattle and milk production	1.224	0.958	2.275	1.427	0.694	0.913	0.794	1.021	1.064	1.603	0.834	0.815	
112210 - Hog and pig farming	0.448	0.583	1.761	4.222	0.316	0.550	0.371	0.740	1.707	2.652	0.825	1.027	
112310 - Chicken egg production	0.832	0.000	0.208	0.000	0.491	0.000	0.394	0.000	0.569	0.000	0.675	0.000	
112320 - Broiler and other meat-type chicken production	0.582	2.501	0.258	1.312	0.318	1.702	0.305	1.565	1.024	3.314	0.405	2.003	
112330 - Turkey production	0.000	3.394	0.000	1.642	0.000	1.925	0.000	1.832	0.000	5.303	0.000	16.424	
112340 - Poultry hatcheries	7.833	0.000	2.626	0.000	3.718	0.000	3.457	0.000	3.414	0.000	2.970	0.000	
112391 - Combination poultry and egg production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
112399 - All other poultry production	1.198	0.000	0.307	0.000	0.775	0.000	0.607	0.000	0.683	0.000	0.743	0.000	
112410 - Sheep farming	2.955	0.000	3.140	0.000	2.064	0.000	2.201	0.000	1.600	0.000	1.826	0.000	
112420 - Goat farming	1.229	0.000	1.444	0.000	0.647	0.000	0.720	0.000	1.138	0.000	0.743	0.000	
112510 - Aquaculture	0.890	0.000	0.159	0.000	2.169	0.000	0.657	0.000	0.379	0.000	0.571	0.000	

112910 - Apiculture	0.396	0.000	0.245	0.000	0.504	0.000	0.423	0.000	0.213	0.000	0.256	0.000
112930 - Fur-bearing animal and rabbit production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112991 - Animal combination farming	0.464	0.427	0.716	0.576	0.591	0.443	0.611	0.475	0.811	0.589	0.796	0.782
112999 - All other miscellaneous animal production	0.317	0.000	0.227	0.000	0.377	0.000	0.337	0.000	0.427	0.000	0.354	0.000
114113 - Salt water fishing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
114114 - Freshwater fishing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
115110 - Support activities for crop production	0.269	0.577	0.722	1.095	0.268	0.552	0.355	0.776	0.528	0.896	0.345	0.611
115210 - Support activities for animal production	2.285	1.009	2.388	2.012	1.699	0.641	1.914	1.061	1.812	2.060	1.991	1.392
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
311 - Food manufacturing												
312 - Beverage and tobacco product manufacturing												
311211 - Flour milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311214 - Rice milling and malt manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311221 - Wet corn milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311224 - Oilseed processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311225 - Fat and oil refining and blending	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311230 - Breakfast cereal manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311310 - Sugar manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311340 - Non-chocolate confectionery manufacturing	0.000	5.299	0.000	6.652	0.000	3.322	0.000	3.933	0.000	2.267	0.000	3.100
311351 - Chocolate and chocolate confectionery manufacturing from c	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311352 - Confectionery manufacturing from purchased chocolate	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311410 - Frozen food manufacturing	4.291	4.134	11.646	3.326	3.333	3.966	4.223	3.742	10.000	4.533	4.275	6.200
311420 - Fruit and vegetable canning, pickling and drying	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311511 - Fluid milk manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311515 - Butter, cheese, and dry and condensed dairy product manufac	0.000	1.872	0.000	2.851	0.000	2.178	0.000	2.350	0.000	2.267	0.000	1.550
311520 - Ice cream and frozen dessert manufacturing	0.000	5.299	0.000	7.483	0.000	4.582	0.000	5.209	0.000	6.800	0.000	4.650
311611 - Animal (except poultry) slaughtering	0.000	1.980	0.000	5.442	0.000	2.291	0.000	2.793	0.000	1.700	0.000	2.657
311614 - Rendering and meat processing from carcasses	0.000	1.051	0.000	1.575	0.000	0.977	0.000	1.108	0.000	1.360	0.000	0.930
311615 - Poultry processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311710 - Seafood product preparation and packaging	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311811 - Retail bakeries	1.590	1.335	1.664	1.037	1.412	1.155	1.478	1.116	1.429	0.735	1.644	1.200
311814 - Commercial bakeries and frozen bakery product manufacturin	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311821 - Cookie and cracker manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311824 - Flour mixes, dough, and pasta manufacturing from purchased	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311830 - Tortilla manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311911 - Roasted nut and peanut butter manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

311919 - Other snack food manufacturing	4.123	4.644	2.496	4.605	3.787	3.496	3.285	3.779	2.000	1.700	3.054	3.100
311920 - Coffee and tea manufacturing	0.000	2.962	0.000	2.217	0.000	2.555	0.000	2.440	0.000	2.267	0.000	3.100
311930 - Flavouring syrup and concentrate manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311940 - Seasoning and dressing manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311990 - All other food manufacturing	1.102	0.000	1.118	0.000	0.966	0.000	1.006	0.000	1.053	0.000	1.295	0.000
312110 - Soft drink and ice manufacturing	0.000	2.583	0.000	3.762	0.000	3.509	0.000	3.620	0.000	7.750	0.000	6.955
312120 - Breweries	0.000	1.483	0.000	1.717	0.000	1.541	0.000	1.616	0.000	1.824	0.000	2.068
312130 - Wineries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
312140 - Distilleries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
7111 - Performing arts companies												
7112 - Spectator sports												
7113 - Promoters (presenters) of performing arts, sports and similar events												
7114 - Agents and managers for artists, athletes, entertainers and other public figures												
7115 - Independent artists, writers and performers												
7121 - Heritage institutions												
7131 - Amusement parks and arcades												
7132 - Gambling industries												
7139 - Other amusement and recreation industries												
711111 - Theatre (except musical) companies	0.539	0.949	0.829	1.147	0.548	1.123	0.607	1.130	2.778	1.167	0.690	0.867
711112 - Musical theatre and opera companies	3.999	0.000	2.935	0.000	3.531	0.000	3.338	0.000	1.667	0.000	2.222	0.000
711120 - Dance companies	1.045	1.566	0.992	1.283	1.143	1.450	1.095	1.395	0.794	0.864	0.851	1.264
711130 - Musical groups and artists	0.973	1.203	0.932	1.075	0.958	1.068	0.950	1.070	0.935	1.111	0.988	1.264
711190 - Other performing arts companies	0.714	0.000	0.819	0.000	0.751	0.000	0.769	0.000	0.926	0.000	0.870	0.000
711211 - Sports teams and clubs	1.054	1.209	0.928	0.920	1.059	1.985	1.016	1.559	0.877	0.800	0.960	1.000
711213 - Horse race tracks	1.642	0.000	2.802	0.000	1.015	0.000	1.250	0.000	3.606	0.000	1.473	0.000
711218 - Other spectator sports	0.790	2.058	0.747	1.500	0.960	2.472	0.885	2.144	0.741	1.600	0.856	2.571
711311 - Live theatres and other performing arts presenters with facilities	3.161	0.989	3.087	0.820	2.659	1.094	2.767	0.989	2.424	0.971	3.222	0.896
711319 - Sports stadiums and other presenters with facilities	1.191	1.573	1.965	1.159	1.015	1.570	1.176	1.411	0.833	0.756	0.744	1.373
711321 - Performing arts promoters (presenters) without facilities	0.331	1.662	0.313	1.920	0.362	1.828	0.347	1.856	0.417	1.511	0.395	1.962
711322 - Festivals without facilities	0.946	0.703	1.094	0.764	0.988	0.708	1.016	0.725	1.333	0.971	0.943	0.644
711329 - Sports presenters and other presenters without facilities	0.567	0.000	0.460	0.000	0.580	0.000	0.540	0.000	0.444	0.000	0.569	0.000
711410 - Agents and managers for artists, athletes, entertainers and other	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
711511 - Independent visual artists and artisans	1.383	0.760	1.446	0.721	1.645	0.819	1.579	0.778	1.086	0.406	1.138	0.403
711512 - Independent actors, comedians and performers	0.684	0.832	0.614	0.730	0.650	0.890	0.639	0.820	0.891	1.500	0.811	1.208
711513 - Independent writers and authors	0.974	1.600	1.112	2.652	0.856	1.313	0.920	1.636	0.981	1.045	1.025	1.359

