

# Revelstoke DEVELOPMENT NEWS

VOLUME 8, Issue 2

OCTOBER 20, 2007

## Community Futures Revelstoke

*Revelstoke  
Economic  
Development  
Commission*

*Community  
Futures  
Revelstoke*

*Revelstoke  
Chamber of  
Commerce*

### Report to the Community

Inserted in this issue is our annual report describing what the Community Futures program is doing to assist small businesses and facilitate community development projects in the Revelstoke area. For more information about the Community Futures program give us a call at 837-5345 or visit our website at [www.revelstokecf.com](http://www.revelstokecf.com).

### Volunteer Recognition Awards

At the annual Community Futures conference held this year in Chemanius, two Revelstoke individuals were recognized for their personal contributions made to community economic development.

Mike Cummings was selected as a Community Futures Volunteer of the Year for demonstrating outstanding service in the field of community and business development during his eleven years as a director for our organization.

Carol Palladino received the Don McMillan Award in recognition of her outstanding contribution to community development. In addition to the integral role she played in building the loan fund and integrity of lending and business advisory services for our organization, she worked tirelessly to promote the arts sector as a viable economic generator for Revelstoke. Her leadership skills and passion for the arts helped Revelstoke become a more interesting place to live and resulted in the cultivation of community spirit and capacity to deliver arts and culture based projects and programs.

### Business Succession Planning Workshop

Community Futures, in partnership with the Business Development Bank of Canada (BDC), will be holding a *business succession planning* workshop on January 10, 2008. This workshop will be of great value to any business owner who is thinking about retirement and wants to develop a strategy to sell his/her business. The workshop will be delivered by Joy Playford, Regional Director, Special Markets for the BDC. For more information, contact Kevin Dorrius at Community Futures at 837-5345 or [kdorrius@revelstokecf.com](mailto:kdorrius@revelstokecf.com).

### Invest Kootenay Initiative

Community Futures organizations are partnering with several Chambers of Commerce and Municipal Governments in the

## FOR INFORMATION ON MOUNTAIN CARIBOU

Including reports, census results, maps, pictures and more, visit:

[www.cityofrevelstoke.com/caribou](http://www.cityofrevelstoke.com/caribou)



marketing  
tours to the  
West Kootenay

Arryl Willoughby

## Look Inside ...

|  |   |
|--|---|
| <i>Chamber of Commerce</i>             | 2 |
| <i>Community Economic Development</i>  | 2 |
| <i>Revelstoke Tourism</i>              | 2 |
| <i>Community Economic Development</i>  | 3 |
| <i>Revelstoke Community Foundation</i> | 4 |

## Chamber of Commerce

Change is the word being muttered around the Chamber offices these days. Thom Tischik who most ably ran the affairs of the Revelstoke Chamber of Commerce these past five years has left to pursue other endeavors. We would like to acknowledge the exceptional work he has done these past years along with his tremendous contribution to designing and executing Revelstoke's Tourism Marketing Program that I have been privileged to coordinate for the past four years.

I took over the reins as Executive Director on October 1 and will continue to do my duties as Tourism Coordinator until we can find a replacement.

Lise Somerville, a former Visitor Information Centre employee was hired as the Business Information Centre receptionist effective September 20, 2007.

Other changes occur in the Executive of the Chamber. Eric Tompkins is the new interim President as Alan Lister moved and three other Directors also stepped down for various reasons and have been replaced by Steve Bailey of Revelstoke Mountain Resort, Kelli Redmond of Columbia Towing and Melody Torgunrud of Downie Timber. Elections for six positions take place at the November 13 Chamber luncheon and the new Board takes over in 2008.

I look forward to being of service to the Revelstoke Chamber members. I have always had an "open door" policy so if any of you wish to drop in with concerns or suggestions, please do! It's going to be very exciting around our great city for the next few years. There will be changes. There will be challenges. There will be trials and tribulations but with a positive attitude and the strength of character of the people of Revelstoke we are, and will continue to be, a wonderful place to live.

