



MOUNTAINS OF OPPORTUNITY

CRANBROOK

YOUR BUSINESS
IS HERE.



CRANBROOK: YOUR NEXT BUSINESS MOVE

Cranbrook is a “real Canadian city”, set in a spectacular landscape that enjoys the ideal Canadian climate; hot summers, snowy winters, and blue sky.

As the largest city in South East British Columbia, and the regional centre for the East Kootenays, Cranbrook serves communities such as Fernie, Kimberley, Invermere, Radium Hot Springs and Golden with a range of healthcare, social and education services; an expanding retail sector; and an effective transport infrastructure, including major highways, rail, and an international airport providing linkages from Cranbrook to markets almost anywhere in the world.

Ktunaxa people have occupied the East Kootenay region of South East British Columbia for more than 10,000 years.

European settlement of the area in the late 1800s led to the arrival of the Crowsnest Railway in 1898 and Cranbrook was incorporated as a City in 1905.

Named by Colonel James Baker after his home town in Kent, England, Cranbrook quickly evolved into the supply centre of the East Kootenay region of British Columbia, a status that still exists today.

Cranbrook's history, involving gold rushes and elephants, saw mills, the railway, and a host of characters that recognized the potential of this area, has laid the foundation for the future of the City.



“Cranbrook has proved to be the place that has allowed me to truly live as I always wanted to live; to achieve the balance I have been seeking.”



VISION OF DIVERSITY

Cranbrook's vision is a thriving, diverse economy that accommodates and supports a broad range of businesses. The economic diversification of Cranbrook is well underway, supported by the City's role as the regional centre for public services to the entire East Kootenay region.

Cranbrook is predominantly a service economy, reflecting its role in the region, and although it will continue to have some presence in the traditional forestry, mining and heavy manufacturing industries, the City is promoting and seeing rapid growth in a number of other areas:

- Entrepreneurial activities
- Professional services
- Light industry and small-scale manufacturing
- Hi-tech industry
- Food production

In addition, greater emphasis is being placed on value-added activities in the traditional sectors, resulting in niche manufacturers and specialty producers. And with immediate access to some of the world's most spectacular outdoor sights and activities, tourism will continue to play a major role in the development and growth of the region.

TOP 10 REASONS TO INVEST IN CRANBROOK

1. Ground transport linkages by road and rail to local, provincial and national markets.
2. An international airport connecting your business to markets worldwide.
3. Full range of health and education services to cater to the needs of your employees.
4. A diverse skills base.
5. A positive business climate that is welcoming to entrepreneurs, investors and new business ideas.
6. A supportive and business-friendly City administration.
7. Technology infrastructure such as broadband and fibre optics to support the burgeoning professional and entrepreneurial industries.
8. The opportunity to enjoy a rewarding working life, as well as a rewarding lifestyle, in an area of outstanding natural beauty.
9. A fully resourced community of supporting services and advocates, such as the Chamber of Commerce and the Downtown Business Association.
10. The College of the Rockies, which has been instrumental in providing training programs to address increased demand for skills in the region.



