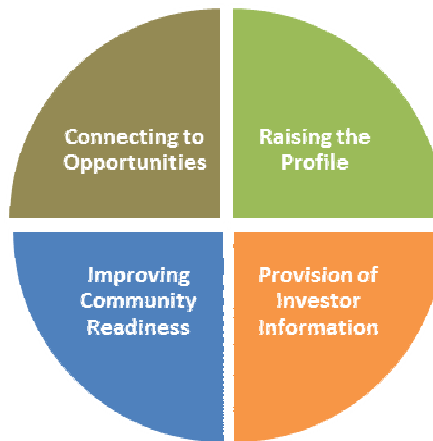


# Invest Kootenay Ambassador Handout

## WHAT IS INVEST KOOTENAY?

Invest Kootenay is a regional partnership focused on attracting, retaining and expanding investment by:



## WHY WORK TOGETHER TO PROMOTE INVESTMENT?

**Globalization** - rural communities under increasing pressure to diversify economies and remain competitive in the global marketplace

**Proactive, Not Reactive** – rural communities can shape as opposed to respond to local economic growth

**Need for Investment** – brings capital to existing businesses, generates new jobs & helps build strong, sustainable local economies

**Strength in Numbers** – working together allows rural communities to remain competitive by pooling limited resources

## WHO IS INVOLVED?

**Invest Kootenay Regional Board of Directors**  
(one representative appointed from each partner community)

**Invest Kootenay Regional Advisory Group**  
(three representatives drawn from each IK local steering committee plus regional partners)

**Invest Kootenay Local Steering Committee**  
(six-eight representatives from the community – local government, Chamber, CF, Ambassadors)

## WHY IMPLEMENT A LOCAL AMBASSADOR PROGRAM?

### **Tap into Community Pride and Local Knowledge**

Who better to showcase all the wonderful attributes your community has to offer?

### **Host a Visit by Matching Ambassador and Investor Interests and Information Needs**

Whether the investor has recreational, cultural, educational, or financial questions, they welcoming arms of a community member can act as an effective introduction to the your community lifestyle

### **Research Shows it Works**

The 'soft sell' of an informal visit with an informed and passionate community member is one of the most effective ways to hook a potential investor

## WHAT ARE THE DIFFERENT TYPES OF AMBASSADORS?

### **Front-Line Ambassadors**

Make referrals, distribute marketing materials & promote Your community assets through everyday interactions

### **Community Ambassador Hosts**

Take the investor out for lunch, introduce to other business owners, talk about schools, health, culture, highlight opportunities & lifestyle advantages

### **Lifestyle Ambassador Hosts**

Take the investor out for a ski, golf, mountain bike ride, afternoon of fly fishing, highlight opportunities and lifestyle advantages

### **Professional Ambassador Hosts**

Meet with investor to answer questions specific to regulations, development costs & processes, and financing options

## HOW CAN I BE AN EFFECTIVE AMBASSADOR?

### **Promote Your Community**

Share your passion for your community through everyday interactions, host visits, promote when you are on the road

### **Use the Ambassador Toolkit**

Use the IK business card, coaster, regional brochure and your community rack card to promote the opportunity and lifestyle advantages

### **Make Informed Referrals**

Refer investors to IK.com, the online CONNECT database, your community's First Point of Contact (FPC) Debra Hamilton

### **Keep it Confidential**

Ensure you don't seek to benefit from host visits and ensure all information remains confidential

### **Spread the Word**

Let people know about Invest Kootenay, Invest Your community and why investment attraction is important

