



CRANBROOK • KIMBERLEY  
DEVELOPMENT INITIATIVE

## COMMUNITY INVESTMENT PROFILE

---



**KIMBERLEY**  
BC • CANADA



MOUNTAINS OF OPPORTUNITY  
**CRANBROOK**

# CONTENTS

CRANBROOK-KIMBERLEY COMMUNITY PROFILE	1
GEOGRAPHY	2
PROXIMITY	3
TRANSPORTATION	4
POPULATION	5
LABOUR FORCE	6
BUSINESS CLIMATE	7
BRIGHT FUTURE	8
EDUCATION	9
QUALITY OF LIFE	10
HOUSING	11

# CRANBROOK-KIMBERLEY

## COMMUNITY INVESTMENT PROFILE

The Cranbrook-Kimberley Development Zone is the economic engine of southeastern B.C. It is also a critical and largely underestimated driver of the Canadian economy, which is probably the reason why you're just hearing about us now.

Quietly going about their business for the better part of 150 years, our two cities have created one of the safest, happiest and economically healthiest regions in the province. In recent years, however, they have realized their potential and, with the strength of collaboration, have turned the heads of investors across several sectors — including manufacturing, tourism, technology and transportation.

In other words, business is booming. Residential and commercial building permits are skyrocketing. Our region's population is growing by 15.3 per cent. And business owners, like you, are seeing the value of locating in a region that hits all the important metrics of location, lifestyle, labour and connectivity.

Along with our cost advantage and serviced land availability, the Cranbrook-Kimberley Development Zone's business case for you is strong.

### FAST FACTS:

**26** CITY PARKS

**8** GOLF COURSES

**9** INDOOR RECREATION FACILITIES

**15** PUBLIC SCHOOLS

**5** HOSPITAL/MEDICAL CENTRES



# GEOGRAPHY

The Cranbrook-Kimberley Development Zone is situated in the southeastern corner of B.C. in what is commonly referred to as the East Kootenay. With a population of 27,472 plus 13,728 from outlying areas, we are the largest metropolitan area between the Okanagan and Alberta. With the Rocky Mountains to the east and the older, glaciated Purcell Mountains to the west, our region offers natural beauty in a pristine mountain setting. The Steeples Mountain Range and Fisher Peak, which rises to an elevation of 2,846 metres (9,336 feet), dominate the skyline.

Our region is also just a few kilometres upstream from where the St. Mary's River rushes into the Kootenay River. A major tributary of the Columbia River, the Kootenay River flows from its headwaters here in the Kootenay Rockies south to northwestern Montana, supplying hydroelectricity along the way.

Most living in the Cranbrook-Kimberley Development Zone enjoy an outdoor-oriented lifestyle, having easy access to hiking, biking and cross-country skiing trails as well as rivers and lakes for fishing, paddle boarding, white water rafting and power boating. Including eight golf courses and an alpine resort, the region is a hotspot for year-round recreation and tourism.