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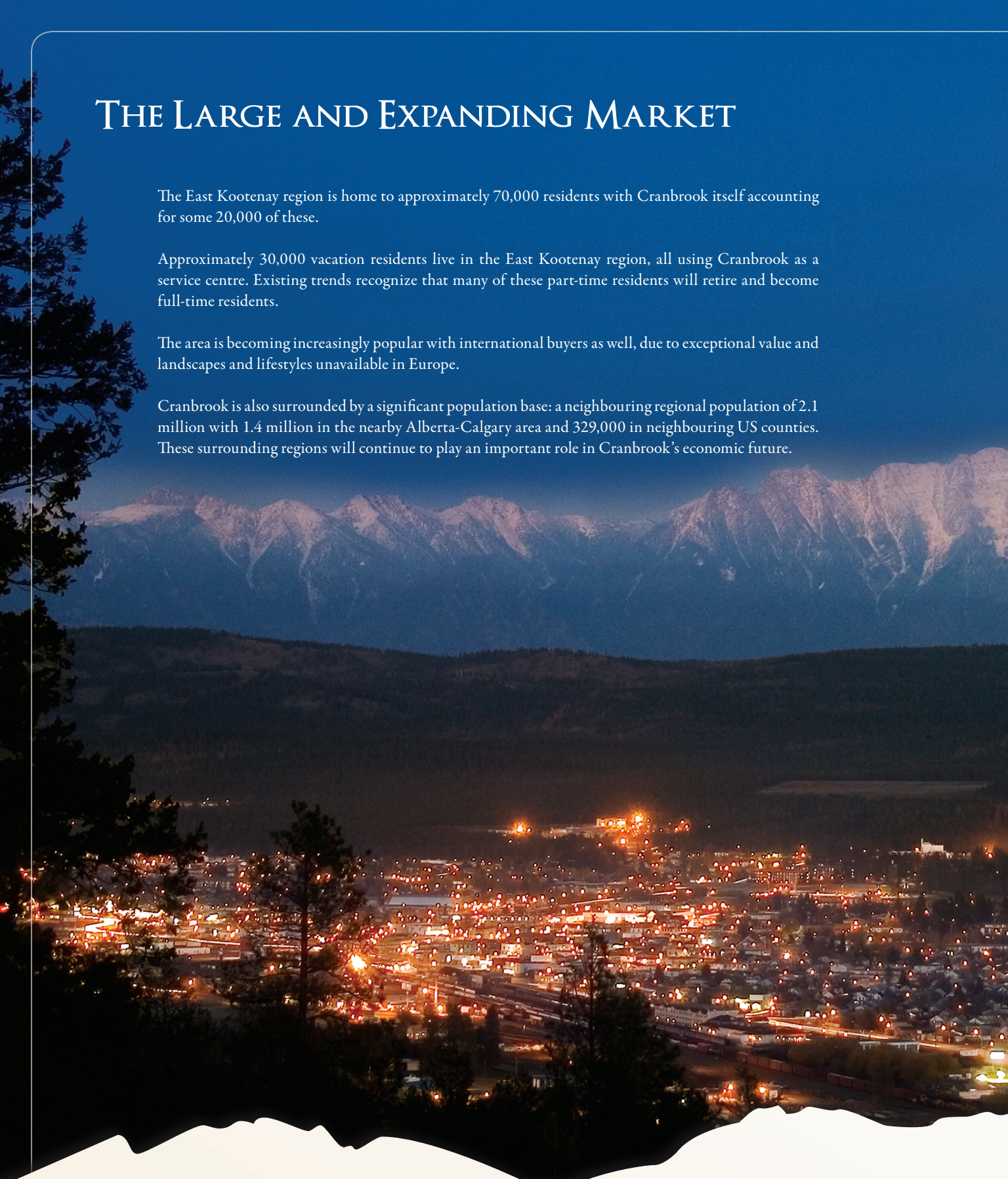
THE LARGE AND EXPANDING MARKET

The East Kootenay region is home to approximately 70,000 residents with Cranbrook itself accounting for some 20,000 of these.

Approximately 30,000 vacation residents live in the East Kootenay region, all using Cranbrook as a service centre. Existing trends recognize that many of these part-time residents will retire and become full-time residents.

The area is becoming increasingly popular with international buyers as well, due to exceptional value and landscapes and lifestyles unavailable in Europe.

Cranbrook is also surrounded by a significant population base: a neighbouring regional population of 2.1 million with 1.4 million in the nearby Alberta-Calgary area and 329,000 in neighbouring US counties. These surrounding regions will continue to play an important role in Cranbrook's economic future.