712111 - Non-commercial art museums and galleries	3.461	2.286	4.200	1.642	2.444	1.639	2.826	1.641	3.000	1.417	5.200	1.817
712115 - History and science museums	0.000	4.506	0.000	4.344	0.000	5.128	0.000	4.781	0.000	3.778	0.000	5.590
712119 - Other museums	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712120 - Historic and heritage sites	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712130 - Zoos and botanical gardens	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712190 - Nature parks and other similar institutions	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713110 - Amusement and theme parks	2.405	0.858	3.083	0.679	2.519	1.123	2.625	0.934	2.333	1.000	2.444	0.861
713120 - Amusement arcades	0.000	1.090	0.000	1.310	0.000	0.948	0.000	1.036	0.000	1.000	0.000	1.088
713210 - Casinos (except casino hotels)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713291 - Lotteries	1.996	0.000	1.464	0.000	1.748	0.000	1.650	0.000	1.400	0.000	1.700	0.000
713299 - All other gambling industries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713910 - Golf courses and country clubs	0.487	1.757	0.638	2.052	0.395	1.590	0.444	1.712	0.732	1.567	0.542	1.730
713920 - Skiing facilities	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713930 - Marinas	4.657	2.496	2.468	1.628	3.779	1.700	3.274	1.676	2.256	1.994	3.320	2.626
713940 - Fitness and recreational sports centres	0.717	0.626	0.612	0.655	0.639	0.589	0.631	0.608	0.594	0.717	0.730	0.640
713950 - Bowling centres	0.000	1.228	0.000	2.035	0.000	1.562	0.000	1.686	0.000	2.193	0.000	1.463
713990 - All other amusement and recreation industries	1.017	0.763	1.201	0.712	1.150	0.899	1.164	0.831	1.224	0.698	1.007	0.720
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
7211 - Traveller accommodation												
7212 - Recreational vehicle (RV) parks and recreational camps												
7213 - Rooming and boarding houses												
721111 - Hotels	0.707	0.593	0.652	0.654	0.792	0.592	0.717	0.618	0.827	0.608	1.076	0.583
721112 - Motor hotels	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
721113 - Resorts	1.330	1.265	0.775	0.854	1.503	1.056	1.030	0.954	0.662	1.564	1.163	1.311
721114 - Motels	0.741	0.889	1.056	0.747	0.597	0.815	0.757	0.782	1.220	0.635	0.993	0.789
721120 - Casino hotels	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
721191 - Bed and breakfast	1.074	0.766	1.130	0.931	1.172	1.176	1.151	1.051	1.201	2.190	0.705	0.836
721192 - Housekeeping cottages and cabins	2.504	5.547	4.675	9.965	1.605	3.697	2.361	5.163	3.253	6.388	3.375	7.716
721198 - All other traveller accommodation	0.342	1.116	0.275	0.931	0.450	1.547	0.344	1.191	0.212	0.842	0.326	1.102
721211 - Recreational vehicle (RV) parks and campgrounds	0.869	1.386	0.818	1.352	0.881	1.503	0.857	1.449	0.882	0.992	0.771	1.048
721212 - Hunting and fishing camps	0.771	0.205	0.981	0.215	0.870	0.219	0.907	0.218	1.190	0.427	1.071	0.354
721213 - Recreational (except hunting and fishing) and vacation camps	1.918	1.374	1.399	1.355	1.453	1.057	1.433	1.140	1.000	1.552	1.406	1.521
721310 - Rooming and boarding houses	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
7223 - Special food services												

7224 - Drinking places (alcoholic beverages)												
7225 - Full-service restaurants and limited-service eating places												
722310 - Food service contractors	0.338	0.769	0.317	0.774	0.323	0.716	0.322	0.730	0.386	0.943	0.316	0.793
722320 - Caterers	1.239	<b>1.558</b>	1.142	<b>1.596</b>	1.219	<b>1.504</b>	1.200	<b>1.526</b>	<b>1.366</b>	<b>1.311</b>	<b>1.530</b>	<b>1.484</b>
722330 - Mobile food services	0.934	0.000	1.152	0.000	0.989	0.000	1.022	0.000	0.755	0.000	0.715	0.000
722410 - Drinking places (alcoholic beverages)	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
722511 - Full-service restaurants	1.124	1.032	1.149	0.989	1.182	1.106	1.174	1.070	1.153	1.062	1.084	1.029
722512 - Limited-service eating places	0.840	0.965	0.817	1.013	0.791	0.901	0.797	0.930	0.814	0.937	0.882	0.969

KAMLOOPS													
AGRICULTURE <u>Employees</u>	Canada		BC		ON		BC / ON		Comparator		Amenity		
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	
111 - Crop production													
112 - Animal production and aquaculture													
114 - Fishing, hunting and trapping													
115 - Support activities for agriculture and forestry													
111110 - Soybean farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111120 - Oilseed (except soybean) farming	0.234	0.000	1.415	0.000	2.521	0.000	2.222	0.000	1.778	0.000	2.259	0.000	0.000
111130 - Dry pea and bean farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111140 - Wheat farming	0.152	0.000	0.738	0.000	0.659	0.000	0.671	0.000	0.593	0.000	1.047	0.000	0.000
111150 - Corn farming	0.431	0.000	4.245	0.000	0.151	0.000	0.182	0.000	0.523	0.000	0.373	0.000	0.000
111160 - Rice farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111190 - Other grain farming	0.371	0.138	1.673	2.192	0.496	0.183	0.564	0.268	0.827	0.479	0.806	0.549	0.000
111211 - Potato farming	0.000	1.808	0.000	3.998	0.000	3.748	0.000	3.830	0.000	5.267	0.000	4.988	0.000
111219 - Other vegetable (except potato) and melon farming	6.245	3.749	1.929	2.357	3.166	1.979	2.852	2.095	2.155	2.431	2.452	3.658	0.000
111310 - Orange groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111320 - Citrus (except orange) groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111330 - Non-citrus fruit and tree nut farming	0.869	1.064	0.095	0.255	1.019	1.087	0.382	0.511	0.093	0.221	0.107	0.275	0.000
111411 - Mushroom production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111419 - Other food crops grown under cover	6.121	0.000	1.633	0.000	3.118	0.000	2.696	0.000	3.557	0.000	2.146	0.000	0.000
111930 - Sugar cane farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111993 - Fruit and vegetable combination farming	4.232	0.924	0.514	0.223	3.425	0.937	1.734	0.445	0.878	0.301	0.806	0.465	0.000
111994 - Maple syrup and products production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111999 - All other miscellaneous crop farming	0.747	1.028	1.189	1.728	0.679	0.832	0.733	1.013	0.968	1.975	0.992	1.829	0.000
112110 - Beef cattle ranching and farming, including feedlots	1.417	3.083	1.482	2.516	2.086	6.693	1.942	4.492	1.459	2.261	1.615	4.428	0.000
112120 - Dairy cattle and milk production	0.053	0.068	0.099	0.101	0.030	0.064	0.035	0.072	0.046	0.113	0.036	0.057	0.000
112210 - Hog and pig farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112310 - Chicken egg production	1.559	0.831	0.389	0.310	0.920	0.558	0.738	0.451	1.066	0.608	1.265	0.886	0.000
112320 - Broiler and other meat-type chicken production	0.364	0.000	0.161	0.000	0.199	0.000	0.191	0.000	0.640	0.000	0.253	0.000	0.000
112330 - Turkey production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112340 - Poultry hatcheries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112391 - Combination poultry and egg production	7.197	0.000	1.889	0.000	5.302	0.000	3.992	0.000	2.742	0.000	2.783	0.000	0.000
112399 - All other poultry production	2.246	0.000	0.576	0.000	1.452	0.000	1.138	0.000	1.280	0.000	1.392	0.000	0.000
112410 - Sheep farming	0.738	2.985	0.785	2.540	0.516	2.489	0.550	2.504	0.400	0.810	0.456	1.673	0.000
112420 - Goat farming	1.152	0.000	1.353	0.000	0.607	0.000	0.674	0.000	1.066	0.000	0.696	0.000	0.000

