

Revelstoke Development News

Spring 2016



**COMMUNITY
ECONOMIC
DEVELOPMENT**

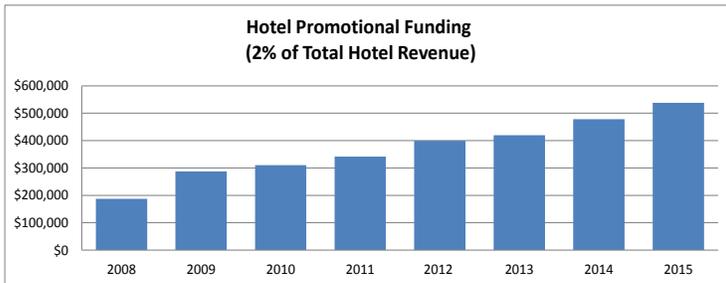


CSR
COLUMBIA SHUSWAP REGIONAL DISTRICT

The Community Economic Development (CED) Department is funded by the City of Revelstoke and the CSRD Area B. The purpose of the Department is to implement the goals and objectives identified by the community in the Integrated Community Sustainability Plan (ICSP). The Department has been working on the following initiatives over the past few months.

TOURISM

Tourism continues to be a strong component of the local economy. Hotel revenues during 2015 showed significant growth once again over the previous year, making it the best year since we starting recording this data. This growth is being demonstrated in the number of proposed hotel developments being considered in the community, which will help add employment opportunities in the years to come.



RESORT MUNICIPALITY INITIATIVES

Funds from the Resort Municipality Initiative (RMI) were allocated to the Revelstoke Snowmobile Club to complete the construction of the new Snowmobile Welcome Centre on Westside Road. This fantastic facility, developed thanks to the efforts of many volunteers from the Snowmobile Club, will provide a warm welcome for the many thousands of snowmobilers who visit Revelstoke, and will supply information related to safety in the backcountry and to the protection of environmental values (mountain caribou ranges) to visitors to our snowmobile trails.

Other RMI projects over the past winter included the purchase of additional safety and racing equipment for the Revelstoke Ski Club to host regional and provincial races, which draw many people to the community. Work is also underway in Grizzly Plaza to upgrade the lighting in the band shell to improve the summer concert experience for tourists, and to expand the washroom capacity in the downtown area.

AFFORDABLE HOUSING OPENING CEREMONY



MLA Jackie Tegart, Lance Jakobec from CMHC, Mayor Mark McKee, CBT Director Loni Parker and MLA Greg Kylo officially open the affordable housing development at 1014 Oscar Street.

SNOWMOBILE WELCOME CENTRE OPENING CEREMONY



The City of Revelstoke and the CSRD Area B Regional District Director, Loni Parker, would like to extend a warm thanks to all the members of the Revelstoke Snowmobile Club who worked to develop this facility.

Mayor Mark McKee, MLA Jackie Tegart, Club President Daniel Kellie, and CSRD Area B Director Loni Parker open the Revelstoke Snowmobile Welcome Centre.

INTEGRATED COMMUNITY SUSTAINABILITY PLAN REVIEW

THE CED Department will be organizing the annual review of the ICSP this spring. The ICSP identifies the economic, social and environmental goals that the community has identified. The review process tracks progress on how the community agencies and organizations are addressing these goals and gives citizens an opportunity to comment and identify new community priorities. Look for information boards in the Community Centre during June.

For information on CED initiatives contact Alan Mason, Director of Community Economic Development at 250-827-5345 or e-mail amason@revelstoke.ca.

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REVELSTOKE COMMUNITY SOCIAL DEVELOPMENT COMMITTEE

Supporting Social Planning and Action in Revelstoke since July 2008

POVERTY REDUCTION

This year the focus of our Poverty Reduction Working Group has been raising awareness, learning and connecting with other communities. The Columbia Basin Trust continues to support the City of Revelstoke as a member of Vibrant Communities Canada, and in early April our Chair Michelle Cole will be traveling to the national poverty reduction conference in Edmonton. Also in April, representatives from the province will be coming to Revelstoke to take a look at what we are doing locally to reduce poverty. In May, we are excited to be partnering with Community Futures to host a regional CED Forum on “Understanding the Economics of Poverty Reduction”, where we will learn about the connection between social and economic development, the results of our UBCO living wage research project, social innovation, and human resource strategies. It has been great to see a ‘ripple effect’ in our community with many organizations, groups and individuals increasing efforts to support those in need in our community.