*Gerry Gardner*

## Community Economic Development Commission

### Community Portrait and Action Plan Complete

After almost a year of community consultation, the Revelstoke Community Profile and the Community Development Action Plan have been completed. The Portrait provides a wealth of information about our community, and is a very useful document for those seeking accurate data about Revelstoke and also the things that are important to our residents. The information contained in the portrait was gathered from national and provincial databases, from the Community Survey undertaken last Spring, and from focus group meetings with various stakeholders in the community.

The Community Development Action Plan sets out over 300 action items that are important for the community to accomplish over the next 3-5 years. These objectives include economic, environmental and social priorities which have been identified by the community as important to move the community forward in a rapidly changing environment. Once again, these goals were developed following extensive community consultation and discussion. The Plan will be an important guiding document for local government and for other organizations and agencies in Revelstoke. An important aspect of implementing the Plan is reporting back to the community on the progress that has been made in achieving the objectives and goals that have been identified. This will be done through future copies of the Development News, through local media, and through annual public meetings when local residents have an opportunity to comment on the work that has been accomplished and to provide input into the development of other, new objectives which might have arisen. Both the Community Portrait and the Community Development Action plan are available on the City of Revelstoke website at [www.cityofrevelstoke.com](http://www.cityofrevelstoke.com).

For further information contact Alan Mason, Director of Community Economic Development at 837-5345 or [amason@cityofrevelstoke.com](mailto:amason@cityofrevelstoke.com).

*Alan Mason*

# Revelstoke TOURISM

Tourism figures have been excellent this summer with increases in visitors to our Visitor Centers and increases in Occupancy Rates at our local accommodators. Our European visitor traffic continues to be very strong. Increases to our web site visitors has increased substantially (tripled) these past few months. There is definitely a renewed interest in our little community.

I had the pleasure of having a tour of the progress on Mt MacKenzie – right to the top. WOW! There is no doubt that this ski resort will blow the industry away. We should be very proud. Our congratulations go out to Don Simpson, Paul Skelton and their incredible team at Revelstoke Mountain Resort.

*Gerry Gardner*

## Community Economic Development Commission

### Invest Kootenay Mobilizes Regional Networks to Attract Investment

Invest Kootenay is a regional initiative that started in early 2005 with a focus on pursuing local and regional economic development activities aimed at attracting out of area investment. Phase 1 of Invest Kootenay was undertaken by Nelson and Castlegar utilizing funds from the Community Investment Support Program (CISP) and Western Economic Diversification in order to conduct research with the goal of producing a regional investment profile and investment attraction strategy. The most compelling research finding was the majority of out of area investors / new business people (70%) came to the area originally as tourists or to visit family and friends. While the untapped investment opportunities available in the Kootenay region were widely recognized by this pool of potential investors, many did not pursue these opportunities. Interviews with tourism operators targeting high-end clients revealed a number of interested investors were continuing to slip through the cracks simply due to miscommunication or inconsistent, non-existent information. Parallel research also showed that the Internet was being used as the primary source of information on communities whether it was to visit or to potentially invest. This research was the genesis of the Invest Kootenay Initiative.

With this knowledge in hand, the Advisory Committee expressed enthusiasm at moving the Invest Kootenay Partnership from research to action, including a strategic focus on turning the TOURIST TO INVESTOR and a willingness to work together to promote investment regionally. The Town of Creston joined Invest Kootenay in 2006 and The Cities of Grand Forks and Revelstoke joined in 2007 alongside continued support from the Cities of Nelson and Castlegar. The initiative continues to be guided by an Advisory Committee made up of representatives from Chambers of Commerce, municipalities, and Community Futures Development Corporations. Phase 2 mobilized investment attraction activities guided by research findings and included the following elements:

