



MOUNTAINS OF OPPORTUNITY

**CRANBROOK**

## Community Investment Profile



# CRANBROOK COMMUNITY INVESTMENT PROFILE

Also known as the Key City, Cranbrook is the largest urban centre in southeastern B.C., which means we're kind of a big deal. But you won't hear it from us. In fact, over the years, we may have underestimated our success in creating one of the safest, happiest and healthiest communities in Canada.

Our economy is stable and home to a wide range of businesses in retail, health care, education and trades.

Building upon a solid foundation, Cranbrook has entered an exciting period of economic development. Elected leaders and members of the business community welcome this positive change and are eager to foster growth. Hitting important metrics of location, lifestyle, labour and connectivity, Cranbrook offers an enviable economic advantage to those looking for new and sustainable investment opportunities.

## THE FACTS:

Elevation: 921 metres (3,021 feet)

Land area: 31.95 km<sup>2</sup> (12.34 mi<sup>2</sup>)

Time Zone: MST (UTC-7)

Community started in: 1898

## GEOGRAPHY

Cranbrook is situated in the southeastern corner of B.C. in a beautiful region known as the East Kootenay. With a population of 20,047, it is the largest city in the region and the 18th largest in B.C. A thriving hub, Cranbrook is home to the East Kootenay Regional Hospital (Interior Health), the Canadian Rockies International Airport and College of the Rockies.

With the Rocky Mountains to the east and the older, glaciated Purcell Mountains to the west, Cranbrook offers natural beauty in a mountain setting. The Steeples Mountain Range and Fisher Peak, which rises to an elevation of 2,846 metres (9,336 feet), dominates the skyline.

Most living here 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 boating. With eight golf courses and an alpine resort all within a 25-minute drive, Cranbrook finds itself on the radar for year-round tourism.

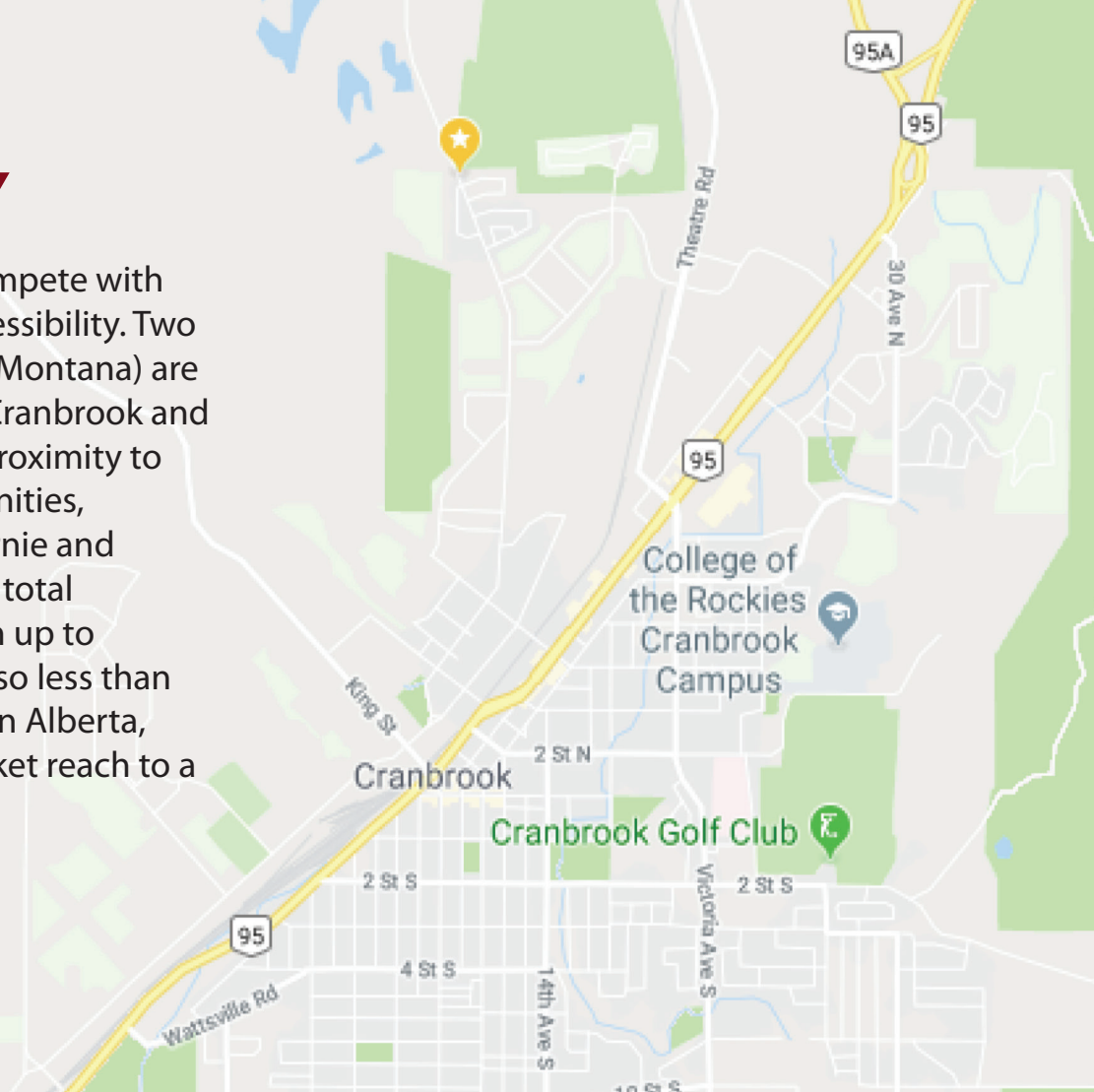
Locating in the mountains also means our population has access to clean drinking water, which is diverted from Joseph Creek and Gold Creek into the Phillips Reservoir 4.5 kilometres southeast of Cranbrook.