## BUSINESS MATTERS:

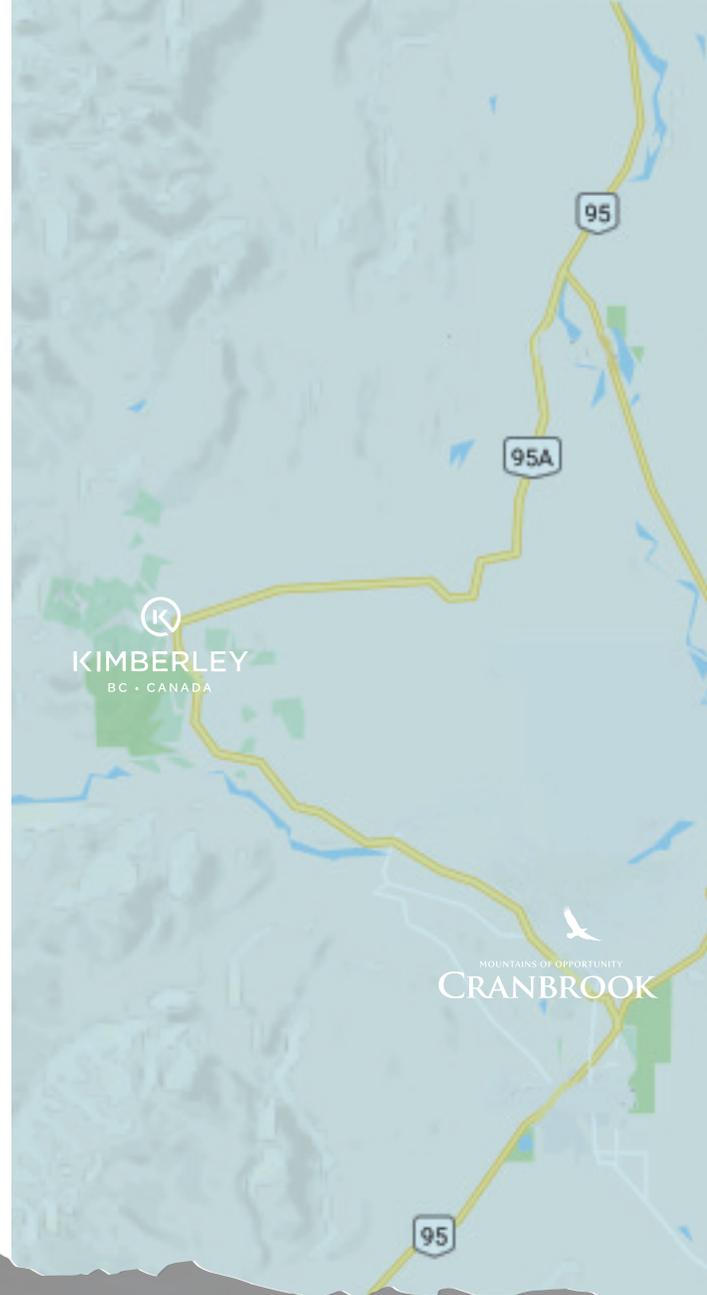
We are on Mountain Standard Time, the same as Edmonton, Alberta, and Denver, Colorado, which makes conducting business matters with out-of-province or international partners that much easier.



CRANBROOK • KIMBERLEY  
DEVELOPMENT INITIATIVE

# PROXIMITY

Few urban centres in Canada can compete with our region's market accessibility. Two 24-hour U.S. ports of entry into Idaho and Montana are less than an hour's drive. Our neighbours include Fernie, Invermere and Golden, key communities in the Kootenay Rockies, which expand our total immediate market reach to 100,000. Southern Alberta and a market of 4.5 million are less than two hours away.



## DRIVING DISTANCES

FROM THE CRANBROOK-KIMBERLEY DEVELOPMENT ZONE TO:

Fernie  
**96 - 119 km**

Invermere  
**122 km**

Calgary, AB  
**410 km**

Coeur d'Alene, ID  
**283 km**

Kalispell, MT  
**243 km**

Locating in the mountains also means our population has access to clean and pure drinking water, which is delivered to city residents through reliable, well-established infrastructure. Our region has also won awards for its wastewater treatment facility and methods of utilization.

# TRANSPORTATION

The Cranbrook-Kimberley Development Zone is connected in all directions by just about every mode of transportation: planes, trains, buses and automobiles.



## AIR

The Canadian Rockies International Airport (YXC) brings more than 134,000 annual passengers in and out of the area, with direct flights to key business locales, including Kelowna and Vancouver, B.C., Calgary, Alberta, and Toronto, Ontario. Three commercial airlines operate from YXC. The airport is also classified as an airport of entry by Nav Canada and is staffed by the Canadian Border Services Agency.

YXC has recently undergone a runway extension and terminal expansion to accommodate larger aircraft from more distant locations. Runway 16/34 is a 2,438- by 46-metre asphalt runway with a category 1 instrument landing system capable of guiding aircraft down to 61 metres in 0.80 kilometre of visibility.

Typically, YXC enjoys fair flying conditions and cancellations are rare. Fifty-two acres right next to the airport have also been rezoned for commercial airport land and development.

## LAND

The Cranbrook-Kimberley Development Zone is connected by two major highways. Highway 95 moves traffic north to Golden where it joins up with the prime arterial route that travels through all 10 provinces of Canada. Highway 95 also provides a direct connection south to U.S. Route 2 and to the shortest route to the B.C. coast.

