



Community Investment Support Network:
Guidebook for Local Contributors

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Welcome to Community Contributors

Thank you for your interest in supporting investment in our region. This guidebook presents information related to the Invest Kootenay Initiative. Invest Kootenay is focused on attracting and retaining investment in the region and is a joint-initiative of local governments, economic development organizations and Chambers of Commerce in Castlegar, Creston & Nelson. Community-based research conducted in 2005-2006 revealed that a number of investors became interested in the region when visiting friends or family or while on vacation. Research also indicated that residents are a critical ingredient to attracting and retaining investment simply by sharing stories and experiences that showcase our region's lifestyle and business advantages.

Invest Kootenay attraction & retention efforts are focused on turning the 'tourist to investor' through the creation of promotional materials and by utilizing residents and business owners as members of a Community Investment Support Network. With the support of these local networks, potential investors can be made aware of the assets this region offers, in terms of both opportunity and lifestyle. As a member of the Community Investment Support Network, your role is to 'soft sell' our region to the potential investor by sharing your local knowledge and to refer the investor to the 'first point of contact' representatives from your community.

Invest Kootenay Overview

The Invest Kootenay Initiative began in Nelson and Castlegar in September 2004 with federal and municipal funding support. Research from Phase 1 of the Invest Kootenay Initiative was conducted from September 2004 to March 2005 and was aimed at understanding how to best attract and retain out of area investment regionally and sub-regionally. Findings indicated the majority of out of area investors interviewed came to the area originally as tourists or to visit family and friends.¹ While the untapped investment opportunities available in the Kootenay region were widely recognized not all interested investors were retained. Interviews with tourism operators targeting high-end clients revealed a number of interested investors were continuing to slip through the cracks simply due to miscommunication or inconsistent, non-existent information. Research conducted under Invest Kootenay Phase 1 provided the groundwork for investment protocol and identified key assets and gaps related to investment promotion. A number of local contributors expressed enthusiasm at moving the Invest Kootenay Initiative from research to action, including a willingness to work together to promote investment regionally.

The Town of Creston joined Invest Kootenay in 2006 alongside continued support from the Cities of Nelson and Castlegar. Moving from research to action, current Invest Kootenay efforts are focused on building community capacity and developing promotional materials. Community capacity is being built through the development of Community Investment Support Networks and the Ambassador Program, and promotional materials include signs, brochures and the Invest Kootenay website (www.investkootenay.com) that acts as a portal for investment related information. The Invest Kootenay Initiative continues to be guided by an Advisory Committee with representatives from the municipalities, Chambers of Commerce and Community Futures Development Corporation of Central Kootenay.

This document presents information for local contributors interested in supporting investment attraction and retention efforts in the region. Additional information is available from 'first point of contact' representatives from each community.

¹ Detailed findings are presented in the 'CISP Investment Promotion Report' available at www.InvestKootenay.com on the Resources & Supports page.

Invest Kootenay Contributors

It is critical for local contributors to understand their role in the investment promotion process, and how it relates to regional investment inquiry protocol. This section outlines key contributor roles according to regional protocol. Community-specific concerns and questions should be directed at First Point of Contact Representatives.

Invest Kootenay Advisory Committee

Members of the Advisory Committee meet regularly in order to monitor existing initiatives, ensure communication and cooperation across communities and key contributors, and explore future initiatives according to research recommendations. The Pilot Ambassador Program is being administered by 'first point of contact' representatives in each community.