112510 - Aquaculture	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112910 - Apiculture	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112930 - Fur-bearing animal and rabbit production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112991 - Animal combination farming	0.544	1.175	0.839	1.583	0.693	1.218	0.715	1.307	0.950	1.620	0.932	2.151
112999 - All other miscellaneous animal production	0.593	2.424	0.426	2.540	0.707	2.941	0.631	2.810	0.800	1.215	0.663	1.882
114113 - Salt water fishing	0.576	0.000	0.567	0.000	7.733	0.000	0.612	0.000	0.621	0.000	0.563	0.000
114114 - Freshwater fishing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
115110 - Support activities for crop production	0.192	0.192	0.515	0.365	0.191	0.184	0.253	0.259	0.377	0.299	0.246	0.204
115210 - Support activities for animal production	0.652	0.504	0.681	1.006	0.485	0.321	0.546	0.531	0.517	1.030	0.568	0.696
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
311 - Food manufacturing												
312 - Beverage and tobacco product manufacturing												
311211 - Flour milling	14.754	0.000	11.646	0.000	18.514	0.000	15.767	0.000	3.333	0.000	7.125	0.000
311214 - Rice milling and malt manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311221 - Wet corn milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311224 - Oilseed processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311225 - Fat and oil refining and blending	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311230 - Breakfast cereal manufacturing	0.000	25.650	0.000	14.967	0.000	39.860	0.000	26.282	0.000	10.200	0.000	13.950
311310 - Sugar manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311340 - Non-chocolate confectionery manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311351 - Chocolate and chocolate confectionery manufacturing from c	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311352 - Confectionery manufacturing from purchased chocolate	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311410 - Frozen food manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311420 - Fruit and vegetable canning, pickling and drying	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311511 - Fluid milk manufacturing	0.000	7.626	0.000	6.908	0.000	7.665	0.000	7.413	0.000	10.200	0.000	4.650
311515 - Butter, cheese, and dry and condensed dairy product manufac	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311520 - Ice cream and frozen dessert manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311611 - Animal (except poultry) slaughtering	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311614 - Rendering and meat processing from carcasses	6.444	0.000	6.211	0.000	10.333	0.000	8.639	0.000	3.333	0.000	4.750	0.000
311615 - Poultry processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311710 - Seafood product preparation and packaging	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311811 - Retail bakeries	0.530	2.504	0.555	1.944	0.471	2.166	0.493	2.092	0.476	1.378	0.548	2.250
311814 - Commercial bakeries and frozen bakery product manufacturin	0.000	0.910	0.000	1.123	0.000	0.827	0.000	0.901	0.000	3.400	0.000	0.962
311821 - Cookie and cracker manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311824 - Flour mixes, dough, and pasta manufacturing from purchased	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

311830 - Tortilla manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311911 - Roasted nut and peanut butter manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311919 - Other snack food manufacturing	0.000	6.967	0.000	6.908	0.000	5.245	0.000	5.669	0.000	2.550	0.000	4.650	0.000
311920 - Coffee and tea manufacturing	5.570	0.000	3.409	0.000	5.290	0.000	4.548	0.000	6.667	0.000	7.125	0.000	0.000
311930 - Flavouring syrup and concentrate manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311940 - Seasoning and dressing manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311990 - All other food manufacturing	0.000	0.831	0.000	0.646	0.000	0.867	0.000	0.783	0.000	0.729	0.000	0.900	0.000
312110 - Soft drink and ice manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
312120 - Breweries	1.929	1.271	3.103	1.472	1.860	1.321	2.174	1.385	1.682	1.563	2.813	1.772	0.000
312130 - Wineries	1.112	1.426	0.857	1.075	1.000	1.197	0.943	1.138	0.881	0.984	0.750	0.892	0.000
312140 - Distilleries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	Canada		BC		ON		BC / ON		Comparator		Amenity		
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	
7111 - Performing arts companies													
7112 - Spectator sports													
7113 - Promoters (presenters) of performing arts, sports and similar events													
7114 - Agents and managers for artists, athletes, entertainers and other public figures													
7115 - Independent artists, writers and performers													
7121 - Heritage institutions													
7131 - Amusement parks and arcades													
7132 - Gambling industries													
7139 - Other amusement and recreation industries													
711111 - Theatre (except musical) companies	0.000	0.949	0.000	1.147	0.000	1.123	0.000	1.130	0.000	1.167	0.000	0.867	0.000
711112 - Musical theatre and opera companies	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711120 - Dance companies	1.446	2.350	1.374	1.925	1.582	2.175	1.517	2.092	1.099	1.296	1.178	1.896	0.000
711130 - Musical groups and artists	1.011	0.902	0.968	0.806	0.995	0.801	0.987	0.803	0.971	0.833	1.026	0.948	0.000
711190 - Other performing arts companies	1.977	0.000	2.268	0.000	2.081	0.000	2.131	0.000	2.564	0.000	2.408	0.000	0.000
711211 - Sports teams and clubs	1.160	0.806	1.021	0.614	1.165	1.323	1.118	1.039	0.965	0.533	1.057	0.667	0.000
711213 - Horse race tracks	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711218 - Other spectator sports	1.217	2.744	1.150	2.000	1.478	3.296	1.363	2.858	1.141	2.133	1.319	3.429	0.000
711311 - Live theatres and other performing arts presenters with facilities	1.016	0.000	0.992	0.000	0.855	0.000	0.889	0.000	0.779	0.000	1.036	0.000	0.000
711319 - Sports stadiums and other presenters with facilities	1.531	3.932	2.526	2.897	1.306	3.924	1.512	3.527	1.071	1.889	0.956	3.433	0.000
711321 - Performing arts promoters (presenters) without facilities	0.852	2.078	0.805	2.400	0.931	2.285	0.891	2.320	1.071	1.889	1.015	2.452	0.000
711322 - Festivals without facilities	0.608	0.000	0.703	0.000	0.635	0.000	0.653	0.000	0.857	0.000	0.606	0.000	0.000
711329 - Sports presenters and other presenters without facilities	1.458	0.000	1.182	0.000	1.492	0.000	1.389	0.000	1.143	0.000	1.462	0.000	0.000
711410 - Agents and managers for artists, athletes, entertainers and ot	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000



