



# Revelstoke Development News

VOLUME 5, ISSUE 3

JANUARY 31, 2005

## Community Futures Development Corporation

### Looking to the Future

Here we are at the beginning of a new year with opportunities and potential stretching out before us. There is a sense of optimism in the air, partially due to the positive momentum of the Mount Mackenzie Resort deal, but also due to the national and international marketing undertaken by the City and Chamber of Commerce. Folks are moving to town and bringing their dreams with them. Our community has lots to offer, a spectacular setting, great year round activities and affordable housing, even with the latest real estate “boom”.

All of this optimism creates an environment where ideas flourish. Community Futures staff is here to help you explore your business thoughts. Whether you have an idea for a new business or expansion plans for your existing business or you want to buy a business and make the jump to self-employment, we are here to assist you. We’ll show you how to do a business plan; we’ll advise you about financing and perhaps even lend you the funds you need to make it happen.

It’s time to explore the possibilities ....bring that new idea in and lets discuss it!

Community Futures Development Corporation is located at the Revelstoke Business Information Centre – 204 Campbell Avenue. Contacts:

- Darryl Willoughby - General Manager
- Carol Palladino - Business Analyst /Advisor and Loans Officer
- Kevin Dorrius - Self Employment Program Coordinator
- David Royce - Business Mentorship Facilitator

The phone number is 837-5345 .....call today!

*Carol Palladino*

## Chamber of Commerce Recognizes Small Businesses

2004 was a great year for the Chamber. The completion of the new Visitor Info Centre in the Canadian Avalanche Centre building will prove to be a great asset. The VIC will open on May 1st and I anticipate a very busy Summer. The Chamber has also been working with OUC to develop some hospitality/tourism training courses for late Spring. These courses will be aimed at line staff and also at owners and managers. In June, the Chamber will be offering a local ‘Know your City’ familiarization tour. This will be an excellent opportunity for your new and existing staff to get out into the community and see what great attractions are out there.

The Home Garden & Leisure Show set for April 8, 9 & 10 will be a great opportunity for businesses to showcase their products and services. This will not be a craft show. Businesses are encouraged to seek out products from their suppliers to showcase as well as bring in

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- Revelstoke Business Mentorship Program*

## Revelstoke Chamber of Commerce

representatives to demonstrate tools or whatever.

The Passport to Christmas campaign set new records again this year! Hats off to Craig McKee for spearheading this popular retail promotion. The grand prize winner of the Twin Anchors Houseboat Vacation was Marlene Long, \$500 in Merchant Gift Certificates was Bob Bennison and \$350 in Merchant Gift Certificates was Carol Vigue. Participation has grown over the past four years. From 612 entries in 2001 for a value of \$183,600 in sales to an astounding 3076 Early Bird entries (\$276,840 in sales) and 4354 Grand Prize entries (\$1,306,200 in sales) for a total of \$1,583,040 in sales for 2004!

The retail committee meets regularly and notices are sent out to most businesses. Call the Chamber if you are interested in being a part of local promotions.

Recently, I was appointed to the New Okanagan College Board of Governors. My task is to represent Revelstoke to the rest of the Board and make sure the facility reaps as much out of the new college structure as possible.

On behalf of Andree, Susie, Gerry and myself, best wishes for a prosperous 2005.

*Thom Tischik*

## Revelstoke TOURISM

The 2005 Advertising Plan is in place and the Marketing Menu for 2005 has been completed and added to the Members Services site at [www.seerevelstoke.com](http://www.seerevelstoke.com) for use by tourism stakeholders.

November also saw us sit down with our new graphics designer to discuss the 2005/2006 Vacation Guide which we hope to have available in early April. The 2004/2005 Vacation Guide was a huge success and very popular.

Tourism BC has created a plan for additional funding from the Province. There are two areas of focus:

- Marketing – attract more visitors, increase their length of stay and increase daily expenditures.
- Development – increase use of existing capacity, add new capacity and products and provide higher quality products that visitors will be willing to pay a premium for.