SUPPORTING SENIORS

As our population ages, there are more people living in our community with different stages of dementia. Learn how we can all be ‘Dementia-Friendly’ – Wed April 27th at 7 pm at the Community Centre. The 2016 update of the [Revelstoke Seniors Resource Guide](#) is in print! Available at the Revelstoke Seniors Centre and on our website. We were also successful in getting our 5th Age-Friendly project grant from the province – stay tuned for seniors’ mobility classes at the Community Centre and the spring launch of our ‘community ramp project’.

YOUTH

The City of Revelstoke Youth Advisory Committee and Revelstoke Youth Initiative is going strong, continuing to support all youth and connect them with opportunities in our community. Contact our Youth Liaison, Megan Shandro at info@stokeyouthnetwork.ca for more info.

Our CYMHSU Collaborative Local Action Team continues to expand and work together to increase awareness of child & youth mental health, improve the resilience of children & youth to problem substance use, and support improved care for those who need help in our community. Contact Jewelles Smith at jewelles.smith@gmail.com for more information.



The Social Development Committee is an Advisory Committee to Revelstoke City Council. The Committee provides input to the work plan of the Social Development Coordinator, Jill Zacharias, who is contracted to the City of Revelstoke and reports to the Director of Community Economic Development.

Jill works to address community-wide social issues through planning and bringing together community partners to work on related strategies and projects. Jill also supports social sector organizations and non-profits in Revelstoke by bringing in training opportunities, helping out with grant writing, and connecting groups with potential resources. Since 2008, over \$570,000 has been brought in to support more than 30 different social projects in the community.

For more information about Social Development & to see our new ‘Infographic’ check out www.revelstokesocialdevelopment.org

Want to get involved?

Contact Jill Zacharias, Social Development Coordinator
e.ill.zacharias@gmail.com

AFFORDABLE HOUSING



The 12 new townhouse units on Oscar Street were completed and ready for occupancy on March 1, 2016, when the first tenants moved in. The units are now fully occupied, and tenants have commented on the high quality of the housing. Several of the units are occupied by young families, who had been having difficulties finding affordable accommodation in the community.

The project came in on time and on budget, which is great news for the Directors of the non-profit Society that will operate the development. Landscaping around the units is scheduled to begin later this month. This project was great example of partnership between the Federal and Provincial Governments, the City of Revelstoke and Columbia Basin Trust.

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Revelstoke Chamber of Commerce

Spring has sprung and the Chamber is planting seeds for new growth and opportunities. Our current Executive Director, Judy Goodman will retire in June and the board of directors is currently interviewing for a new leader.

Total Visitors	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Totals
2015	2597	10238	28471	2783	44089
% change 2015-2014	3%	10%	3%	-18%	3%
2014	2513	9306	27547	3395	42761
% change 2014-2013	173.4%	34.3%	15.4%	215.5%	30.4%
2013	919	6930	23877	1076	32802
Numerical Difference	1594	2376	3670	2319	9959

The number of visitors and residents served continues to grow and has been expanded through our mobile ambassador and social media efforts. We also welcome new business owners and professionals that are relocating to Revelstoke.

As a continuation of the Business Retention and Expansion study completed last fall, the Chamber will be following up with individual business owners that identified future growth opportunities.

The **Revelstoke Retail Leaders** group is hosting the 1st annual Street Market on Saturday, May 7th from 9 AM to 4 PM. Bring the whole family throughout town for the festivities! This will be an annual Spring and Fall (September 10th) event.

The "**Revelstoke, Next 3 Exits**" project is getting underway! Chamber staff will be working with the Enhancement Committee, Tourism Infrastructure, the City and the Province to improve access to our community from our highway gateways. This project will flow naturally into new way-finding signage throughout the community.

Tourism Revelstoke has had a busy winter, full of fantastic snow and happy visitors! We attended the Calgary, Vancouver, and Seattle Motorcycle shows as well as the Calgary Bike Show (partnered with Wandering Wheels) and Outdoor Adventure Show (partnered with Apex Rafting, Great Canadian Tours, and SkyTrek Adventure Park).

An updated hiking, Dirt Biking, Mountain Biking, and City Map are all planned for Spring 2016. The downtown kiosks are receiving a facelift thanks to the City of Revelstoke Resort Municipality Initiative funds.

The acceleration button has been pushed on our Digital Marketing with increased social media presence and content creation. Watch for our new branding to appear on the popular SeeRevelstoke.com website this Spring!