Heading east, Highway 93 directly links our region to Montana and Highway 3 (the Crowsnest Highway) to Alberta.

Our region is serviced by Greyhound Canada and is home to approximately 15 trucking firms.

## RAIL

Since 1898 when the first train rolled into our region, it has served as a divisional point for the Canadian Pacific Railway. Track lines run in all directions, west to the coast and south to the U.S. via the Kingsgate border crossing, which is an authorized port of entry for freight arriving by rail.

### COMMUTING DURATION FOR THE TOTAL EMPLOYED LABOUR FORCE

LESS THAN 15 MINUTES: **55%**  
15 TO 29 MINUTES: **22%**  
30 TO 44 MINUTES: **13%**  
45 TO 59 MINUTES: **3%**  
60 MINUTES AND OVER: **6.5%**

### MAIN MODES OF COMMUTING FOR THE TOTAL EMPLOYED LABOUR FORCE

CAR, TRUCK, VAN – AS A DRIVER: **79.5%**  
CAR, TRUCK, VAN – AS A PASSENGER: **6%**  
PUBLIC TRANSIT: **1.5%**  
WALKED: **9%**  
BICYCLE: **1.5%**  
OTHER: **2.5%**

# POPULATION

The Cranbrook-Kimberley Development Zone is home to a population of 27,472 with an additional 13,728 in outlying areas. The average age is 44 and if you were to ask around, you'll find that many who are currently living in the region were either raised here or have moved back. Others have migrated to the region after years of it being their preferred vacation destination. At times, our region does put out touristy vibes but we're far from transient. People moving here want to put down permanent roots. The workforce is motivated, and they also want secure careers for their children. This means we have a deep pool of futureproofed talent.

POPULATION  
**27,472**

+ **13,728**  
IN OUTLYING AREAS

AVERAGE AGE

**44**



**KIMBERLEY**  
BC • CANADA



MOUNTAINS OF OPPORTUNITY  
**CRANBROOK**

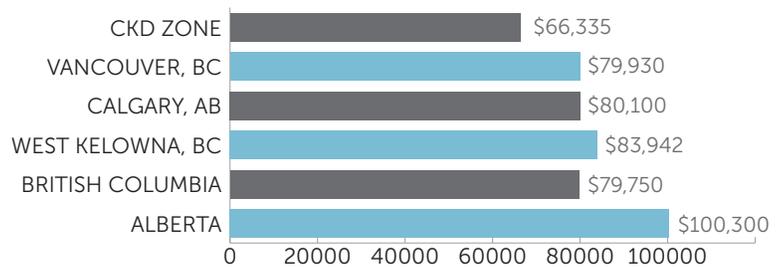
# LABOUR FORCE



Great businesses need good employees. Over half our current working population has post secondary, with the majority holding a trade or an industry certification. Access to high-quality continued education is easily accessible, thanks to College of the Rockies' main campus in Cranbrook and satellite campus in Kimberley. Talent is easily accessible, especially given that there are over 2,600 people aged 15 to 24 emerging into the workforce. These are individuals who want to live, work and play here.

If labour costs were your only evaluation criteria, then you might be interested in learning that our region's median total income of households in 2015 was 18 per cent less than the median total income for B.C. and 40 per cent less than Alberta. Salaries are competitive within our region, but our comparative makes it easier for business owners to reach their target goals.