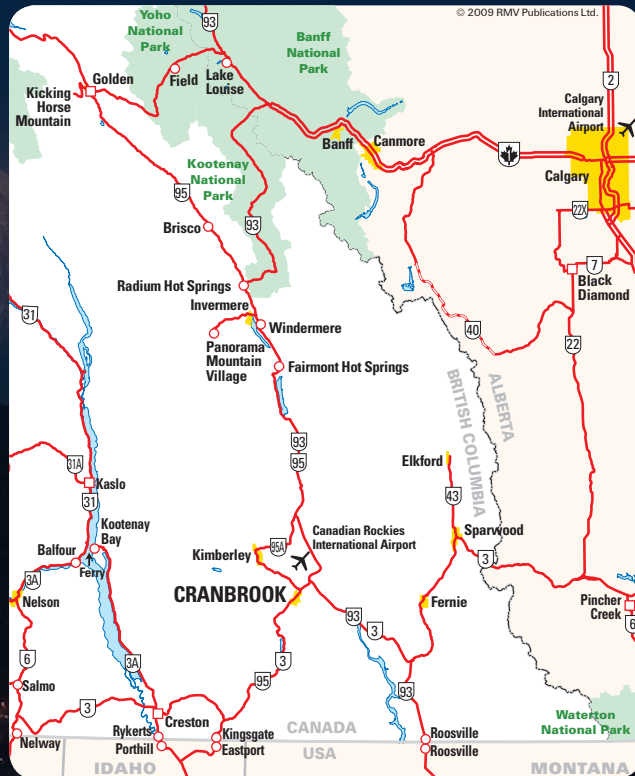


“ I can be in a meeting in Calgary within the hour,
and home again in time to go fishing before dinner. ”

ROUTES TO OTHER MARKETS

As the regional service centre, Cranbrook features ground transportation links that connect the region by road to Calgary and major US markets to the south, and by rail to markets across Canada.

The new international airport in Cranbrook connects the region to markets anywhere in the world.



Cranbrook sits at the southern end of the Columbia Valley, where the Purcell and Rocky Mountains meet, and close to the Canada/US border.

Calgary	400km	Spokane, WA	300km
Creston	106km	Coeur d'Alene, ID	250km
Lethbridge	300km	Kalispell, MO	225km
Kelowna	500km	Whitefish, MO	200km
Vancouver	850km	US Border	80km



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REGIONAL HUB



TRANSPORTATION

Cranbrook provides ground transport links to markets across North America, including:

- CP Rail
- Four common carriers with local terminals serving Cranbrook, and one bonded warehouse
- Across the region there are more than 45 trucking establishments providing service for hauling and general freight, moving and storage, logging and mining transport, and other trucking services. Many provide overnight or daily service to major centres
- Cranbrook is within 40 minutes of Kingsgate, a major US point of entry for road and rail freight

MANUFACTURING

Cranbrook is home to a range of companies supporting a stable and established skilled manufacturing labour force, including:

- Wood manufacturing, such as
- Food manufacturing including, such as
- Metal fabricating including, such as

RETAIL

The retail sector is Cranbrook's largest employer, reflecting the role the City plays in providing retail services to the region. Cranbrook is home to the region's existing 'Big Box' retailers, with many other chains having already decided to locate in Cranbrook or considering the prospect.

HEALTHCARE AND EDUCATION

As the regional service centre, Cranbrook provides the East Kootenays with a first class regional hospital and associated healthcare facilities.

The main campus of the BC College of the Rockies is located in Cranbrook, with six other campuses throughout the region providing a broad range of aca-

demic and vocational programs. The College has been instrumental in developing training programs to address key labour and skills priorities in the region.

TOURISM

The East Kootenays has a large and increasing tourism sector and almost all visitors (62% of which are non-residents) to the region stay in, or pass through, Cranbrook. The City serves as a hub for resorts and outdoor tourism facilities such as ski hills, hot springs and golf courses. There are approximately 34 accommodation properties with more than 1,000 bed units as well as meeting facilities. In addition there are 800 camp and RV sites in neighbouring parks and private facilities.

Cranbrook is also a key player in sports tourism in the region, hosting the multi-use Cranbrook RecPlex and numerous indoor and outdoor recreation facilities.

AIRPORT

The newly expanded Cranbrook/Canadian Rockies International Airport is emerging as a transportation growth engine for the region's burgeoning tourism industry. It is the 10th busiest airport in the province with roughly 117,125 passengers in 2013, an 11% increase since 2010.