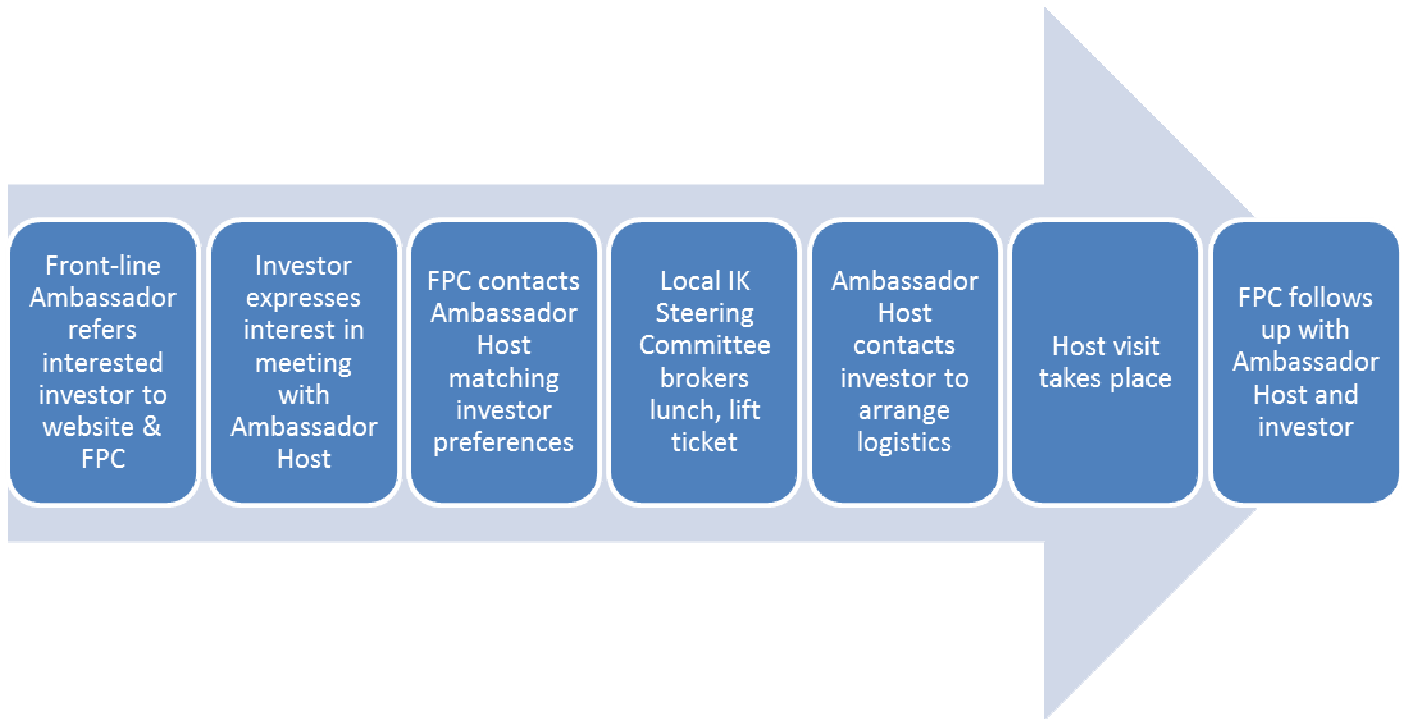
### **Encourage Others to Support Invest Your community**

Share information with your front-line staff and your friends, promote the CONNECT database as a free listing service

### **Help Market Your Community**

Let the IK Local Steering Committee know about joint-marketing opportunities, reciprocal link to IK.com from your website

## How Does the Ambassador Program Work?



## What is in the Ambassador Toolkit?

### **Invest Kootenay Business Card and Website**

Provide to interested investors to promote website as one-stop shop for investor info (including local contact person, opportunity listings, & your community statistical profile)

### **Invest Kootenay Regional Brochure**

Provide to interested investors to showcase regional opportunity and lifestyle advantages and Invest Kootenay supports

### **Your community Rack Card**

Provide to interested investors to showcase local opportunity and lifestyle advantages (including your community's target sectors & success stories)

### **Coasters**

Feature at your pub or restaurant

**THANK YOU FOR SUPPORTING INVEST KOOTENAY AND INVEST YOUR COMMUNITY!**