

# Campbell River Economic Development Corporation

Economic Development / Tourism Campbell River & Region / Visitor Centre



## Rivercorp News Winter 2010 Edition



### Inside...

- Economic Development promotes Campbell River to Department of Fisheries and Oceans for a new Aquaculture Office (p2)
- Tourism Campbell River & Region gearing up for 2011 Trade Shows (p3)
- The Visitor Centre shares the Top 10 Things to do this Winter in Campbell River (p4)

## What's Happening...

A few of the many projects that the Rivercorp team is involved in:

- Business Licence Database
- Creative Industries Council
- Downtown Revitalization Strategy
- Future of Forestry Task Force
- Sports Tourism
- Sustainable Campbell River
- Task Force on Energy & Emissions
- The Community Events Calendar
- The 2011 Discovery Guide
- Tourism Advisory Committee
- Visitor Centre Annual Statistics
- 2011 Trade Show Planning

## A Little Bit About Us

**who we are:** Our company is the Campbell River Economic Development Corporation, known to locals as "Rivercorp". We are a wholly owned subsidiary of the City of Campbell River and are responsible for Economic Development, Tourism Campbell River & Region, and the Visitor Centre.

**what we do:** Our corporation prides itself on promoting the wonderful city that we live, work and play in.

**where we are:** We operate from two locations in downtown Campbell River. The Visitor Centre is at the "Centennial Building" at 1235 Shoppers Row, in the heart of the Tyee Plaza, and the Economic Development and Tourism offices are located in the "Enterprise Centre" at 900 Alder Street, beside City Hall.



Centennial Building in the Tyee Plaza at 1235 Shoppers Row



Enterprise Centre beside City Hall at 900 Alder Street

## Board of Directors

Rivercorp is proud to be governed by a volunteer team of professionals with diverse backgrounds. Duties of our board include:

- governing the corporation by establishing policies and objectives
- supporting the company's chief executive officer
- ensuring the availability of financial resources to accomplish stated goals
- accounting to the City Council for the organizations performance

## Meet the Directors

Chairperson: Ben Chalmers with the Mining Association of BC

Vice Chairperson: Cheryl O'Connell with North Island College

Treasurer - Phil Griffith with the Bank of Montreal

Board Secretary: Harley Elias with North Island College

Director: Tom Conlon with Marine Harvest Canada

Director: Bruce Kempling with Ocean Pacific Marine Supply & Boatyard

Director: Greg Manzulenکو with Capital Power - Island Generation

Director: Marcel Rivard with Capacity Forest Management



Thank you for reading our first issue of Rivercorp News. We welcome your comments and story ideas for the next edition. Contact Andrea Knowles at 250.830.0411 x 3 or [andrea.knowles@rivercorp.ca](mailto:andrea.knowles@rivercorp.ca)

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# Economic Development



## Economic Development

The Campbell River Economic Development Corporation is a subsidiary of the City of Campbell River. Our goal is to help develop and support economic growth within Campbell River by providing necessary resources and assistance. We focus on recruiting new business to operate in our community, and encouraging business to expand.

We can provide demographics, a community profile, research and referrals.

## Campbell River: The Perfect Choice for Department of Fisheries and Oceans, BC Aquaculture Department

Campbell River has been promoted as 'The Perfect Choice' to the Department of Fisheries and Oceans," says Lorrie David Bewza of interim CEO of Campbell River Economic Development Corporation (Rivercorp). "We have provided the regional aquaculture coordinator with many reasons to consider our community as the best fit for their new BC Aquaculture Department".

Rivercorp is rallying to get the federal department to choose to locate in Campbell River prior to the December 2010 decision. Highlights of the application include the more than 2,300 Campbell River businesses that could support the new office by providing materials, research and other resources that would complement the skilled labour force that has made our region the service and supply centre for mid to North Vancouver Island and Mainland communities, says Bewza

"Locating the DFO Aquaculture Department in the community that is the centre of the BC Aquaculture Industry offers significant advantages for the department," says Mayor Charlie Cornfield. "For example, the ability to conveniently meet with industry stakeholders and the close proximity to salmon farming production

facilities would result in increased regulatory efficiencies for the department."