The airport provides regular scheduled daily flights to and from Vancouver and Calgary, with new service expansion now in development – a great complement to the 70-hectare business industrial airport park planned for development starting in 2013..

COMMUNICATIONS

Cranbrook is the central hub for East Kootenay communications delivery, including cable, wireless and telecommunications. The planned expansion of broadband service is key to the City's economic development strategy to attract professional service providers and entrepreneurs to the region.



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ALL THE RIGHT REASONS

For motivated and energetic business people looking to enjoy the ultimate in work/life balance, the timing has never been better. Cranbrook has invested in building an infrastructure that will support your success.

TECHNOLOGY INFRASTRUCTURE

The City of Cranbrook is doing more than ever to provide for and support new and developing professional and entrepreneurial activities in the area. New fibre optic infrastructure and broadband services, critical to effective communications and operations for any ambitious, competitive and growing business, further enhances Cranbrook's status as a desirable place to establish and grow a business.

BROAD SKILLS BASE

The top five sectors by employment in Cranbrook are:

- Retail trade
- Healthcare and social assistance
- Construction & Manufacturing
- Accommodation and food services
- Education

Cranbrook boasts a higher percentage of its population with apprenticeship or trades qualifications than is seen at the provincial level.


In addition, Cranbrook is home to the College of the Rockies, a first class post secondary institution that has a proven track record in working with industry to address skills shortages in the local economy.

Average employment income in Cranbrook is significantly below the provincial average, reflecting the lower cost of living and making the city an attractive place to locate labour-intensive industry.

ENVIRONMENTAL ADVANTAGE

The City of Cranbrook is doing its best to ensure that the regional centre of the East Kootenays leads the way in environmental efficiency and plays its part in reducing our carbon footprint. With significant investments being made into alternative energy, Cranbrook presents one of the greatest opportunities of all – solar power at your fingertips with the most days of sunshine in BC!





“ As an entrepreneur and
an outdoor enthusiast,
Cranbrook has everything
I was looking for to start
a new life ”



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KEY FACTS

POPULATION OF CRANBROOK (2011)

Age	Population
0 – 14	3,245
15 – 24	2,310
25 – 44	4,510
45 – 64	5,790
65 – 74	1,855
75+	1,600
Total	19,310

EMPLOYMENT BY TOP 5 SECTORS

Cranbrook has a labour force of approximately 9,500 (2011). The top 5 sectors by employment are:

Sector	% of Labour Force
Retail	16.3%
Healthcare & Social Assistance	13.1%
Construction & Manufacturing	10.7%
Accommodation & Food Services	8.5%
Education	7.7%

EMPLOYMENT INCOME (2011)

Average full-time employment income is lower in Cranbrook than in BC as a whole.

Cranbrook	BC
\$51,412	\$58,016

RESIDENTIAL AFFORDABILITY

Cranbrook is one of the most affordable regions of British Columbia, with the average value of owner-occupied homes (\$282,000) less than half that of the provincial average (\$611,700).

INDUSTRIAL AFFORDABILITY

Availability of industrial land is high and relatively inexpensive. While attractive space in the US is currently around \$5 per square foot, comparable land can be rented for approximately \$1.50 per square foot in Cranbrook.



ECONOMIC DEVELOPMENT

The City of Cranbrook has a clear economic development strategy focused on attracting investment into the region and providing support to investors and entrepreneurs alike to ensure success.

The City is committed to:

- Strengthening its role as a regional service centre
- Growing new opportunities in the resource sector, including more value-added processing in the forestry and agricultural sectors
- Stimulating further opportunities in the growing specialty manufacturing sector
- Leveraging our enhanced assets such as the newly expanded international airport, the expanded college and medical facilities
- Stimulating more opportunities in the knowledge-based, technology and creative sectors through such actions as improved access to broadband (fibre optic) services
- Leveraging new private residential development investments such as Wildstone and Shadow Mountain, with a projected growth of up to 5000 units (10,000 new residents over the next 10 to 15 years)
- Continuing to support entrepreneurial / niche business opportunities

KEY CONTACTS

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