711511 - Independent visual artists and artisans	0.955	<b>2.026</b>	0.999	<b>1.922</b>	1.136	<b>2.184</b>	1.090	<b>2.074</b>	0.750	1.083	0.786	1.074
711512 - Independent actors, comedians and performers	<b>1.323</b>	1.109	1.188	0.973	1.256	1.187	1.235	1.093	<b>1.723</b>	<b>2.000</b>	<b>1.567</b>	<b>1.611</b>
711513 - Independent writers and authors	0.538	0.000	0.614	0.000	0.473	0.000	0.508	0.000	0.542	0.000	0.566	0.000
712111 - Non-commercial art museums and galleries	0.000	<b>2.286</b>	0.000	<b>1.642</b>	0.000	<b>1.639</b>	0.000	<b>1.641</b>	0.000	<b>1.417</b>	0.000	<b>1.817</b>
712115 - History and science museums	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712119 - Other museums	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712120 - Historic and heritage sites	0.000	<b>1.968</b>	0.000	<b>2.693</b>	0.000	<b>3.226</b>	0.000	<b>2.988</b>	0.000	1.259	0.000	1.211
<b>712130 - Zoos and botanical gardens</b>	0.000	<b>6.302</b>	0.000	<b>5.611</b>	0.000	<b>4.000</b>	0.000	<b>4.523</b>	0.000	<b>3.778</b>	0.000	<b>4.037</b>
712190 - Nature parks and other similar institutions	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
<b>713110 - Amusement and theme parks</b>	<b>2.405</b>	0.000	<b>3.083</b>	0.000	<b>2.519</b>	0.000	<b>2.625</b>	0.000	<b>2.333</b>	0.000	<b>2.444</b>	0.000
713120 - Amusement arcades	0.000	<b>1.635</b>	0.000	<b>1.966</b>	0.000	<b>1.422</b>	0.000	<b>1.555</b>	0.000	<b>1.500</b>	0.000	<b>1.632</b>
<b>713210 - Casinos (except casino hotels)</b>	0.000	1.285	0.000	1.213	0.000	<b>3.107</b>	0.000	<b>1.704</b>	0.000	0.950	0.000	<b>1.825</b>
<b>713291 - Lotteries</b>	<b>1.996</b>	0.971	<b>1.464</b>	0.770	<b>1.748</b>	0.967	<b>1.650</b>	0.852	<b>1.400</b>	0.792	<b>1.700</b>	1.014
713299 - All other gambling industries	0.000	0.967	0.000	<b>1.516</b>	0.000	0.847	0.000	1.104	0.000	<b>1.583</b>	0.000	0.855
713910 - Golf courses and country clubs	0.548	0.997	0.718	1.165	0.444	0.903	0.499	0.971	0.824	0.889	0.610	0.982
<b>713920 - Skiing facilities</b>	0.000	<b>5.549</b>	0.000	<b>3.473</b>	0.000	<b>10.016</b>	0.000	<b>6.286</b>	0.000	<b>4.446</b>	0.000	<b>6.105</b>
713930 - Marinas	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713940 - Fitness and recreational sports centres	<b>1.792</b>	0.943	<b>1.530</b>	0.986	<b>1.597</b>	0.887	<b>1.577</b>	0.916	<b>1.486</b>	1.080	<b>1.824</b>	0.964
713950 - Bowling centres	0.000	0.498	0.000	0.825	0.000	0.633	0.000	0.683	0.000	0.889	0.000	0.593
713990 - All other amusement and recreation industries	0.662	0.972	0.782	0.907	0.749	1.146	0.758	1.058	0.798	0.889	0.656	0.917
	<b>Canada</b>		<b>BC</b>		<b>ON</b>		<b>BC / ON</b>		<b>Comparator</b>		<b>Amenity</b>	
	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>
7211 - Traveller accommodation												
7212 - Recreational vehicle (RV) parks and recreational camps												
7213 - Rooming and boarding houses												
721111 - Hotels	1.212	0.970	1.118	1.070	<b>1.357</b>	0.969	1.229	1.012	<b>1.417</b>	0.995	<b>1.844</b>	0.954
721112 - Motor hotels	0.513	1.221	0.751	<b>1.408</b>	0.705	<b>1.812</b>	0.727	<b>1.604</b>	1.072	<b>1.659</b>	0.591	<b>1.367</b>
<b>721113 - Resorts</b>	<b>2.630</b>	0.575	<b>1.532</b>	0.388	<b>2.971</b>	0.480	<b>2.038</b>	0.434	<b>1.308</b>	0.711	<b>2.300</b>	0.596
721114 - Motels	0.651	<b>1.616</b>	0.928	<b>1.357</b>	0.524	<b>1.481</b>	0.666	<b>1.423</b>	1.072	1.154	0.873	<b>1.434</b>
721120 - Casino hotels	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
721191 - Bed and breakfast	0.531	0.232	0.558	0.282	0.579	0.356	0.569	0.318	0.594	0.664	0.349	0.253
721192 - Housekeeping cottages and cabins	0.619	0.240	1.156	0.431	0.397	0.160	0.584	0.224	0.804	0.277	0.834	0.334
721198 - All other traveller accommodation	1.127	0.676	0.908	0.564	<b>1.482</b>	0.938	1.133	0.722	0.699	0.510	1.074	0.668
721211 - Recreational vehicle (RV) parks and campgrounds	0.662	1.155	0.623	1.126	0.671	1.252	0.653	1.208	0.672	0.827	0.588	0.873
721212 - Hunting and fishing camps	0.528	<b>1.368</b>	0.673	<b>1.434</b>	0.597	<b>1.461</b>	0.622	<b>1.452</b>	0.816	<b>2.844</b>	0.735	<b>2.360</b>
<b>721213 - Recreational (except hunting and fishing) and vacation camps</b>	<b>3.069</b>	0.000	<b>2.239</b>	0.000	<b>2.325</b>	0.000	<b>2.293</b>	0.000	<b>1.600</b>	0.000	<b>2.250</b>	0.000

721310 - Rooming and boarding houses	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
	Canada		BC		ON		BC / ON		Comparator		Amenity		
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	
7223 - Special food services													
7224 - Drinking places (alcoholic beverages)													
7225 - Full-service restaurants and limited-service eating places													
<b>722310 - Food service contractors</b>	<b>2.028</b>	0.989	<b>1.904</b>	0.995	<b>1.937</b>	0.921	<b>1.929</b>	0.938	<b>2.315</b>	1.213	<b>1.899</b>	1.020	
722320 - Caterers	0.619	1.169	0.571	1.197	0.609	1.128	0.600	1.144	0.683	0.983	0.765	1.113	
722330 - Mobile food services	1.121	0.514	<b>1.382</b>	0.472	1.186	0.783	1.226	0.673	0.906	0.518	0.858	0.548	
722410 - Drinking places (alcoholic beverages)	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	
722511 - Full-service restaurants	1.122	0.984	1.147	0.942	1.180	1.054	1.172	1.019	1.151	1.012	1.082	0.981	
722512 - Limited-service eating places	0.843	1.017	0.820	1.068	0.793	0.949	0.799	0.981	0.816	0.988	0.885	1.021	

NANAIMO												
AGRICULTURE	Canada		BC		ON		BC / ON		Comparator		Amenity	
<u>Employees</u>	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
111 - Crop production												
112 - Animal production and aquaculture												
114 - Fishing, hunting and trapping												
115 - Support activities for agriculture and forestry												
111110 - Soybean farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111120 - Oilseed (except soybean) farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111130 - Dry pea and bean farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111140 - Wheat farming	0.319	0.000	1.543	0.000	1.377	0.000	1.403	0.000	1.239	0.000	2.188	0.000
111150 - Corn farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111160 - Rice farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111190 - Other grain farming	0.582	0.000	2.623	0.000	0.778	0.000	0.885	0.000	1.297	0.000	1.264	0.000
111211 - Potato farming	0.000	1.808	0.000	3.998	0.000	3.748	0.000	3.830	0.000	5.267	0.000	4.988
111219 - Other vegetable (except potato) and melon farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111310 - Orange groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111320 - Citrus (except orange) groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111330 - Non-citrus fruit and tree nut farming	0.000	2.127	0.000	0.510	0.000	2.173	0.000	1.023	0.000	0.442	0.000	0.551
111411 - Mushroom production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111419 - Other food crops grown under cover	12.798	0.000	3.413	0.000	6.519	0.000	5.637	0.000	7.436	0.000	4.486	0.000
111930 - Sugar cane farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111993 - Fruit and vegetable combination farming	0.000	1.847	0.000	0.446	0.000	1.874	0.000	0.891	0.000	0.602	0.000	0.930
111994 - Maple syrup and products production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111999 - All other miscellaneous crop farming	0.780	1.370	1.243	2.304	0.710	1.110	0.767	1.351	1.012	2.633	1.037	2.439
112110 - Beef cattle ranching and farming, including feedlots	0.497	0.347	0.519	0.283	0.731	0.753	0.681	0.505	0.511	0.254	0.566	0.498
112120 - Dairy cattle and milk production	0.000	0.152	0.000	0.226	0.000	0.145	0.000	0.162	0.000	0.254	0.000	0.129
112210 - Hog and pig farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112310 - Chicken egg production	3.278	3.739	0.819	1.396	1.936	2.510	1.551	2.032	2.243	2.734	2.660	3.985
112320 - Broiler and other meat-type chicken production	4.590	0.000	2.033	0.000	2.510	0.000	2.408	0.000	8.074	0.000	3.193	0.000
112330 - Turkey production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112340 - Poultry hatcheries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112391 - Combination poultry and egg production	10.090	0.000	2.648	0.000	7.434	0.000	5.596	0.000	3.845	0.000	3.902	0.000
112399 - All other poultry production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112410 - Sheep farming	3.106	0.000	3.300	0.000	2.169	0.000	2.313	0.000	1.682	0.000	1.919	0.000