## Revelstoke Community Skills Centre

Check out our website [www.englishlanguageschool.ca](http://www.englishlanguageschool.ca) for new programs and check out the new Director, Keith Stevenson.

Keith Stevenson, a native of Winnipeg, returned to Canada after a three year stint as an ESL teacher and Director of the Junior English School in South Korea and came directly to Revelstoke. Keith graduated from Lakehead University with an Honours degree in Outdoor Recreation and is keen to continue his work with International students in Revelstoke. Keith's three years in Korea, his effervescent teaching style and love of the outdoors will be a winning combination for the Revelstoke English Language School.

The Revelstoke English Language School is pleased to be working with staff in the Revelstoke Board of Education, School District # 19 to enroll international students in Revelstoke schools as space permits. This will be a great experience for the international students as well as Revelstoke students who will learn about other countries and people from the International students.

A new opportunity is being offered to International students in Revelstoke. They may enroll in the new Tourism and Hospitality Cooperative Education Program which begins in April 2005. Students who have intermediate English skills will enhance their English skills and learn Food Service, Professional Cook, Bar Service, Housekeeping and Guest Service skills. When they have graduated from this program with some proficiency, they will be available to work with tourist and restaurant businesses in Revelstoke. The program has been greeted with support from the Chamber of Commerce and some of the local business professionals. Norm Langlois says "Our client base is very International and hiring RELS students would help all learn about different cultures"

*Carol Powadiuk*



In December we saw many years of waiting come to an end with the announcement of the Mt MacKenzie Resort Development Project. According to the developers the next step is to complete the master plan agreement. Then start the sale of real estate to raise capital to start Phase One. To view the plan you can go to their web site at [www.skirevelstoke.com](http://www.skirevelstoke.com).

Renewal Invoices for Web Site teaser pages have been sent. If you haven't renewed for 2005 please send in your monies so you don't lose your space. For those of you not taking advantage of this premier marketing vehicle that receives an average of 17,000 visitors to our web site per month, maybe it is time you found out what your competitor's already know – it works!

*Gerry Gardner*

## Economic Development Commission

Each year the Department of Community Economic Development prepares a workplan identifying a number of key goals and objectives that staff will be working to achieve. This workplan is presented to various local organizations and agencies involved in economic development for their review, comment and input. This year's objectives are:

### **Objective 1—Community marketing strategy:**

Partner with the ski hill developers to maximize marketing opportunities for the community; continue niche advertising in trade and professional publications; continue to advertise in immigration newspapers and magazines; and promote Revelstoke as a place to do business, including an "Invest in Revelstoke" display at the visitor information centre.

### **Objective 2—Mount Mackenzie development:**

Work with ski hill developers to ensure local businesses have an opportunity to benefit from ski hill development; work to ensure ski hill development is compatible with the community vision; and provide assistance to the developers as required.

### **Objective 3—Maintain lines of communication with local employers and businesses:**

Activities include working with the Economic Development Commission, the Chamber of Commerce, the Community Futures Development Corporation of Revelstoke, the Revelstoke Forest Workers group, and the CPR Advisory Committee. Visit a variety of businesses in the community to determine if local businesses require any assistance or information to help improve performance of their business.

### **Objective 4—Prepare a retail strategy for the community:**

With the impending development of a major resort, it is important that the community prepares a retail strategy that helps determine the appropriate level of retail space for the community and the best location for retail space. One of our strengths as a community is the downtown core. We want to ensure that this remains the retail hub of the community.

### **Objective 5—Facilitate community enhancement (revite):**

Extension of Grizzly Plaza and the landscaping of the CPR parking area on Victoria Street are two of the key projects.

### **Objective 6—Support/promote local forest industry:**

The forest sector continues to generate the most income for the community. Key activities are to provide support for lobbying efforts to have the softwood lumber duties removed; continue to promote value-added opportunities; and work with industry, the forest workers group and the Ministry of Transportation to resolve trucking issues on highway 23N. Revelstoke is proud to have been named the Forest Capital of BC for 2005, and staff will be working with a number of local groups to deliver a wide range of events to celebrate this award.