## MEDIAN TOTAL INCOME OF HOUSEHOLDS IN 2015



## OUR REGION'S TOTAL LABOUR FORCE POP. BY OCCUPATION:

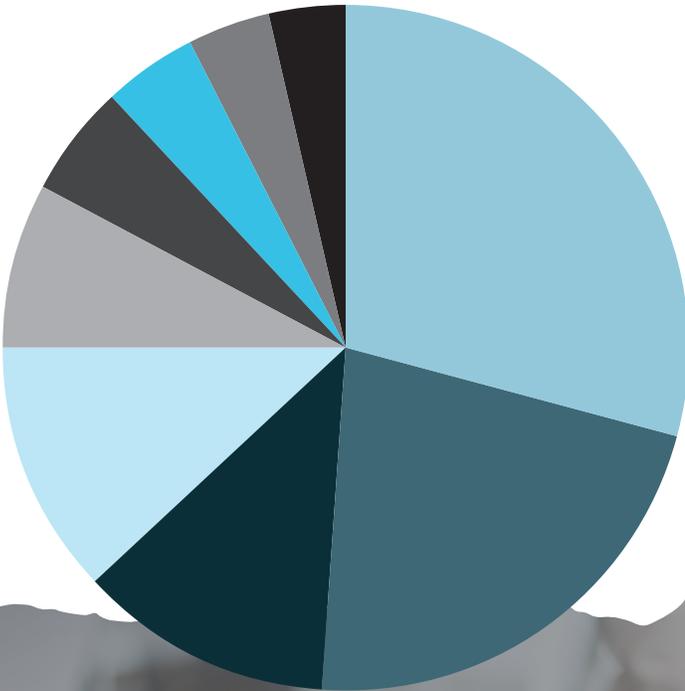
MANAGEMENT:	1,440
BUSINESS, FINANCE AND ADMINISTRATION:	1,760
NATURAL AND APPLIED SCIENCES AND RELATED:	610
HEALTH:	985
EDUCATION, LAW & SOCIAL, COMMUNITY & GOVERNMENT SERVICES:	1,485
ART, CULTURE, RECREATION AND SPORT:	315
SALES AND SERVICE:	3,635
TRADES, TRANSPORT AND EQUIPMENT OPERATORS AND RELATED:	2,690
NATURAL RESOURCES, AGRICULTURE AND RELATED PRODUCTION:	460
MANUFACTURING AND UTILITIES:	410

Whether it's equipment operation, administration or sales and service, rest assured that we have the experienced workforce to staff your business.

# BUSINESS CLIMATE

Our economy is stable and diverse. From healthcare and education to mining and forestry, we offer a wide array of career opportunities with powerful companies – companies that drive B.C. and Canada’s economy. People living in our region enjoy job stability and the opportunity to grow.

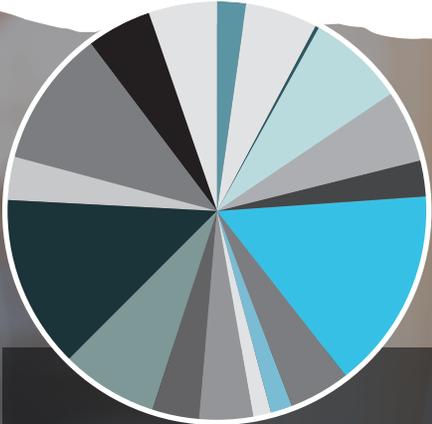
## TOP KOOTENAY EMPLOYERS:



-  **FERNIE ALPINE RESORT/RESORTS OF THE CANADIAN ROCKIES FERNIE**
-  **SCHOOL DISTRICT NO. 5 (SOUTHEAST KOOTENAY) CRANBROOK, ELK VALLEY AND SOUTH COUNTRY**
-  **SCHOOL DISTRICT NO. 8 (KOOTENAY LAKE) NELSON**
-  **CANFOR EAST KOOTENAY**
-  **TECK – TRAIL**
-  **FORTIS BC THROUGHOUT BC**
-  **BC GOVERNMENT & SERVICE EMPLOYEES UNION (MEMBERS) EAST AND WEST KOOTENAY**
-  **TECK COAL LTD. EAST KOOTENAY**
-  **INTERIOR HEALTH AUTHORITY EAST AND WEST KOOTENAY**

## TOTAL LABOUR FORCE POP. BY INDUSTRY:

- |   |   |  |
|---|---|--|
|  ADMINISTRATIVE AND SUPPORT, WASTE MANAGEMENT AND REMEDIATION SERVICES |  PUBLIC ADMINISTRATION                         |  TRANSPORTATION AND WAREHOUSING |
|  PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES                       |  OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION) |  RETAIL TRADE                   |
|  REAL ESTATE AND RENTAL AND LEASING                                    |  ACCOMMODATION AND FOOD SERVICES               |  WHOLESALE TRADE                |
|  MINING, QUARRYING AND OIL AND GAS EXTRACTION                          |  ARTS, ENTERTAINMENT AND RECREATION            |  MANUFACTURING                  |
|  AGRICULTURE, FORESTRY, FISHING AND HUNTING                            |  HEALTH CARE AND SOCIAL ASSISTANCE             |  CONSTRUCTION                   |
|  INFORMATION AND CULTURAL INDUSTRIES                                   |  EDUCATIONAL SERVICES                          |  UTILITIES                      |



Our elected leaders are business-minded and socially cohesive, working with communities to attract and retain business and labour. An investment incentive program is offered, and we have a mobile business license, which allows mobile entrepreneurs to operate in both Kimberley and Cranbrook without having to apply for a second license.