112420 - Goat farming	4.844	0.000	5.693	0.000	2.552	0.000	2.836	0.000	4.485	0.000	2.926	0.000
112510 - Aquaculture	35.058	22.520	6.256	7.620	85.485	68.961	25.899	20.427	14.951	10.938	22.511	22.583
112910 - Apiculture	6.249	3.184	3.859	3.658	7.952	7.279	6.668	5.633	3.364	1.823	4.037	3.388
112930 - Fur-bearing animal and rabbit production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112991 - Animal combination farming	0.915	0.000	1.411	0.000	1.165	0.000	1.203	0.000	1.599	0.000	1.568	0.000
112999 - All other miscellaneous animal production	2.495	0.000	1.793	0.000	2.973	0.000	2.656	0.000	3.364	0.000	2.787	0.000
114113 - Salt water fishing	1.030	1.012	1.014	1.063	13.814	15.633	1.093	1.283	1.110	0.982	1.006	0.998
114114 - Freshwater fishing	1.153	1.062	1.334	1.039	0.414	0.088	1.136	0.346	0.974	1.333	1.430	1.533
115110 - Support activities for crop production	0.472	0.865	1.266	1.642	0.470	0.828	0.623	1.163	0.926	1.343	0.605	0.916
115210 - Support activities for animal production	0.801	0.504	0.837	1.006	0.596	0.321	0.671	0.531	0.635	1.030	0.698	0.696
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
311 - Food manufacturing												
312 - Beverage and tobacco product manufacturing												
311211 - Flour milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311214 - Rice milling and malt manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311221 - Wet corn milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311224 - Oilseed processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311225 - Fat and oil refining and blending	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311230 - Breakfast cereal manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311310 - Sugar manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311340 - Non-chocolate confectionery manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311351 - Chocolate and chocolate confectionery manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311352 - Confectionery manufacturing from purchased chocolate	0.000	3.314	0.000	2.763	0.000	3.484	0.000	3.223	0.000	3.923	0.000	1.651
311410 - Frozen food manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311420 - Fruit and vegetable canning, pickling and drying	0.000	2.631	0.000	3.003	0.000	2.433	0.000	2.586	0.000	1.962	0.000	1.951
311511 - Fluid milk manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311515 - Butter, cheese, and dry and condensed dairy product	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311520 - Ice cream and frozen dessert manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311611 - Animal (except poultry) slaughtering	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311614 - Rendering and meat processing from carcasses	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311615 - Poultry processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311710 - Seafood product preparation and packaging	4.247	3.071	3.038	2.497	22.217	15.859	7.754	5.957	20.000	7.846	3.563	5.365
311811 - Retail bakeries	0.000	2.311	0.000	1.794	0.000	2.000	0.000	1.931	0.000	1.272	0.000	2.077
311814 - Commercial bakeries and frozen bakery product man	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

311821 - Cookie and cracker manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311824 - Flour mixes, dough, and pasta manufacturing from pu	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311830 - Tortilla manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311911 - Roasted nut and peanut butter manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311919 - Other snack food manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311920 - Coffee and tea manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311930 - Flavouring syrup and concentrate manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311940 - Seasoning and dressing manufacturing	9.557	0.000	10.750	0.000	7.750	0.000	8.446	0.000	20.000	0.000	14.250	0.000	0.000
311990 - All other food manufacturing	2.204	0.639	2.236	0.497	1.932	0.667	2.013	0.603	2.105	0.560	2.591	0.692	0.000
312110 - Soft drink and ice manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
312120 - Breweries	1.929	1.483	3.103	1.717	1.860	1.541	2.174	1.616	1.682	1.824	2.813	2.068	0.000
312130 - Wineries	1.112	0.416	0.857	0.313	1.000	0.349	0.943	0.332	0.881	0.287	0.750	0.260	0.000
312140 - Distilleries	0.000	5.982	0.000	7.524	0.000	9.024	0.000	8.274	0.000	4.133	0.000	7.286	0.000
	Canada		BC		ON		BC / ON		Comparator		Amenity		
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	
7111 - Performing arts companies													
7112 - Spectator sports													
7113 - Promoters (presenters) of performing arts, sports and similar events													
7114 - Agents and managers for artists, athletes, entertainers and other public figures													
7115 - Independent artists, writers and performers													
7121 - Heritage institutions													
7131 - Amusement parks and arcades													
7132 - Gambling industries													
7139 - Other amusement and recreation industries													
711111 - Theatre (except musical) companies	0.000	1.424	0.000	1.721	0.000	1.684	0.000	1.695	0.000	1.750	0.000	1.300	0.000
711112 - Musical theatre and opera companies	4.499	0.000	3.302	0.000	3.973	0.000	3.755	0.000	1.875	0.000	2.500	0.000	0.000
711120 - Dance companies	2.938	3.524	2.790	2.887	3.214	3.262	3.081	3.138	2.232	1.944	2.394	2.844	0.000
711130 - Musical groups and artists	0.821	0.000	0.786	0.000	0.808	0.000	0.802	0.000	0.789	0.000	0.833	0.000	0.000
711190 - Other performing arts companies	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711211 - Sports teams and clubs	1.718	1.209	1.513	0.920	1.725	1.985	1.656	1.559	1.429	0.800	1.565	1.000	0.000
711213 - Horse race tracks	0.669	0.000	1.141	0.000	0.413	0.000	0.509	0.000	1.469	0.000	0.600	0.000	0.000
711218 - Other spectator sports	0.773	2.058	0.730	1.500	0.938	2.472	0.865	2.144	0.725	1.600	0.837	2.571	0.000
711311 - Live theatres and other performing arts presenters wi	0.000	2.471	0.000	2.049	0.000	2.735	0.000	2.472	0.000	2.429	0.000	2.239	0.000
711319 - Sports stadiums and other presenters with facilities	3.573	3.932	5.894	2.897	3.046	3.924	3.528	3.527	2.500	1.889	2.231	3.433	0.000
711321 - Performing arts promoters (presenters) without facili	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

711322 - Festivals without facilities	1.419	0.000	1.641	0.000	1.482	0.000	1.524	0.000	2.000	0.000	1.415	0.000
711329 - Sports presenters and other presenters without facilities	1.701	0.000	1.379	0.000	1.741	0.000	1.621	0.000	1.333	0.000	1.706	0.000
711410 - Agents and managers for artists, athletes, entertainers	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000
711511 - Independent visual artists and artisans	1.508	0.868	1.577	0.824	1.794	0.936	1.722	0.889	1.184	0.464	1.241	0.460
711512 - Independent actors, comedians and performers	0.587	0.238	0.527	0.208	0.558	0.254	0.548	0.234	0.765	0.429	0.696	0.345
711513 - Independent writers and authors	0.956	3.048	1.091	5.051	0.840	2.500	0.903	3.116	0.963	1.990	1.005	2.589
712111 - Non-commercial art museums and galleries	0.000	1.714	0.000	1.232	0.000	1.230	0.000	1.230	0.000	1.063	0.000	1.363
712115 - History and science museums	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712119 - Other museums	0.000	0.815	0.000	0.711	0.000	0.815	0.000	0.770	0.000	1.700	0.000	1.298
712120 - Historic and heritage sites	6.712	0.000	6.300	0.000	9.429	0.000	8.125	0.000	4.500	0.000	5.200	0.000
712130 - Zoos and botanical gardens	0.000	4.726	0.000	4.208	0.000	3.000	0.000	3.392	0.000	2.833	0.000	3.028
712190 - Nature parks and other similar institutions	0.000	1.410	0.000	2.295	0.000	1.442	0.000	1.696	0.000	2.833	0.000	1.703
713110 - Amusement and theme parks	0.000	2.575	0.000	2.036	0.000	3.368	0.000	2.803	0.000	3.000	0.000	2.583
713120 - Amusement arcades	1.712	0.000	1.480	0.000	1.658	0.000	1.615	0.000	1.750	0.000	1.692	0.000
713210 - Casinos (except casino hotels)	0.000	1.142	0.000	1.078	0.000	2.762	0.000	1.514	0.000	0.844	0.000	1.622
713291 - Lotteries	0.998	1.510	0.732	1.198	0.874	1.504	0.825	1.325	0.700	1.231	0.850	1.577
713299 - All other gambling industries	1.228	0.287	1.708	0.449	1.214	0.251	1.332	0.327	1.750	0.469	1.308	0.253
713910 - Golf courses and country clubs	0.000	0.879	0.000	1.026	0.000	0.795	0.000	0.856	0.000	0.783	0.000	0.865
713920 - Skiing facilities	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713930 - Marinas	4.435	2.600	2.351	1.696	3.599	1.771	3.118	1.746	2.148	2.077	3.162	2.735
713940 - Fitness and recreational sports centres	1.062	0.895	0.907	0.936	0.947	0.841	0.935	0.869	0.880	1.025	1.081	0.914
713950 - Bowling centres	0.000	0.512	0.000	0.848	0.000	0.651	0.000	0.702	0.000	0.914	0.000	0.610
713990 - All other amusement and recreation industries	0.856	1.090	1.011	1.017	0.969	1.285	0.981	1.186	1.031	0.997	0.848	1.028
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
7211 - Traveller accommodation												
7212 - Recreational vehicle (RV) parks and recreational camps												
7213 - Rooming and boarding houses												
721111 - Hotels	0.977	0.874	0.901	0.964	1.093	0.872	0.990	0.911	1.142	0.896	1.486	0.859
721112 - Motor hotels	1.075	1.061	1.573	1.223	1.478	1.574	1.523	1.393	2.246	1.441	1.238	1.187
721113 - Resorts	0.459	0.000	0.267	0.000	0.519	0.000	0.356	0.000	0.228	0.000	0.402	0.000
721114 - Motels	0.682	1.871	0.972	1.572	0.549	1.715	0.697	1.647	1.123	1.336	0.914	1.660
721120 - Casino hotels	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
721191 - Bed and breakfast	1.298	0.000	1.365	0.000	1.416	0.000	1.391	0.000	1.451	0.000	0.852	0.000
721192 - Housekeeping cottages and cabins	0.432	0.834	0.807	1.498	0.277	0.556	0.408	0.776	0.562	0.961	0.583	1.160