First Point of Contact Representatives

The 'First Point of Contact' refers to individuals in each community that act as the official community representative for interested investors. These individuals are equipped to provide accurate and timely investment-related information and can connect the interested investor with a Community Ambassador under the Pilot Ambassador Program. The following individuals have been designated as 'first point of contact' representatives:

Creston: Brian Baker, Business Development Officer
Creston Valley Development Authority
1607 Canyon Street, PO Box 879, Creston, BC, V0B 1E0
Ph: (250) 428-2022 • Fax: (250) 428-4640
E-mail: CEDO@cvda.ca

Castlegar: Audrey Maxwell Polovnikoff, Executive Director
Castlegar & District Chamber of Commerce
1995 6th Avenue, Castlegar, BC, V1N 4B7
Ph: (250) 365-6313 • Fax: (250) 365-5778
E-mail: audrey.chamber@shawbiz.ca

Phil Markin, Director of Development Services
City of Castlegar
460 Columbia Avenue, Castlegar, BC, V1N 1G7
Ph: (250) 365-7227 • Fax: (250) 365-5074

Nelson: Roy Heuckendorff, Executive Director
Nelson & District Chamber of Commerce / Nelson Economic
Development Partnership
225 Hall Street, Nelson, BC, V1L 5X4
Ph: (250) 352-3433 • Fax: (250) 352-6355
Toll Free: 1-877-663-5706 • Email: nedp@discoverNelson.com

Elected Officials

Elected officials from around the region are encouraged to support investment promotion through informed interactions with both community members and potential investors. Interested investors should be referred to 'first point of contact' representatives according to community specific protocol.

Community Investment Support Network

Members of the Community Investment Support Network are individuals who interact with potential investors. These individuals may be investors themselves, business people (specifically those catering to tourists) and / or community leaders. Members of the Community Investment Support Network are uniquely positioned to promote investment through informal contact, to provide promotional materials (signs, brochures, www.investkootenay.com), and to make accurate referrals to 'First Point of Contact' representatives in their respective communities. Through everyday interactions, the Community Investment Support Network can effectively address the issue of lost opportunities simply by making accurate referrals. No specific expertise is required of members of the Community Investment Support Network other than sharing their passion for the region and referring interested investors to their community's 'first point of contact' representative.

Ambassadors

The Ambassador Program is a business version of the welcome wagon. The Chambers of Commerce in Nelson and Castlegar and the Creston Valley Development Authority are responsible for coordinating this pilot program. Community Ambassadors will be 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*² 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 city & / or Regional District regulations.

THANK YOU FOR YOUR SUPPORT IN PROMOTING INVESTMENT IN THE
REGION!

² All Ambassadors will be instructed to only provide information specific to their area of expertise.

Business Supports & Resources

National & Provincial

Invest Canada
Invest BC

www.InvestinCanada.gc.ca
www.InvestBC.com

B.C. Government Agent
310 Ward Street, Nelson BC V1L 5S4
Ph: (250) 354-6104 Fax: (250) 354-6102

Employment services (HRSD)
Employment Insurance
Environment Canada Inland
Public Works Canada
BC Assessment Authority
BC Buildings Corporation
Kootenay Regional Geologist
Kootenay Lake Forests District
Water , Land and Air Protection
Gold Commissioner
Health Unit Nelson
West Kootenay Districts Highways Office
Driver Licensing Inquiries
Regional Court Registry
Social Services & Housing

Phone: 250-352-3155
Phone: 1-800-206-7218
Phone: 250-352-2013
Phone: 250-352-3210
Phone: 250-352-5581
Phone: 250-354-6191
Phone: 250-426-1658
Phone: 250-825-1100
Phone: 250-354-6333
Phone: 250-354-6103
Phone: 250-505-7200
Phone: 250-354-6521
Phone: 1-800-950-1498
Phone: 250-354-6165
Phone: 250-354-6488

Regional

THE CITY OF CASTLEGAR
City Hall, 460 Columbia Avenue,
Castlegar BC V1N 1G7
Ph. (250) 365-7227 • Fax: (250) 365-5074
www.castlegar.ca

CASTLEGAR AND DISTRICT CHAMBER OF COMMERCE
1995 6th Avenue
Castlegar BC V1N 4B7
Ph: (250) 365-6313 • Fax: (250) 365-5778
E-mail: info@castlegar.com
www.castlegar.com

THE TOWN OF CRESTON
Town Hall, 238-10th Ave., North
PO Box 1339, Creston, BC, V0B 1G0
Ph. (250) 428-2214 • Fax: (250) 428-9164
www.townofcreston.com