# BRIGHT FUTURE

In 2015, the Cranbrook-Kimberley Development Zone launched B.C.'s largest solar project and Canada's largest tracking system. The SunMine, which has earned multiple awards, is producing enough electricity to power about 200 homes and the project is intended to provide a platform that can be expanded significantly in the future.

## THE B.C. BUSINESS ADVANTAGE

Operating in B.C., your business will benefit from some of the most competitive tax rates in Canada. B.C.'s general corporate income tax rate is 11 per cent, among the lowest in Canada, and our combined federal-provincial rate is 26 per cent, among the lowest in G7 countries. In addition, B.C. also provides tax credits and exemptions in many industries.



# EDUCATION

College of the Rockies (COTR) is an award-winning facility that adapts to meet the needs of region employers. For example, COTR recently invested \$10 million in the creation of a new trades facility for its heavy-duty equipment mechanic and technician and automotive-service technical programs.

With approximately 4,467 students enrolled in our K-12 public school system, our region is in a strong position to meet the ongoing demands of industry with a steady talent pipeline.



COLLEGE OF  
THE ROCKIES

A person with long blonde hair, wearing a purple long-sleeved shirt, is seen from behind, paddling a yellow and purple kayak on a calm blue lake. The background features a range of green, forested mountains under a blue sky with scattered white clouds. The title 'QUALITY OF LIFE' is overlaid in large white letters at the top of the image.

# QUALITY OF LIFE

Our region is situated in a valley that offers wide open views of the world-class Rocky Mountains. We have four distinct seasons and receive more sunshine hours than just about anywhere in B.C. Warm summers and mild winters characterize our semi-arid mountain climate. Daily average temperatures range from -6C in January to 18C in July.

Annual snowfall averages range from 125.3 to 148 centimeters. Gain a little elevation, however, and you will encounter up to 400 centimetres, making us an impressive destination for skiing, snowboarding and other winter activities.

We are also a renowned fly-fishing destination, with St. Mary's Lake and River just a stone's throw away. Visitors from around the world also come here to experience our

mountain and hiking trails as well as our pristine lakes and rivers for boating, white water rafting and kayaking.

Access to such a wide range of outdoor pursuits and quality health care, education and safety services all contribute to our enviable lifestyle.

Prefer the great indoors? We have that too. Western Financial Place is a large sports complex that plays host to a WHL team known as the Kootenay ICE as well as several music concerts throughout the year. Our region is also home to a 600-seat theatre and a beautiful multi-purpose art centre with theatre, art gallery and studios for working artists. Our cities offer a plethora of dining, shopping and entertainment experiences.

# MEDIAN PRICES OF HOMES

\*Based on 2016 Market Report by Canadian Real Estate Magazine

## HOUSING

We are home to close-knit neighbourhoods and people who look out for each other. Our housing availability includes urban, suburban and rural—but let's face it, our idea of rural is only 10 minutes from downtown, so if you want privacy with room to play, you can have it, with losing the connectivity to city-wide amenities. Many neighbourhoods also feature stunning views of the Rocky Mountains.

Our housing and rental market appeal to a wide demographic. And it's affordable.

KIMBERLEY

**\$302,450**

CRANBROOK

**\$374,900**

CALGARY, AB

**\$1,181,450**

KELOWNA, B.C.

**\$649,900**

VANCOUVER, B.C.

**\$1,364,000**





KIMBERLEY

BC • CANADA



MOUNTAINS OF OPPORTUNITY

CRANBROOK

COMMUNITY INVESTMENT PROFILE



CRANBROOK • KIMBERLEY  
DEVELOPMENT INITIATIVE