721198 - All other traveller accommodation	1.890	1.174	1.521	0.980	2.485	1.629	1.899	1.254	1.172	0.887	1.801	1.160
721211 - Recreational vehicle (RV) parks and campgrounds	1.390	1.663	1.309	1.622	1.409	1.804	1.371	1.739	1.412	1.191	1.234	1.257
721212 - Hunting and fishing camps	0.000	0.616	0.000	0.645	0.000	0.658	0.000	0.653	0.000	1.280	0.000	1.062
721213 - Recreational (except hunting and fishing) and vacatio	2.455	0.000	1.791	0.000	1.860	0.000	1.834	0.000	1.280	0.000	1.800	0.000
721310 - Rooming and boarding houses	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
	<b>Canada</b>		<b>BC</b>		<b>ON</b>		<b>BC / ON</b>		<b>Comparator</b>		<b>Amenity</b>	
	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>
7223 - Special food services												
7224 - Drinking places (alcoholic beverages)												
7225 - Full-service restaurants and limited-service eating places												
722310 - Food service contractors	2.433	1.010	2.284	1.015	2.324	0.940	2.315	0.958	2.778	1.238	2.279	1.041
722320 - Caterers	0.372	0.876	0.343	0.898	0.366	0.846	0.360	0.858	0.410	0.737	0.459	0.835
722330 - Mobile food services	1.345	1.351	1.659	1.239	1.423	2.055	1.471	1.767	1.087	1.359	1.029	1.438
722410 - Drinking places (alcoholic beverages)	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
722511 - Full-service restaurants	0.888	0.896	0.908	0.858	0.934	0.960	0.928	0.928	0.912	0.922	0.857	0.893
722512 - Limited-service eating places	1.144	1.112	1.113	1.167	1.076	1.037	1.085	1.072	1.108	1.079	1.201	1.116

VERNON												
AGRICULTURE	Canada		BC		ON		BC / ON		Comparator		Amenity	
Employees	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
111 - Crop production												
112 - Animal production and aquaculture												
114 - Fishing, hunting and trapping												
115 - Support activities for agriculture and forestry												
111110 - Soybean farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111120 - Oilseed (except soybean) farming	0.153	0.000	0.930	0.000	1.657	0.000	1.460	0.000	1.169	0.000	1.484	0.000
111130 - Dry pea and bean farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111140 - Wheat farming	0.300	0.000	1.455	0.000	1.299	0.000	1.323	0.000	1.169	0.000	2.063	0.000
111150 - Corn farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111160 - Rice farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111190 - Other grain farming	0.244	0.000	1.099	0.000	0.326	0.000	0.371	0.000	0.544	0.000	0.530	0.000
111211 - Potato farming	2.579	0.000	2.936	0.000	3.050	0.000	3.030	0.000	5.843	0.000	2.820	0.000
111219 - Other vegetable (except potato) and melon farming	2.052	1.607	0.634	1.010	1.040	0.848	0.937	0.898	0.708	1.042	0.806	1.568
111310 - Orange groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111320 - Citrus (except orange) groves	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111330 - Non-citrus fruit and tree nut farming	11.416	6.685	1.255	1.602	13.387	6.830	5.026	3.215	1.224	1.389	1.403	1.730
111411 - Mushroom production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111419 - Other food crops grown under cover	4.022	0.000	1.073	0.000	2.049	0.000	1.772	0.000	2.337	0.000	1.410	0.000
111930 - Sugar cane farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111993 - Fruit and vegetable combination farming	5.563	3.958	0.675	0.955	4.501	4.016	2.279	1.908	1.154	1.290	1.059	1.993
111994 - Maple syrup and products production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
111999 - All other miscellaneous crop farming	0.858	0.000	1.368	0.000	0.781	0.000	0.843	0.000	1.113	0.000	1.141	0.000
112110 - Beef cattle ranching and farming, including feedlots	0.913	1.233	0.954	1.007	1.344	2.677	1.251	1.797	0.940	0.904	1.041	1.771
112120 - Dairy cattle and milk production	0.206	0.270	0.383	0.402	0.117	0.257	0.134	0.288	0.179	0.452	0.140	0.230
112210 - Hog and pig farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112310 - Chicken egg production	3.012	0.000	0.753	0.000	1.779	0.000	1.426	0.000	2.061	0.000	2.445	0.000
112320 - Broiler and other meat-type chicken production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112330 - Turkey production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112340 - Poultry hatcheries	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112391 - Combination poultry and egg production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112399 - All other poultry production	17.358	0.000	4.452	0.000	11.222	0.000	8.793	0.000	9.892	0.000	10.757	0.000
112410 - Sheep farming	1.427	0.000	1.516	0.000	0.996	0.000	1.063	0.000	0.773	0.000	0.882	0.000



112420 - Goat farming	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112510 - Aquaculture	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112910 - Apiculture	2.871	11.322	1.773	13.004	3.654	25.881	3.064	20.028	1.546	6.481	1.855	12.044	
112930 - Fur-bearing animal and rabbit production	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
112991 - Animal combination farming	0.701	0.000	1.081	0.000	0.892	0.000	0.922	0.000	1.224	0.000	1.201	0.000	0.000
112999 - All other miscellaneous animal production	1.146	9.696	0.824	10.160	1.366	11.764	1.220	11.240	1.546	4.861	1.281	7.528	
114113 - Salt water fishing	0.988	1.084	0.973	1.138	13.257	16.750	1.049	1.375	1.065	1.053	0.965	1.070	
114114 - Freshwater fishing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
115110 - Support activities for crop production	0.556	0.339	1.491	0.644	0.554	0.325	0.733	0.456	1.091	0.527	0.713	0.359	
115210 - Support activities for animal production	0.539	0.000	0.563	0.000	0.401	0.000	0.452	0.000	0.428	0.000	0.470	0.000	
	Canada		BC		ON		BC / ON		Comparator		Amenity		
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	
311 - Food manufacturing													
312 - Beverage and tobacco product manufacturing													
311211 - Flour milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311214 - Rice milling and malt manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311221 - Wet corn milling	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311224 - Oilseed processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311225 - Fat and oil refining and blending	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311230 - Breakfast cereal manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311310 - Sugar manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311340 - Non-chocolate confectionery manufacturing	0.000	6.623	0.000	8.315	0.000	4.152	0.000	4.917	0.000	2.833	0.000	3.875	
311351 - Chocolate and chocolate confectionery manufacturing	13.731	0.000	12.422	0.000	12.695	0.000	12.613	0.000	16.000	0.000	34.200	0.000	
311352 - Confectionery manufacturing from purchased chocolate	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311410 - Frozen food manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311420 - Fruit and vegetable canning, pickling and drying	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311511 - Fluid milk manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311515 - Butter, cheese, and dry and condensed dairy product	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311520 - Ice cream and frozen dessert manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311611 - Animal (except poultry) slaughtering	0.000	2.475	0.000	6.803	0.000	2.864	0.000	3.492	0.000	2.125	0.000	3.321	
311614 - Rendering and meat processing from carcasses	3.867	1.314	3.727	1.969	6.200	1.221	5.184	1.385	2.000	1.700	2.850	1.163	
311615 - Poultry processing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311710 - Seafood product preparation and packaging	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311811 - Retail bakeries	0.000	0.835	0.000	0.648	0.000	0.722	0.000	0.697	0.000	0.459	0.000	0.750	
311814 - Commercial bakeries and frozen bakery product manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

