



The Campbell River Economic Development Corporation (Rivercorp) • 2011 Q1 Newsletter

Campbell River News Spring 2011 Edition

Tourism Campbell River & Region

Trade Show Updates,
Tourism Advisory Committee
Ultimate Fishing Town 2011
(p2)

Visitor Centre

Spring in Campbell River
Visitor Comments
A Great Gift Idea
(p3)

Economic Development

Forestry Industry Insight
Economic Initiatives
The Truth About Salmon Farming
(p4)

Keep Up with Us!

Follow us on Twitter
@CRVisitorCentre &
@CRDevelopment

Like us our Facebook Pages
Discover Campbell River &
Invest Campbell River

Campbell River Blog
www.campbellriverinfo.blogspot.com



Discovery Passages

Discovery Passages is a weekly email highlighting the exciting events currently happening in our community. Every weekend Visitor Services Coordinator, Lindsay Morris provides e-subscribers the activities and information you need to plan for your upcoming week. To subscribe or advertise your event for free, contact Lindsay at lindsay.morris@rivercorp.ca

Visits on the Rise for Campbell River and Northern Vancouver Island

Details	Campbell River (CR)	CR & North Island	Vancouver Island Region
Total Visitors 2009	37,070	82,654	695,427
% Change 2009 - 2010	4.6%	7.4%	-2.3%
Total Visitors 2010	38,875	89,244	679,160

Statistics provided by the Tourism BC Visitor Centre Network.

Mount Washington Alpine Resort Open for an Extended Season

Due to all of the wonderful snowfalls that our region has experienced, Mount Washington Alpine Resort will be open for extended dates.

Enjoy a day in the snow on April 15, 16, 17, 22, 23, 24, 25 (2011)
Call toll free 1-888-231-1499 for details or visit www.mountwashington.ca



Tourism Campbell River & Region

Tourism Advisory Committee

Campbell River Economic Development Corporation (Rivercorp) is pleased to be working with a talented group of representatives who make up the Tourism Advisory Committee. The 2011 group of tourism stakeholders are represented by members from accommodations, adventure tourism, arts & culture, food & beverage, media promotion, regional tourism and technology. They convene to provide advice, support and new ideas for the regional marketing strategy.

Tourism Advisory Committee Members:

Ahead of the Parade Productions, Roger McDonell
Campbell River Indian Band, Councillor Jason Price
Campbell River Whale Watching, Jack Springer
Coast Discovery Hotel, Suhky Bains
Discovery Marine Safaris, Heike Wieske
Dolphins Resort, Carmen Amberson-Volk
Look Out West Coast Grill, Darren Flemming
Mount Washington Alpine Resort, Tim Defert
Strathcona Regional District, Brian Reardon
Tidemark Theatre, Guy Lapointe
Tourism Vancouver Island, Dave Petryk
Tsa Kwa Lutén Lodge, Carol Ann Terreberry



The group is working on establishing methods to overcome funding challenges, marketing Campbell River, and updating the community's web presence. The committee works with Tourism Vancouver Island to access their knowledge along with other Provincial programs to help municipalities such as ours learn to market our city in the best way.



Campbell River to be the next "Ultimate Fishing Town"

The World Fishing Network is searching for the Ultimate Fishing Town in Canada... Let's get them to pick us!

Here's how... Between April 12th and May 3rd you can vote for Campbell River in the first stage of the competition. If you would like to help the community with becoming a voting station, please contact Kerry Amos, our partner at Tyee Marine. 250.287.2641

Campbell River could be crowned WFN's Ultimate Fishing Town, grand prize and win \$25,000, and a half-hour television show dedicated entirely to fishing right here in our community.

Vote at: www.wfnfishingtown.ca
For Updates "Like" the Facebook Page:
Campbell River Ultimate Fishing Town 2011

Tourism Campbell River's Trade Show Update

Teresa Davis, Marketing Manager for Tourism Campbell River & Region has been traveling through BC, Oregon and Washington to promote Campbell River at 2011 consumer trade shows. Approximately 2,000 of the Campbell River & Region 2011 Discovery Guides were personally distributed to inquiring attendees who are interested in visiting our community.