BASIN BUSINESS
ADVISORS PROGRAM

A PROGRAM OF
Columbia Basin **trust**

ADMINISTERED & MANAGED BY
Community Futures



Roberta Ciolli
North Basin Business Advisor
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rciolli@bbaprogram.ca
www.bbaprogram.ca

The Basin Business Advisors Program (BBA Program) is managed by Community Futures Central Kootenay (Nelson, BC) and is funded by Columbia Basin Trust. Since 2000, the BBA Program has been building local economic capacity by providing support to Columbia Basin businesses - encouraging established businesses to grow and prosper and contributing to the successful management of ongoing businesses. Our website www.bbaprogram.ca has valuable information for local businesses:

Business Resource Directory: This resource directory provides an easy way to find out what business development resources are available in your region for your business type and stage. There are 3 options available; download a copy of the PDF, view the PDF online or use the Search bar feature to find the business development resources relevant to you.

Me Inc. Workshops: The Me Inc Workshops are designed for those who are thinking about self-employment – things to think about and be familiar with prior to becoming self employed, such as:

- what it is to be an entrepreneur (lifestyle considerations);
- types of business entities (for profit, non-profit, co-ops);
- business models (bricks & mortar versus online);
- product types (pros, cons);
- common pitfalls and motivations; and
- how to get started (support services, best practices).

Me Inc. workshops will continue in various Columbia Basin communities throughout 2016 and will be posted on our website. Note: Me Inc. session do not include writing a business plan.

The BBA Team: We have a dynamic team! We are all generalists with expertise in different areas and we work as a team to better serve our clients.

- Will Nixon - Program Manager/Advisor (East Kootenay)
- Barb Williams – Advisor (Central Kootenay)
- Wendy Morrison - Advisor (Trail and area)
- Bob Bougie – Advisor (East Kootenay)
- Roberta Ciolli - Advisor (North Columbia)

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Community Futures Revelstoke provides business services to both new and existing Revelstoke Entrepreneurs and advisory services for not for profit organizations. Services include one-on-one business counselling and advice, business planning assistance, business training, the Self-Employment Program, and business financing for start-up and existing business.

Affordability has become a growing social and economic issue in Revelstoke. In 2014, The Revelstoke Credit Union invested significant resources to calculate the Living Wage as defined by the Canadian Campaign for Families and the Living Wage Certified Employer Program. That wage was calculated to be \$18.87/hour, making Revelstoke the third most expensive City in BC. This wage calculation represents the wage that is needed to allow a dual income family of 4 to meet their needs and participate fully in the community. Community Futures Revelstoke has recognized that poverty reduction is an economic issue, and not only a social concern, and has begun working on two significant projects aimed at poverty reduction/affordability.

LIVING WAGE RESEARCH PROJECT

A team of researchers from UBC Okanagan is under contract to measure the impacts that would be seen in Revelstoke, should the Revelstoke Business Community embrace the Living Wage Program. As a community, Revelstoke has a strong vision and desire to be a great place to live, work and play. Yet, in the last few years, the rising cost of living has emerged as a community issue. Consequently, community-wide poverty reduction has been identified as a high priority for action.

One of the top community goals in the poverty reduction strategy and action plan is to improve income security for all residents. However, one of the most significant challenges in our community is the growing gap between the rising cost of living and employers' ability to pay a 'living wage'. A living wage is defined as the hourly amount a family needs to cover basic expenses, such as food, clothing, shelter and transportation.

The research data collected provides information to explore the opportunities and obstacles associated with implementing a living wage program in Revelstoke, and is the first of its kind.

For more information about the programs and services offered by Community Futures, please visit www.communityfuturesrevelstoke.com

COMMUNITY ECONOMIC DEVELOPMENT FORUM MAY 18 & 19, 2016

Each year, the five Community Futures offices located in the Columbia Basin area take turns hosting a Columbia Basin Community Economic Development Forum.

This year the Forum will be held in Revelstoke May 18th and 19th. The Topic will be: **"Understanding the Economics of Poverty Reduction"**. The aim of the Forum is to explore issues and means that communities and businesses can take to not only address poverty reduction, but strengthen local economies and business conditions at the same time.

For more information on these two projects or any Community Futures program, please contact us at 250 837-5345.

NATIONAL VOLUNTEER WEEK April 10 – 16, 2016

Community Futures thanks **ALL Revelstoke volunteers** who give so much to make our community a better place to live.

Our **Spirit of Revelstoke Award** program recognizes citizens who have made outstanding volunteer contribution to our community. 2015 Spirit of Revelstoke Recipients are:

Carol Palladino	George Hopkins
Claudette Kendel	Cindy Pearce
Bill Shuttleworth	Wally Mohn
Georgia Sumner	Jack Carten
Marly McAstocker	Susan Black
Jan Morehouse	Roma Threatful
Courtney Atkinson	Vivian Mitchell