**Business matters:** *We are in the same time zone (MST) as Edmonton, Alberta, and Denver, Colorado, and only an hour ahead of San Francisco, Phoenix and Washington.*



# PROXIMITY

Few cities in B.C. can compete with Cranbrook's market accessibility. Two U.S. borders (Idaho and Montana) are less than an hour from Cranbrook and the city is within close proximity to other Kootenay communities, including Kimberley, Fernie and Invermere, bringing our total immediate market reach up to 100,000. Cranbrook is also less than two hours from Southern Alberta, which expands our market reach to a further 4.5 million.



## DRIVING DISTANCES FROM CRANBROOK TO:

Kimberley: 25 kms  
Fernie: 119 kms  
Invermere: 122 kms

Calgary, AB: 410 kms  
Coeur d'Alene, ID: 283 kms  
Kalispell, MT: 243 kms



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# TRANSPORTATION

Cranbrook is connected in all directions by every mode of transportation: planes, trains 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, Vancouver, 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 city is connected by two major highways. Highway 95 flows 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 provides Cranbrook with a direct link to Montana and Highway 3 (Crowsnest Highway) to Alberta.

## RAIL

Established as a railway and resource town, Cranbrook has long served as a divisional point for the Canadian Pacific Railway.





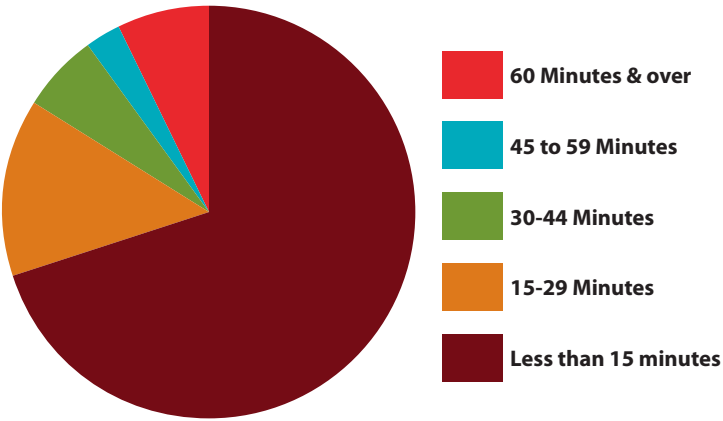


# COMMUTES

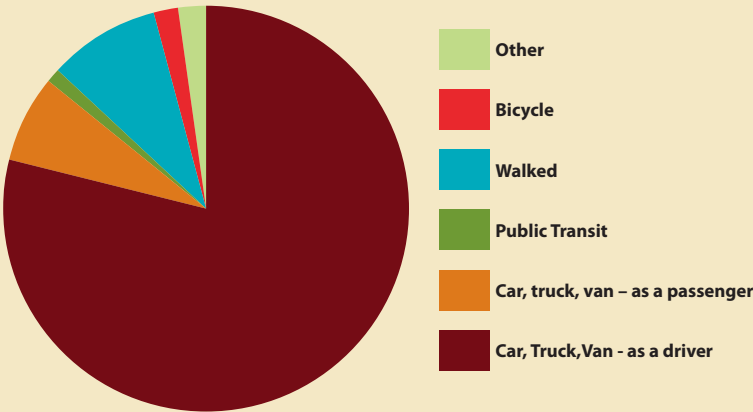
Long commutes are virtually nonexistent in Cranbrook. We are a car-dependant city, but you will often see people walking or cycling to work in the downtown core.

