



Revelstoke Development News

VOLUME 6, ISSUE 1

JUNE 29, 2005

Community Skills Centre



**International Summer Camp Experience
FREE!**
for 30 Boys and Girls between the ages of 11-17
July 7 to July 29, 2005

The Revelstoke English Language School is holding an International Summer Camp with 30 students arriving from the Cambridge Bilingual School. The three week camp will take place at Arrow Heights Elementary School and is open to 30 lucky Revelstoke students to attend free of charge and experience the opportunity of a lifetime.

We gratefully acknowledge the financial support of the Columbia Basin Trust, a regional corporation created to deliver social, economic and environmental benefits to the residents of the Columbia Basin, for providing bursaries for the Revelstoke students to participate.



Classes in reading, writing, creative arts and Canadian history, geography and culture will take place from 9 am 'till 12 noon. Revelstoke students will have the opportunity to be assistant teachers and study buddies for the International students. It's a great way to make friends, learn of another culture and share some of our own. In the afternoons we will go fishing, hiking, biking, kayaking, visit our amazing museums, the Enchanted Forest and 3 Valley Gap and other fantastic attractions we are blessed with here in Revelstoke and our surroundings. We'll also spend a weekend camping under the stars!

So if a summer full of fun and adventure sounds interesting to you... please contact Keith Stevenson or Fern Hickerson at 837-4239 to register.

As always, we are searching for fun, caring, generous homestay families to take in the international students during the camp or at other times throughout the year. \$140/week (per student) will be paid to supplement costs.

Korean Familiarization Tour

Principals of international elementary and secondary schools and tour organizers will be brought to Revelstoke for the purpose of having them become familiar with the spectacular natural geography, recreational and cultural activities available here. It is expected that these 10—15 visitors will then organize and bring subsequent groups of visitors, students, potential investors and people seeking to establish residency in Revelstoke.

The goals of this project are to attract future students to the English Language School, encourage admission of international students to School District #19 and facilitate a greater understanding of cultures and people from other parts of the world.

Keith Stevenson

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Economic
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Commission*
- Community
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Revelstoke*
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Skills Centre*
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Chamber of
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Tourism*
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Business
Mentorship
Program*

Revelstoke Chamber of Commerce

School's almost done and it won't be long before our City will be busy with visitors from across Canada, the US and around the world. The Plaza Visitor InfoCentre has recorded an increase in visitor traffic during May with slightly lower levels for June compared to last year. We have increased the number of staff in the VIC to help our visitors more efficiently and direct them to Revelstoke businesses. We all want them to stay that extra day!

The Trail Chamber of Commerce is proposing the 24 hour opening of the Waneta Border crossing. Now this may seem far from here, however, their 'sales pitch' for the opening was the Spokane to Valmount connector (Hwy 6 & 23) for US access to the Alaska Highway. This could be a real bonus for Revelstoke. Having personally just travelled the Alaska Highway, the traffic coming up from the US was constant.

Norm MacDonald, MLA, Columbia River/Revelstoke, will be a guest speaker at the next Chamber meeting. This will be an early morning breakfast meeting on September 13th.

Thom Tischik

Revelstoke TOURISM

We attended the Kelowna Adventure Show in early March. The Okanagan is an important market for us as indicated by last summer's Tourism Survey. We also attended the Edmonton Boat & Sportsmen Show March 17 – 20. The people who stopped by our booth were definitely interested in visiting our community.

Our summer magazine campaign is in place and will give us excellent exposure in reaching prospective travelers to our fair city. We have had and will have ads in the Seattle Times and Post Intelligencer, NW Travel Magazine, Westworld Magazines both Alberta and BC, Beautiful BC Magazine, RV West and a very special section in the Canadian Biker Magazine. Great exposure in leading travel publications should attract attention.

The 2005/2006 Vacation Guide is here. This year we have added 4 new pages on the Art, Culture and Heritage of Revelstoke. Those of you who would like the Vacation Guide and our City Tourism Map for your business please stop by the Summer Visitor Info Center at 110 Mackenzie Ave. and pick them up. Vacation Guides are currently being distributed throughout BC.