### **Objective 7—Maximize benefits to the community from the 2010 Olympic Games:**

There are a number of programs in conjunction with the 2010 Games which may provide funding for communities to build facilities and develop various sports and cultural programs. Staff will ensure that information about these programs is made available to community groups and local businesses, and that the community gets the maximum benefit from these programs.

### **Objective 8—Assist with development of tourism opportunities:**

Work on the expansion of the River Trail system including a bridge across Illecillewaet River; coordinate the activities of the Events Revelstoke committee; attend the Revelstoke Tourism Advisory Committee meetings; continue to work with the Province on the development of Lake Revelstoke and Westside Road tourism opportunities; and work with Parks Canada to develop the historic ski jump as a viable tourist attraction.

### **Objective 9—Revelstoke immigration project:**

Revelstoke was one of eight communities in BC to be selected for an immigration project. Staff will provide assistance to develop an immigration toolkit for rural communities, and will ensure the recommendations from the immigration project are implemented in Revelstoke.

### **Objective 10—Develop an affordable housing strategy:**

With the development of the Mount MacKenzie resort over the next few years, affordable housing will become an important issue in this community. Staff will assist the Revelstoke Housing Committee to obtain funding to develop an affordable housing strategy and assist the Housing Committee to implement the affordable housing strategy once it is developed.

### **Objective 11—Report out to community on progress of community strategic plan:**

Organize an annual community meeting to review the community strategic plan and prepare an annual report card on economic activity/progress in the community.

Staff will also work on a number of other tasks and duties including: provide assistance to local businesses and entrepreneurs as required; continue work with the RevNet committee to develop community high speed communications infrastructure; continue to work with UBC and Okanagan College to develop a research centre in Revelstoke; provide support and assistance to the local caribou recovery committee; and assist with the development of a community cultural strategy.

If you have any comments or suggestions regarding the workplan, or if you would like more information, please contact Alan Mason, Director of Community Economic Development at 837-5345 or redc@revelstoke.net.

*Alan Mason*

# Participating Development Organizations



Western Economic Diversification de l'Économie 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



City of Revelstoke

**The Enterprise Centre**  
204 Campbell Avenue  
PO Box 2398  
Revelstoke, BC V0E 2S0  
Phone: (250) 837-5345  
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Email: [cfdc@revelstoke.net](mailto:cfdc@revelstoke.net)  
[www.seerevelstoke.com](http://www.seerevelstoke.com)  
[www.cityofrevelstoke.com](http://www.cityofrevelstoke.com)

## Revelstoke Community Foundation

### Grant Applications

Are now available for charitable activities in Revelstoke at the Enterprise Centre, 204 Campbell Ave. by email to [revelstokecf@canada.com](mailto:revelstokecf@canada.com) or online at [www.seerevelstoke.com/communityfoundation](http://www.seerevelstoke.com/communityfoundation). Application Deadline is March 10, 2005 at 12:00 Noon.

### Scholarship Applications

For post RSS graduates pursuing careers in the following:

- Dentist, Dental Hygienist or Dental Assistant
- Post secondary academic, vocational or trades training

Application forms are available at 204 Campbell Ave. or via email to [revelstokecf@canada.com](mailto:revelstokecf@canada.com).

### Margaret Acton Lap Quilt

The winner of the 'Red Hat Ladies' quilt draw was Mengia Nicholson. Thank you to all who donated.

### Clare Singleton Prints

Only a few reproduction prints are left, if you want to purchase one they are being sold at Ambience Gallery.

*Debra Wozniak*

**"Without a sense of caring, there can be no sense of community."**  
*-Anthony J. D'Angelo*

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 counseling and business training.

**Community Lenders Since 1988**

**For Information Call: 837-5345**

## FOR INFORMATION ON MOUNTAIN CARIBOU

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

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



## 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](mailto:facilitator@revelstoke.net)