Cranbrook is covered by the BC Transit system, which spans neighbourhoods and prime business locations throughout the city. A weekday commuter service is also offered for those living and/or working in Kimberley, which is just 25 minutes away. The two cities are also connected by 25 kilometres of paved pathway.

**Commuting duration  
for the total employed  
labour force**



**Main modes of  
commuting for the  
total employed  
labour force**







# POPULATION

**Population of  
Cranbrook:**

**20,047**

**Average age:**

**43.1**

**Population density  
per square km:**

**626.6**

Cranbrook is home to a population of 20,047 with an additional service population of 73,000 within 150 kilometres. The average age is 43.1 and if you were to ask around, you'll find that many who are currently living in Cranbrook were either raised here or have moved back. Others have migrated to Cranbrook after spending years of it being their preferred vacation destination.

**Population growth from 2011 – 2016: 3.8%**

We are a welcoming community with traditional family values. Sixty per cent of the population aged 15 and over are married or living common law and the average size of our census families is 2.7.

Residing within the traditional territory of the Ktunaxa Nation, Cranbrook has a close connection with the progressive and innovative Aq'am community (also known as the St. Mary's Band), which is located just eight kilometres from the city.



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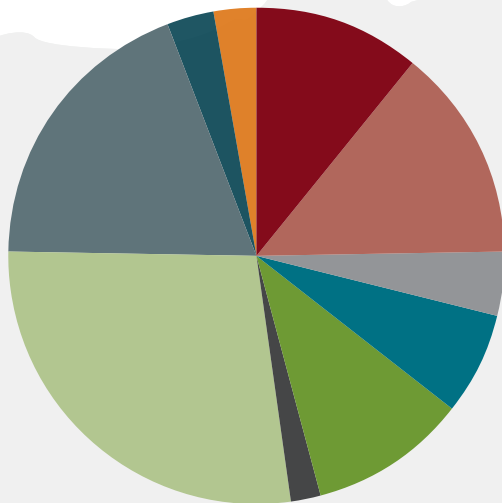
# LABOUR FORCE

Great businesses need good employees. Our labour force is motivated and diverse with experience in the city's prime industry sectors of education, health care, construction, transportation, mining and retail trade.

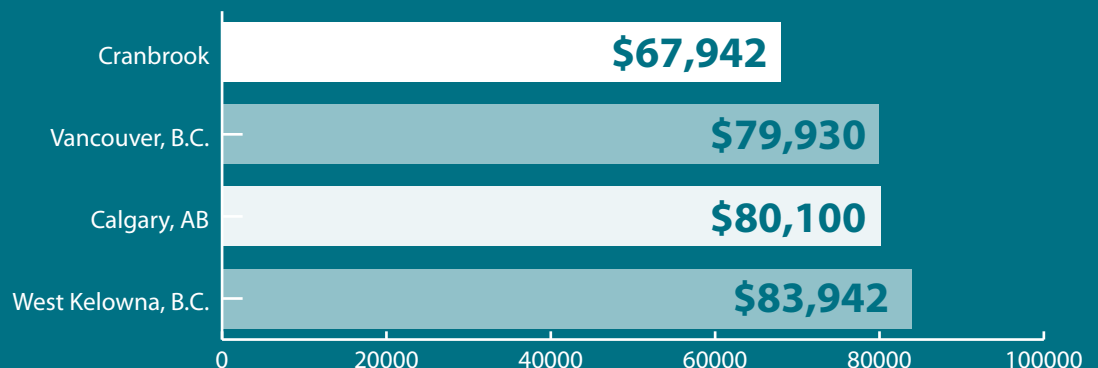
Over half of Cranbrook's population are within the working ages of 25 to 64. Talent is easily accessible, especially given that there are an additional 2,295 people aged 15 to 24 emerging into the workforce. These are individuals who want to live, work and play here.



## Cranbrook's Total Labour Force Pop. By Occupation:



## Median Total Income of Households in 2015





# EDUCATION

Most of our percentage have post-secondary, with higher levels of accreditation in the trades. With its main campus in Cranbrook, College of the Rockies 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 3,347 students enrolled in our city's K-12 school system, Cranbrook is in a strong position to meet the ongoing demands of industry with a steady talent pipeline.