Community Futures Development Corporation

Festival & Event Coordination

Christian Gosselin has completed her term as Festival & Events coordinator effective May 31, 2005. Many community organizations received assistance in marketing and planning their events through this program. Community events can be posted on the events calendar at www.seerevelstoke.com/events. We encourage all residents to visit this site and help spread the word to family and friends about the many fabulous events Revelstoke has to offer.

Regional Community Economic Development Forum

Thirty-three economic development practitioners from Revelstoke, the Shuswap and Kootenay regions attended a one day forum held May 30, 2005. The purpose of the meeting was to share best practices, success stories and raise awareness of regional development issues.

Opportunities for working together on resort development planning, foreign attraction & investment, and a variety of other economic development ideas were discussed.

Kootenay Rockies Regional Marketing Program

Revelstoke has been approved to receive matching funding support from Tourism BC for tourism marketing targeted at close-in markets to encourage an overnight stay in our community. Qualifying initiatives include both print and broadcast advertising. Projects supported through this program:

- An 'Our Town' production on CHBC-TV to air June 14 - Sept 15
- Mountain Beats & Blues Festival June 24 & 25
- Timber Days July 9 & 10
- Mountain Arts Festival September 16 - 18
- Winterlude during the month of February 2006

For information about this program contact Gerry Gardner, Tourism Coordinator at 837-5345 or by email to revelstoketourism@telus.net



Visit Revelstoke, British Columbia



Debra Wozniak

We have developed a Wilderness Wedding brochure which follows the new web site we developed last year. The brochures will be displayed at the Visitor Info Centre, used at Trade Shows, mailed to web site enquirers and sent out on direct mail campaigns.

The BC Forestry Museum will be open this year with opening dates set for the last week in June. A brand new exhibit will open at the Railway Museum in July. Mail, Rail and Retail is a history of connecting Canadians and will be well worth seeing. Make plans to visit our local attractions this summer and if you have guests in town make sure to take them too. Local support is important to all our attractions, museums and art gallery.

Gerry Gardner

Economic Development Commission

Immigration Project Aims to Boost Population and Fill Skilled Worker Gaps

As part of the last two Community Economic Development Strategies, the community has identified population growth as an important goal for Revelstoke. In 2001, local residents indicated that they would like to see the city with a population of between 12,000 and 14,000. Revelstoke's population is currently around 8,500. While there is an expectation that the population will increase as the Mount MacKenzie Resort project moves ahead, we need to be more pro-active in encouraging people to come to Revelstoke.

A recent report released by BC Stats projects that the population of B.C. will increase by 37% between now and 2031. Of that projected population increase, 61% will be through international immigration, 36% through inter-provincial migration, and 3% through natural increase. If we want to see our population grow, we need to attract people to move here from across Canada and from other countries.

The Community Economic Development (CED) Department is involved in a project to help attract immigrants to Revelstoke. For the past few years, the department has been promoting the community as a good place for investors and business owners to move and establish businesses. We have translated promotional materials into six different languages, distributed promotional information through Canadian Trade Commissions in several countries, translated our web-based materials into six different languages, and our Mayor, Mark McKee, has visited Korea and Japan and helped promote Revelstoke as a place to invest. We have had reasonable success with these initiatives.

Last year, the Federal and Provincial Governments requested proposals from rural communities in B.C. to undertake projects to help encourage immigration to rural communities in the province. A local consultant, Cindy Pearce, submitted a proposal with the support of the City, to develop a toolkit which would assist rural communities to attract and welcome immigrants from other countries. Revelstoke was one of only eight communities selected for funding.

The purpose of the project is to inform the local community about the benefits of immigration; to assess the readiness of the community to welcome and support new immigrants; and to try and determine where we should be targeting our marketing to attract immigrants to Revelstoke. By target marketing, we mean trying to identify countries or areas which have similar characteristics to our community, and from where we might be more successful in attracting new residents.