"Campbell River's central Vancouver Island location, transportation infrastructure, mature support services and access to an extensive aquaculture industry offer tremendous advantage for DFO BC Aquaculture Department to call home," Bewza explains. "Campbell River is the centre for the BC Aquaculture Industry and is home to the head offices for three major BC salmon farming producers: the Center of Aquatic Health Sciences, the BC Salmon Farmers Association and the Aboriginal Aquaculture Association. Thriving companies, a solid industrial base and a mature service sector all showcase an economically balanced community and, contributing significantly to that is the BC aquaculture industry," Bewza adds.

"We are confident in the strength of our proposal, thanks in part to the support and assistance from the City of Campbell River and the Chamber of Commerce," Bewza concludes.

Preliminary indications suggest that the Department of Fisheries will locate 22 new positions in Campbell River. We are anxiously awaiting official notification.

Visit [www.rivercorp.ca](http://www.rivercorp.ca) to read the full expression of interest.



## Business Licences



Each month, City Hall provides business licensing data to the economic development department. Updates to the business licence database are made to be able to fulfill requests from to inquiring businesses and clients.

### 2010 Statistics thus far:

- Q1 - January to March 2010  
*82 new licences*
- Q2 - April to June 2010  
*97 new licences*
- Q3 - July to September  
*66 new licences*



# Rivercorp

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Website: [www.rivercorp.ca/economic-development](http://www.rivercorp.ca/economic-development)

# Tourism Campbell River & Region



## Tourism Campbell River & Region

Tourism Campbell River & Region prides itself on promoting our wonderful community to local, provincial, national and international tourists.

Our goal is to encourage tourists to travel and stay in places outside of their usual environment for purposes of business and pleasure. TCRR is designated as the destination marketing organization for Campbell River, by the City of Campbell River

We can provide you, your family, and friends with information about our community, how to travel here, and all of the activities that can be done once you have arrived. Visit [www.campbellriver.travel](http://www.campbellriver.travel) to view the 2010 Discovery Guide online.

### Winter Hours

The Tourism & Economic Development Offices are open the following hours:

Monday through Friday  
8:30am to 4:30pm

Weekends & Holidays  
Closed



### Thank You to...

Vancouver Island North Film Commission (INfilm) [www.infilm.ca](http://www.infilm.ca) for providing the beautiful photos of our community!



## It's Trade Show Season

This Winter, Tourism Campbell River & Region is planning for the upcoming Trade Show Season. 2011 Events to be attended are:

January 26th to 30th:  
Western Washington Sportsmen Show in Puyallup, Washington (Fishing)

February 9th to 13th:  
Pacific Northwest Sportsmen Show in Portland, Oregon (Fishing)

February 25th to 28th:  
\*Calgary Home & Garden Show in Calgary, Alberta  
(a joint effort with the Tourism Association of Vancouver Island (TAVI) & other Destination Marketing Organizations (DMO's))

March 4th to 6th:  
BC Boat & Sportsmen Show in Abbotsford, British Columbia (Fishing & Outdoors)

March 24th to 27th:  
\*Edmonton Home & Garden in Edmonton, Alberta  
(also a joint with TAVI and other DMO's)

April 1st to 3rd:  
Vancouver Island Outdoor Show in Victoria, British Columbia (Outdoors)

\*Please note that because the Calgary and Edmonton Show's will be attended jointly with other communities as well as Tourism Vancouver Island. No additional materials or stakeholders will be required at these shows.