COLLEGE OF  
THE ROCKIES







## QUALITY OF LIFE

Access to a wide range of outdoor pursuits and quality healthcare, education and safety services all contribute to Cranbrook's enviable lifestyle.

With 2,190.5 hours annually, Cranbrook is the sunniest city in B.C. Warm summers and mild winters characterize our semi-arid mountain climate. Temperatures range from January's daily average of 6.1C to July's daily average of 18.7C. With an annual snowfall of 125.3 centimetres, Cranbrook allows residents to enjoy winter, instead of being overwhelmed by it.

Cranbrook also offers a wide variety of arts, heritage and cultural activities. Western Financial Place is a large sports complex that plays host to a WHL team known as the Kootenay ICE as well as several concerts throughout the year. The History Centre, Key City Theatre and nearby Fort Steele Heritage Town are other top attractions.



# BUSINESS CLIMATE

Cranbrook began as a resource town and it remains a key location for industry to thrive. Target sectors include:

## Mining

Along with five of the world's top steelmaking mines, Cranbrook is home to vested interest in mineral mines, rock quarries and artisanal gold operations.

## Wood Products Manufacturing

Forestry has influenced our economy and today there exists a significant opportunity for growth in value-added and manufacturing.

## Life Sciences

Anchored by the East Kootenay Regional Hospital, our city's health care sector is diversifying to include pharmaceutical companies in emerging markets.

## Logistics & Transportation

Our infrastructure, market accessibility and land inventory create an ideal business climate for truck depots and warehousing.

## Clean Tech

Forward thinking community leaders are helping to propel an increasingly supportive ecosystem for businesses finding cleaner and greener ways of doing things.

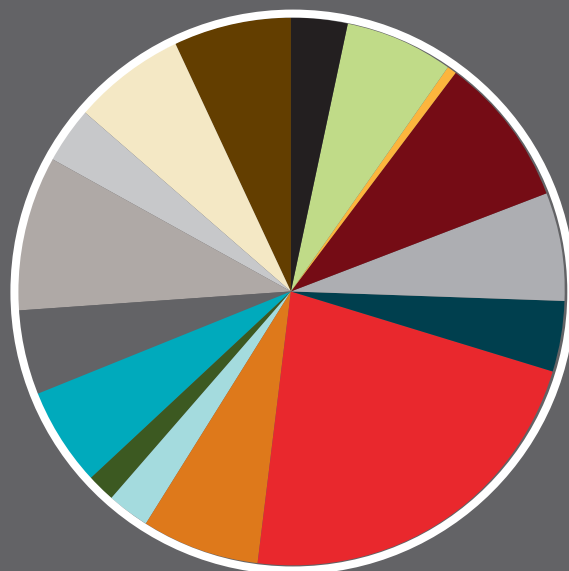
**With our total tax rate (5.29%)** on major industry significantly lower than other B.C. cities, including those in the Lower Mainland and Okanagan, we present a solid case for large enterprise expansion.

To learn more about the above and other sector opportunities, please visit [ckdi.ca/sectors](http://ckdi.ca/sectors).





# CRANBROOK'S TOTAL LABOUR FORCE POP. BY INDUSTRY:



- Public administration
- Other services (except public administration)
- Accommodation and food services
- Arts, entertainment and recreation
- Health care and social assistance
- Educational services
- Administrative and support, waste management and remediation services
- Professional, scientific and technical services
- Real Estate and rental and leasing
- Information and cultural industries
- Transportation and warehousing
- Retail Trade
- Wholesale trade
- Manufacturing
- Construction
- Utilities
- Mining, quarrying and oil and gas extraction
- Agriculture, forestry, fishing and hunting

# HOUSING

Cranbrook's housing market offers a range of options, from urban to suburban to rural. Many neighbourhoods throughout the city also feature stunning views of the Rocky Mountains. With a median price of \$374,900\*, housing is also affordable. Even for a six-bedroom home, the median price is \$599,900\*.

Most are able to own their own home and spend less than 30 per cent of income on shelter costs, further illustrating Cranbrook's appeal as an affordable place to live. To accommodate a growing population, the inventory of residential housing stock is growing. Residential construction values in 2017 totalled \$13,580,837 with 156 permits issued.

*\*According to Canadian Real Estate Magazine*



*Median Housing Price:*  
**\$374,900**



  
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