By early July, the Revelstoke Community Energy Corporation will be providing low pressure steam to Downie's dry kilns and hot water to the Phase 1 customers that are hooked up – the Arena, RSS, Community Centre and Aquatic Centre.

The Project has come in on budget – a remarkable achievement given the construction climate of the past two years. It is a credit to FVB Energy and our construction manager, Larry Marchand, that such has been the case. The suppliers of equipment and the various contractors involved are also due credit.

Construction of a portion of Phase 2 of the Community Energy System will commence in early July with Minto Manor and Powder Springs Inn slated for hookup. The restoration of pavement disrupted by the pipeline will also take place in early July.

In April, Mr. Bill Chalmers, formerly of Whistler, assumed the position of Operator Manager of the Project. He comes well backgrounded in a variety of areas that suit him for the job.

An official opening ceremony for the plant will take place in September.

Geoff Battersby

Probably the most important factor in attracting new residents is employment opportunities. A related project being undertaken by the CED department is to identify employment opportunities which will be available in Revelstoke over the next decade. It is well known that Canada, and the developed world in general, will be facing a critical shortage of skilled trades people in the next few years. There are already employers in Revelstoke that are finding it very difficult to find skilled workers. Once we have identified the labour shortages that will need to be filled in our community, we will start to work with local education agencies to prepare local people for these jobs, and also begin to try and attract qualified workers from other countries to fill the positions which local employers have told us are needed. The focus of this project is not to bring in immigrants to take jobs away from local people, it is to find new residents that will contribute to the community by filling positions which will be difficult, if not impossible to fill, from the local population.

For further information call Alan Mason, Director of Community Economic Development, at 837-5345 or e-mail redc@revelstoke.net

Alan Mason

Participating Development Organizations



Western Economic Diversification de l'économie
Diversification Canada de l'Ouest Canada



Revelstoke
Community Skills Centre
PO Box 4500, Revelstoke BC V0E 2S0
Phone (250) 837-4239 Fax (250) 837-2882



CHAMBER OF COMMERCE

The Business Information Centre

204 Campbell Avenue
PO Box 2398
Revelstoke, BC V0E 2S0
Phone: (250) 837-5345
Fax: (250) 837-4223
Email: cfdc@revelstoke.net
www.seerevelstoke.com
www.cityofrevelstoke.com

Revelstoke Community Foundation

2005 Grants and Scholarships

Seventeen grants totalling \$24,500 were presented at our Annual Celebration held April 13, 2005. Fifteen scholarships totalling \$6,000 will be awarded at the RSS Graduation Ceremony on June 30.

Pro-Am Golf Tournament

This year our 1st annual 'signature' event will be hosted at the Revelstoke Golf Course on July 22. Proceeds from the Pro-Am Tournament will benefit many charities in the community through our annual grants program. Good luck to all the local amateurs that are teaming up with professional players.

Debra Wozniak

"Genius is seldom recognized for what it is:
a great capacity for hard work."

~ Henry Ford, 1863 – 1947

Community Futures Development Corporation



Small Business Loans

Loans for small business start-up
or expansion are available as well as
business planning information.

Self Employment Grant

For individuals on Employment Insurance or who
have been on EI in the last 3 years or on maternity
in the last 3—5 years.

Provides financial support, business counselling
and business training.

For Information Call: 837-5345

Community Lenders Since 1988

Mail . Rail . Retail Exhibit Connecting Canadians

June 26/05 - January 28/06
at the Revelstoke Railway Museum

Sponsored by: Canadian Museum of Civilization, Canadian Pacific Railway, Canada Post, Hudson Bay Company and the Revelstoke Heritage Railway Society

This exciting exhibition explores how Canadians have connected with each other throughout history, and how they continue to do so today.

Mail, Rail and Retail shows how our country's social and economic fabric were developed through trade, transportation and communication.

FOR FREE CONFIDENTIAL BUSINESS DEVELOPMENT ASSISTANCE

Contact: David Royce

Revelstoke Business Mentorship Program
Suite D, 200 Campbell Avenue

Revelstoke, BC V0E 2S0

Phone: (250)837-5712

Email: facilitator@revelstoke.net