CRESTON VALLEY DEVELOPMENT AUTHORITY

1607 Canyon Street
PO Box 879
Creston, BC, V0B 1G0
Ph: (250) 428-2022 • Fax: (250) 428-4640
E-mail: cedo@cvda.ca

CRESTON & DISTRICT CHAMBER OF COMMERCE

1607 Canyon Street
PO Box 268
Creston, BC, V0B 1G0
Ph: (250) 428-4342 • Fax: (250) 428-9411
E-mail: crestonchamber@kootenay.com
www.crestonbc.com/chamber

THE CITY OF NELSON

City Hall, Suite 101, 310 Ward Street,
Nelson BC V1L 2S4
Ph: (250) 352-5511 • Fax: (250) 352-2131
E-mail: clerk@city.nelson.bc.ca
www.city.nelson.bc.ca

NELSON AND DISTRICT CHAMBER OF COMMERCE

225 Hall Street
Nelson BC V1L 5X4
Ph: (250) 352-3433 • Fax: (250) 352-6355
E-mail: info@discovernelson.com
www.discovernelson.com

COMMUNITY FUTURES DEVELOPMENT CORPORATION OF CENTRAL
KOOTENAYS

#201-514 Vernon Street
Nelson BC V1L 4E7
Ph: (250) 352-1933 • Fax: (250) 352-9926
E-mail: cfdcck@futures.bc.ca
www.futures.bc.ca

REGIONAL DISTRICT OF CENTRAL KOOTENAY

202 Lakeside Drive
Nelson BC V1L 5R4
Ph: (250) 352-6665 • 1-800-268-7325 • Fax: (250) 352-9300
E-mail: rdck@rdck.bc.ca
www.rdck.bc.ca

COMMUNITY FUTURES DEVELOPMENT CORPORATION OF GREATER TRAIL

843 Rossland Avenue
Trail, BC V1R 4S8
Ph: (250) 364-2595 • Fax: (250) 364-2728
E-mail: info@communityfutures.com
www.communityfutures.com

KOOTENAY ROCKIES VISITOR ASSOCIATION

Box 10, 1905 Warren Ave.
Kimberley BC V1A 2Y5
Ph: (250) 427-4838 • Fax: (250) 427-3344
E-mail: info@kootenayrockies.com
www.kootenayrockies.com

KOOTENAY REAL ESTATE BOARD

#208-402 Baker St. Nelson BC V1L 4H8
Ph: (250)352-5477
ianmason@telus.net

Additional Web Links

British Columbia Government:	www.gov.bc.ca
British Columbia Government Statistics:	www.bcstats.gov.bc.ca
Statistics Canada:	http://www.statscan.ca
BC Publications Index:	www.publications.gov.bc.ca
BC Trade Network:	www.bc-trade.net
eBusiness Connection:	www.e-bc.ca
Canadian Chamber of Commerce:	www.chamber.ca
Business Development Bank of Canada:	www.bdc.ca
Tourism BC/Rockies Region:	www.kootenayrockies.com
Canada/British Columbia Business Services Center:	www.smallbusinessbc.ca
Canada Exporting:	www.exportcanada.com
Columbia Basin:	www.cbt.org
Community Futures of Central Kootenay:	www.futures.bc.ca
Human Resources Development Canada:	www.hrdc-drhc.gc.ca/
Interior Health Authority:	www.interiorhealth.ca
Immigration Pilot Project	www.southkootenay.com
Science Council of BC:	www.scbc.org
Kootenay Association of Science & Technology:	www.kast.com
Kootenay Aboriginal Business Advocated Society:	www.mcaaws.gov.bc.ca
Revenue Canada:	www.ccr-aadrc.gc.ca
Western Economic Diversification:	www.wd.gc.ca
Industry Canada:	www.strategis.ic.gc.ca
Canadian Ethical Investment Funds:	www.goodmoney.com/candfunds.htm
Working Opportunities Fund:	www.wofund.com
Small Business Canada:	www.sbinfocanada.about.com