

Ambassador Program

Who better to showcase all the wonderful attributes of our communities than those who live and experience life in the Kootenay Region? Whether the investor has a recreational, cultural, educational, or a financial question, the welcoming arms of a community member can act as an effective introduction to the Kootenay lifestyle.

The Ambassador Program is a business version of the welcome wagon. Community Ambassadors are partnered with interested investors in order to showcase our region's assets and provide investment-related information. Three types of Ambassadors are available and will be matched according to specific investor interests and information needs. Ambassador categories include Community Ambassadors, Lifestyle Ambassadors and Professional Ambassadors.

Community Ambassadors are responsible to showcase all aspects of community life, including cultural, health, educational, and recreational opportunities.

Lifestyle Ambassadors are responsible for showcasing the unique recreational opportunities available in the region, including golf, fishing, skiing, boating, mountain biking, etc..

*Professional Ambassadors*¹ are responsible for providing information specific to investor needs.

Financing – Representatives will provide an overview of financing options and considerations.

Regulations – Representatives will provide an overview of municipals and / or Regional District regulations.

¹ All Ambassadors will be instructed to only provide information specific to their area of expertise only.