311821 - Cookie and cracker manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311824 - Flour mixes, dough, and pasta manufacturing from pu	13.456	0.000	18.633	0.000	12.118	0.000	13.514	0.000	16.000	0.000	17.100	0.000	0.000
311830 - Tortilla manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311911 - Roasted nut and peanut butter manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311919 - Other snack food manufacturing	0.000	5.806	0.000	5.756	0.000	4.371	0.000	4.724	0.000	2.125	0.000	3.875	0.000
311920 - Coffee and tea manufacturing	0.000	3.703	0.000	2.772	0.000	3.194	0.000	3.050	0.000	2.833	0.000	3.875	0.000
311930 - Flavouring syrup and concentrate manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311940 - Seasoning and dressing manufacturing	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
311990 - All other food manufacturing	0.000	2.078	0.000	1.615	0.000	2.166	0.000	1.959	0.000	1.821	0.000	2.250	0.000
312110 - Soft drink and ice manufacturing	4.949	0.738	6.429	1.075	5.818	1.003	6.024	1.034	9.250	2.214	8.182	1.987	0.000
312120 - Breweries	0.000	0.847	0.000	0.981	0.000	0.880	0.000	0.924	0.000	1.042	0.000	1.181	0.000
312130 - Wineries	0.000	0.713	0.000	0.537	0.000	0.598	0.000	0.569	0.000	0.492	0.000	0.446	0.000
312140 - Distilleries	0.000	5.128	0.000	6.449	0.000	7.735	0.000	7.092	0.000	3.543	0.000	6.245	0.000
	Canada		BC		ON		BC / ON		Comparator		Amenity		
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	
7111 - Performing arts companies													
7112 - Spectator sports													
7113 - Promoters (presenters) of performing arts, sports and similar events													
7114 - Agents and managers for artists, athletes, entertainers and other public figures													
7115 - Independent artists, writers and performers													
7121 - Heritage institutions													
7131 - Amusement parks and arcades													
7132 - Gambling industries													
7139 - Other amusement and recreation industries													
711111 - Theatre (except musical) companies	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711112 - Musical theatre and opera companies	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711120 - Dance companies	3.419	0.000	3.247	0.000	3.740	0.000	3.585	0.000	2.597	0.000	2.785	0.000	0.000
711130 - Musical groups and artists	0.929	0.000	0.890	0.000	0.914	0.000	0.907	0.000	0.892	0.000	0.943	0.000	0.000
711190 - Other performing arts companies	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711211 - Sports teams and clubs	1.933	2.417	1.702	1.841	1.941	3.970	1.864	3.118	1.608	1.600	1.761	2.000	0.000
711213 - Horse race tracks	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711218 - Other spectator sports	0.869	0.000	0.821	0.000	1.056	0.000	0.974	0.000	0.815	0.000	0.942	0.000	0.000
711311 - Live theatres and other performing arts presenters wi	0.000	2.471	0.000	2.049	0.000	2.735	0.000	2.472	0.000	2.429	0.000	2.239	0.000
711319 - Sports stadiums and other presenters with facilities	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
711321 - Performing arts promoters (presenters) without facilit	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

711322 - Festivals without facilities	2.838	1.756	3.283	1.909	2.964	1.770	3.048	1.812	4.000	2.429	2.829	1.609
711329 - Sports presenters and other presenters without facilit	1.701	0.000	1.379	0.000	1.741	0.000	1.621	0.000	1.333	0.000	1.706	0.000
711410 - Agents and managers for artists, athletes, entertainer	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000	1.000	0.000
711511 - Independent visual artists and artisans	1.791	4.052	1.872	3.845	2.130	4.369	2.044	4.148	1.406	2.167	1.474	2.148
711512 - Independent actors, comedians and performers	0.465	0.000	0.418	0.000	0.442	0.000	0.434	0.000	0.606	0.000	0.551	0.000
711513 - Independent writers and authors	0.757	1.423	0.864	2.357	0.665	1.167	0.715	1.454	0.762	0.929	0.796	1.208
712111 - Non-commercial art museums and galleries	0.000	1.372	0.000	0.985	0.000	0.984	0.000	0.984	0.000	0.850	0.000	1.090
712115 - History and science museums	0.000	2.703	0.000	2.606	0.000	3.077	0.000	2.869	0.000	2.267	0.000	3.354
712119 - Other museums	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712120 - Historic and heritage sites	0.000	2.361	0.000	3.232	0.000	3.871	0.000	3.586	0.000	1.511	0.000	1.453
712130 - Zoos and botanical gardens	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
712190 - Nature parks and other similar institutions	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713110 - Amusement and theme parks	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
713120 - Amusement arcades	0.000	1.635	0.000	1.966	0.000	1.422	0.000	1.555	0.000	1.500	0.000	1.632
713210 - Casinos (except casino hotels)	0.000	2.056	0.000	1.940	0.000	4.971	0.000	2.726	0.000	1.520	0.000	2.920
713291 - Lotteries	0.000	1.165	0.000	0.924	0.000	1.160	0.000	1.022	0.000	0.950	0.000	1.217
713299 - All other gambling industries	0.000	0.516	0.000	0.808	0.000	0.452	0.000	0.589	0.000	0.844	0.000	0.456
713910 - Golf courses and country clubs	0.762	1.153	0.999	1.347	0.618	1.044	0.695	1.123	1.146	1.028	0.848	1.135
713920 - Skiing facilities	3.932	3.850	2.169	2.410	4.961	6.948	3.612	4.361	3.152	3.084	4.949	4.235
713930 - Marinas	1.041	1.170	0.552	0.763	0.845	0.797	0.732	0.786	0.504	0.935	0.742	1.231
713940 - Fitness and recreational sports centres	0.499	1.174	0.426	1.228	0.444	1.104	0.439	1.140	0.413	1.345	0.508	1.200
713950 - Bowling centres	0.000	0.576	0.000	0.954	0.000	0.732	0.000	0.790	0.000	1.028	0.000	0.686
713990 - All other amusement and recreation industries	1.340	0.511	1.583	0.477	1.516	0.602	1.535	0.556	1.614	0.467	1.327	0.482
	Canada		BC		ON		BC / ON		Comparator		Amenity	
	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1	None	Over 1
7211 - Traveller accommodation												
7212 - Recreational vehicle (RV) parks and recreational camps												
7213 - Rooming and boarding houses												
721111 - Hotels	1.289	1.003	1.189	1.107	1.443	1.002	1.307	1.047	1.508	1.029	1.961	0.987
721112 - Motor hotels	1.290	0.387	1.888	0.447	1.773	0.575	1.827	0.509	2.695	0.526	1.486	0.434
721113 - Resorts	2.205	1.946	1.284	1.314	2.490	1.625	1.708	1.468	1.096	2.407	1.927	2.017
721114 - Motels	0.614	1.196	0.875	1.005	0.494	1.097	0.627	1.053	1.011	0.855	0.823	1.062
721120 - Casino hotels	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
721191 - Bed and breakfast	0.222	0.000	0.234	0.000	0.243	0.000	0.238	0.000	0.249	0.000	0.146	0.000
721192 - Housekeeping cottages and cabins	0.519	0.000	0.968	0.000	0.332	0.000	0.489	0.000	0.674	0.000	0.699	0.000