*We always welcome ideas to promote our beautiful region, feel free to let us know your thoughts. Call us at 1.250.830.0411 x 2, or toll free at 1.866.830.1113 x 2  
Email [teresa.davis@rivercorp.ca](mailto:teresa.davis@rivercorp.ca)*



Please note that all travel related businesses are welcomed to participate in the trade shows. A few of the ways to be a part of the shows are to:

- Attend the show with Tourism Campbell River & Region
- Provide a "specials" sheet to be distributed at the show
- Donate a prize package which will be prominently displayed
- Provide 100 brochures to be distributed (cost of only \$40 per show)

## Tourism Advisory Committee

Tourism Campbell River & Region has been accepting applications for members of the Tourism Advisory Committee. The committee will consist of individuals from the accommodations, for-profit attraction, not-for-profit attraction, the food and beverage or retail sectors and local tourism partners from the surrounding area (Quadra Island, Gold River, Oyster River/Strathcona, Sayward, Tahsis, Zeballos, Cortes Island).

The goal of the committee is to advise and assist the region with tourism issues with the objective of enhancing tourism activity. This includes initiatives, marketing and aligning ourselves with Tourism Vancouver Island and the BC Ministry of Tourism, Trade and Investment's strategic goals.

If you are interested in learning more, email [invest@rivercorp.ca](mailto:invest@rivercorp.ca) or call 1.250.830.0411 x 3, or toll free 1.866.830.1113 x 3. Thank you!

## Tourism Campbell River & Region

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## Campbell River Visitor Centre

The Campbell River Visitor Centre increases resident and visitor awareness of local, regional and provincial products. We welcome you to stop by for a visit!

We can provide information about what is happening in Campbell River, what accommodations, dining and tours are available, and how to get to all of the wonderful sites there are to see. Come by to say hello!

### Visitor Centre Winter Hours of Operation

Monday through Friday

9:00am to 5:00pm

Saturday's

10:00am to 4:00pm

Sunday's & Holidays

Closed



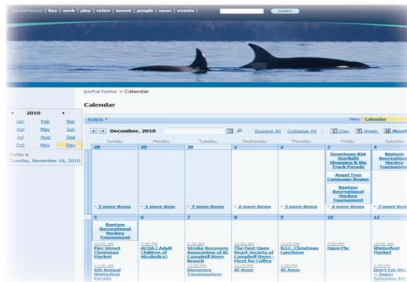
### Need Stocking Stuffers?

Stop by the Visitor Centre to check out the variety of Campbell River items that would make wonderful gifts for this holiday season!



## Community Events Calendar

The Visitor Centre is excited to share events with the residents of Campbell River on the Community Events Calendar. To view upcoming events log onto [www.campbellriver.ca](http://www.campbellriver.ca) and click the **Community 2010 Calendar**. To have your community event listed on the calendar, please email the Visitor Centre at [info@visitorcentre.ca](mailto:info@visitorcentre.ca).



## Social Media

We are excited to share that the Visitor Centre has hopped on the "social media bandwagon"!

To get daily updates on Campbell River, find us on **Facebook** by "liking" **Campbell River Visitor Centre** and follow our "tweets" on **Twitter** by searching **CRVisitorCentre**.



## Top 10 Things to Do this Winter

\* in no particular order

- 1) Ski Mount Washington 7 days a week (weather permitting) starting December 10th, or ski Mount Cain (weather permitting) weekends and Mondays starting December 4th
- 2) Visit by the Museum at Campbell River, Tuesday to Sunday, 12:00pm to 5:00pm
- 3) Visit the Maritime Heritage Centre, Monday to Friday, 12:00pm to 3:00pm
- 4) Explore Elk Falls Provincial Park
- 5) Check out the Campbell River Art Gallery Christmas Market, November 12th to December 24th, Monday to Saturday, 10:00am to 5:00pm
- 6) Attend the Pier Street Christmas Market, Sunday's in December at the Maritime Heritage Centre
- 7) Visit the North Pole at Strathcona Gardens December 4th from 1:30pm to 4:30pm for an all ages 2 for 1 skate
- 8) Shop the Toy & Craft Show November 27th & 28th at the Sportsplex in Willow Point
- 9) Reserve your tickets to see live shows at the Tidemark Theatre
- 10) Enjoy the Annual downtown Winterfest Parade on Sunday, December 5th at 11:00am.



**Campbell River Visitor Centre**  
 Centennial Building, 1235 Shoppers Row, Campbell River, BC, V9W 2C7  
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