- Expanding partnership to include other Kootenay communities
- Developing local protocol for investment inquiries, including identification of First Point of Contact Representative

- Developing the Invest Kootenay brand and marketing materials (brochures, signs, coasters)
- Invest Kootenay Website ([www.InvestKootenay.com](http://www.InvestKootenay.com)) featuring community profiles, recent news, investor success stories, and related economic development information and resources
- Developing an Ambassador Program

With initial promotional material in place and growing interest from other Kootenay communities, Invest Kootenay is now positioned to begin Phase 3 with funding from partner communities and the Community Investment Support Program. Phase 3 will focus on building local networks to assist in attraction efforts and will also target foreign direct investment. Specific activities during Phase 3 are expected to include:

- Continued regional coordination and partnership expansion
- Strategic planning including identification of short and long-term priority actions
- Marketing plan including targeted inbound and outbound attraction efforts
- Development of an investor-investment opportunities database and upgrades to [www.InvestKootenay.com](http://www.InvestKootenay.com)
- Development of community profiles and customizable investor packages
- Implementation of the Ambassador Program
- Recruitment and training for members of local support networks
- Coordination with other initiatives (2010 Commerce Centre, Regional Skills Force Advisory Council)

An Invest Kootenay representative will be making a presentation to local business groups in partner communities over the next few months. If you are a community member that fields investment inquiries please consider attending an upcoming presentation and / or joining your Local Support Network by contacting your local Invest Kootenay representative. Additional information, local contacts and the Invest Kootenay Partnership Handbook are available at [www.InvestKootenay.com](http://www.InvestKootenay.com). By working together we can ensure a prosperous future for our local economies.

FOR INFORMATION ON MORE

Including reports, census results, pictures and more, visit:

[www.cityofrevelstoke.com/caribou](http://www.cityofrevelstoke.com/caribou)

**InvestKootenay.com**  
Where opportunity meets lifestyle



# Participating Development Organizations



CHAMBER OF COMMERCE



## THE BUSINESS INFORMATION CENTRE

- Community Futures Revelstoke
- Community Economic Development Commission
- Chamber of Commerce & Revelstoke Tourism

**204 Campbell Avenue  
PO Box 2398  
Revelstoke, BC V0E 2S0  
Phone: (250) 837-5345  
Fax: (250) 837-4223**

**[www.seerevelstoke.com](http://www.seerevelstoke.com)  
[www.cityofrevelstoke.com](http://www.cityofrevelstoke.com)  
[www.revelstokecf.com](http://www.revelstokecf.com)**

## Revelstoke Community Foundation

### Endowment Contributions Matched by a grant from the Vancouver Foundation

During the past 12 months (Oct 2006—September 2007) over \$50,000 was raised in unrestricted contributions to the endowment fund which qualifies for a \$5,000 matching grant from Vancouver Foundation. Thank you to all who have helped us achieve this level of fundraising and thereby increasing our ability to make a difference in our community by providing annual grants to charitable programs and activities in the Revelstoke area.

### For More Information

Contact Geoff Battersby or Debra Wozniak at 837-5345, email us at [foundation@revelstokecf.com](mailto:foundation@revelstokecf.com) or visit our website at [www.seerevelstoke.com/communityfoundation](http://www.seerevelstoke.com/communityfoundation).

*Debra Wozniak*

Do you have the perfect business idea?

*We Can Help!*

We will listen to your idea!  
We are flexible and creative.  
We have free Advisory Services for business “start up”, problem solving and expansion.  
We offer small business loans.

**WE WANT YOU TO SUCCEED!**  
*Call or stop in today and let's talk!*



*Building Our Commu-  
nity One Idea at a Time.*

**The only limit to our realization of tomorrow will be our doubts of today.**

*~ Franklin D. Roosevelt*

*Get Involved Today!*

**[www.revelstokecf.com/volunteers](http://www.revelstokecf.com/volunteers)**