721198 - All other traveller accommodation	1.984	2.575	1.598	2.148	2.609	3.571	1.994	2.749	1.230	1.944	1.891	2.544
721211 - Recreational vehicle (RV) parks and campgrounds	1.738	1.386	1.637	1.352	1.762	1.503	1.714	1.449	1.765	0.992	1.543	1.048
721212 - Hunting and fishing camps	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
721213 - Recreational (except hunting and fishing) and vacatio	1.535	1.718	1.120	1.694	1.162	1.321	1.146	1.425	0.800	1.939	1.125	1.901
721310 - Rooming and boarding houses	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
	<b>Canada</b>		<b>BC</b>		<b>ON</b>		<b>BC / ON</b>		<b>Comparator</b>		<b>Amenity</b>	
	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>	<b>None</b>	<b>Over 1</b>
7223 - Special food services												
7224 - Drinking places (alcoholic beverages)												
7225 - Full-service restaurants and limited-service eating places												
722310 - Food service contractors	0.000	0.577	0.000	0.580	0.000	0.537	0.000	0.547	0.000	0.707	0.000	0.595
722320 - Caterers	0.844	1.169	0.779	1.197	0.831	1.128	0.818	1.144	0.931	0.983	1.043	1.113
722330 - Mobile food services	1.834	1.801	2.262	1.652	1.941	2.740	2.006	2.356	1.482	1.813	1.403	1.917
722410 - Drinking places (alcoholic beverages)	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
722511 - Full-service restaurants	0.974	1.035	0.996	0.992	1.024	1.109	1.017	1.072	1.000	1.065	0.940	1.032
722512 - Limited-service eating places	1.033	0.962	1.005	1.010	0.972	0.898	0.980	0.927	1.000	0.934	1.084	0.966

## **Appendix B – Interview Materials.**

# Interview Questions

## Introductory Questions

- What is your occupation?
- How long have you been working in this occupation?
- How long have you been working in Kelowna as a [insert occupation]?
- Have you been a [insert occupation] anywhere else? For how long?

## Culture and Food in the Downtown

- Do you think there has been a shift in the way people think about food in the last ten to twenty years?
  - If yes, what do you think is the biggest reason for this shift?
  - Is there any given direction you see it shifting toward?
  - Do you think it influences the restaurant industry? What effect do you think it has?
- Do you think food is a significant source of culture? Why or why not?
  - If yes, how would you describe food culture?
- Are there any features within Kelowna's cultural district that stand out to you?
- How would you describe the culture of downtown Kelowna?
- Do you think that food fits into Kelowna's downtown culture?

## Industry Success & Demographics

- Do you think having a downtown location plays a role in restaurant success?
  - Are there any restaurants you can think of that are successful regardless of location (First Kelowna then anywhere, not just in Kelowna)?
  - If yes, what do you think is the major draw of these places?
- What do you think are the biggest factors that make a restaurant successful?

- Do you think these factors play into restaurant success in Kelowna?
- Are there any examples of unsuccessful restaurants in Kelowna that stand out? Why?
- Do you think there is an ideal number of restaurants in Kelowna's downtown (Yes, too many, too little)? What makes you think that?

### **Temporal Trends**

- Has Kelowna's restaurant industry grown in recent years?
- Do you think that more amenities in the downtown contributes to restaurant success?
  - If yes, are there any examples you can think of?
- What is the impact of a restaurant's surrounding environment on its success?
- Can you think of any advocacy groups that have played a key role in the growth of Kelowna's restaurant industry? If yes, what contributions have they made?
- Have restaurants become more social spaces in recent decades?
  - If yes, what makes them more social?

### **Inter-Industry Reliance**

- Do you think restaurants draw people into the downtown?
- What do you think is the overall impact on the downtown's economy?

[FILL OUT CLOSED ENDED QUESTIONS (below)]

- Do you think it is possible to rank which demographics and industries are most important to restaurant success, as we have just attempted to do?

If no, why not?

### **Closing Questions**

- Is there anything you would like to add to this discussion?

\*Note; The "Closed-ended ranking questions" questionnaire survey was not included in any of the results or discussion. It was carried out under researcher curiosity to explore the potential for future research looking at demographic consumption patterns, industry linkages, and the possibility of market segmentation studies. Such research would be useful in categorizing food-services industries and examining the most important characteristics for each industry.

**[CLOSED-ENDED RANKING QUESTIONS]**

- **Rank the most important age groups in making a restaurant successful. (1 [most important] – 6 [least important])**

15-24

25-34

35-44

45-54

55-64

65+

- **Rank the most important demographic in making a restaurant successful. (1 [most important] – 6 [least important])**

Young Professionals

Tourists

Baby Boomers / Retirees

Students

Young Families (children ages 1-12)

Families (children ages 13-18)

- **Rank the following outside industries in their importance to the restaurant industry. (1 [most important] – 5 [least important])**

Local food producers

Wineries

Tourism

Professional Occupations (finance, real estate, banking, tech., etc.)

Retail stores in their immediate surroundings



## Interview Recruitment Letter – Culinary Industry.

University of Waterloo

Date

Dear (*insert participant's name*),

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The downtowns of cities like Kelowna, BC have had significant changes in recent years. Small businesses in the food service and retail industries have played a large role in the changes that have taken place. Because of these changes, I have decided to study what the most important factors are in drawing people into the downtown. The purpose of this study, therefore, is to get opinions on various trends associated with the restaurant industry in the downtown of Kelowna, BC to get a better understanding of the changes that have taken place in this industry, the current state of the restaurant industry, and its relationship with other industries present in the downtown.

The study will focus on how restaurants contribute to the downtown economy, what other industries it helps and relies on, and what this means for planning in mid-sized cities like Kelowna. (*insert restaurant/organization name*) has a long history with Kelowna's restaurant industry and has contributed to the recent success and growth of the industry as a whole within the downtown. Therefore, I would like to include your organization as one of several organizations to be involved in my study. I believe that because you are an active member in the culinary community, you are best suited to speak to matters such as high restaurant turnover and recent trends in food culture.

Participation in this study is voluntary. It will involve an interview of approximately half an hour to one hour in length to take place at a mutually agreed upon location. You may decline to answer any of the interview questions if you so wish. Further, you may decide to withdraw from this study at any time without any negative consequences by advising the researcher. With your permission, the interview will be audio recorded to facilitate collection of information, and later transcribed for analysis. Shortly after the interview has been completed, I will send you a copy of the transcript to give you an opportunity to confirm the accuracy of our conversation and to add or clarify any points that you wish. All information you provide is considered completely confidential. Your decision to participate in this study will not be shared with your employer or

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I hope that the results of my study will be of benefit to those organizations directly involved in the study as well as to the broader research community.

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Yours Sincerely,

Corey Scott

Student Investigator

1-250-826-5447

[c22scott@uwaterloo.ca](mailto:c22scott@uwaterloo.ca)

## Interview Recruitment Letter – Planners / Economic Developers.

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Yours Sincerely,

Corey Scott

Student Investigator

1-250-826-5447

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## CONSENT FORM

By signing this consent form, you are not waiving your legal rights or releasing the investigator(s) or involved institution(s) from their legal and professional responsibilities.

---

I have read the information presented in the information letter about a study being conducted by Corey Scott of the School of Planning at the University of Waterloo. I have had the opportunity to ask any questions related to this study, to receive satisfactory answers to my questions, and any additional details I wanted.

I am aware that I have the option of allowing my interview to be audio recorded to ensure an accurate recording of my responses.

I am also aware that excerpts from the interview may be included in the thesis and/or publications to come from this research, with the understanding that the quotations will be anonymous.

I was informed that I may withdraw my consent at any time without penalty by advising the researcher.

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For all other questions contact [insert researcher's name and contact information].

With full knowledge of all foregoing, I agree, of my own free will, to participate in this study.

YES  NO

I agree to have my interview audio recorded.

YES  NO

I agree to the use of anonymous quotations in any thesis or publication that comes of this research.

YES  NO

Participant Name: \_\_\_\_\_ (Please print)

Participant Signature: \_\_\_\_\_

Witness Name: \_\_\_\_\_ (Please print)

Witness Signature: \_\_\_\_\_

Date: \_\_\_\_\_