2011 shows:

- Western Washington Sportsmen Show in Puyallup, Washington (Fishing)
- Pacific Northwest Sportsmen Show in Portland, Oregon (Fishing)
- Calgary Home & Garden Show in Calgary, Alberta (a joint effort with the Tourism Association of Vancouver Island (TAVI) & other Destination Marketing Organizations (DMO's))
- BC Boat & Sportsmen Show in Abbotsford, British Columbia (Fishing & Outdoors)
- Edmonton Home & Garden in Edmonton, Alberta (with TAVI & DMO's)
- Vancouver Island Outdoor Show in Victoria, British Columbia (Outdoors)



Teresa Davis 2nd from left. Seen with the Tourism Association of Vancouver Island Partners

Campbell River Economic Development Corporation (Rivercorp)
Enterprise Centre East, 900 Alder Street, Campbell River, BC, V9W 2P6
Phone: 1.250.830.0411 Toll Free: 1.866.830.1113
Website: www.rivercorp.ca Email: invest@rivercorp.ca



Tourism Campbell River & Region
Enterprise Centre East, 900 Alder Street, Campbell River, BC, V9W 2P6
Phone: 1.250.830.0411 x 2 Toll Free: 1.866.830.1113 x 2
Website: www.rivercorp.ca Email: info@campbellriver.travel



Campbell River Visitor Centre



Spring in Campbell River

April
Enjoy a fun filled day of snow at Mount Washington Alpine Resort. See extended dates on page one of this newsletter or visit www.mountwashington.ca

May
Check out the Discovery Fishing Pier. The concession is open May 1st. www.campbellriver.ca

Attend the Pier Street Farmers Market. Season begins Sunday, May 1st. www.pierstreet.com

Anytime
See the Maritime Heritage Centre. Guided tours from 12:00pm to 3:00pm, Monday through Friday. www.maritimeheritagecentre.ca

Visit the Museum at Campbell River's changing gallery exhibits. www.crmuseum.ca

Get in a game of Golf at one of the many excellent courses in Campbell River

Visit Strathcona Gardens and check out the newly renovated swimming pool, weight room and sauna. www.strathconard.ca

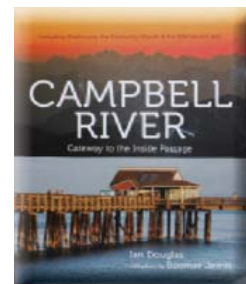
Hike or Bike through local trails. Stop by the Visitor Centre for maps and information. www.visitorcentre.ca

And more...
See more events by logging on to www.visitorcentre.ca and looking at the Community Calendar. To advertise your event for free, call 250.830.0411 x 1 or email info@visitorcentre.ca



A Great Gift Idea!

The new book...
"CAMPBELL RIVER, GATEWAY TO THE INSIDE PASSAGE" is available for sale at the Visitor Centre for only \$34.99 plus tax. While you're visiting check out the rest of the new Spring Inventory and the deals on special price items too!



Visitor Comments

It's always nice to hear what people think of the wonderful community we call home. We are happy to share comments from guests...

"Glad to be visiting again... great city"
- Sharon from Thamesville, ON

"Beautiful little city"
- Rebecca from Vancouver, BC

"Friendly people make a rainy day in Campbell River seem like sunshine"
- Richard from the Netherlands, UK

"Thank you for your great assistance"
- James from Galiano Island, BC

"Great Centre very helpful!"
- Jennifer & Rodrick from Wales, UK

"Great spot for salmon!"
- Bob from Newfoundland

"È UN POSTO FANTASTICO"
- Luigi from Italy



Visitor Centre Spring Hours of Operation

Monday through Friday
9:00 am to 5:00 pm

Saturday's
10:00 am to 4:00 pm

Sunday's & Holidays
Closed

* Open Sundays 10:00 am to 4:00 pm starting May 1st, 2011



Campbell River Visitor Centre
Centennial Building, 1235 Shoppers Row, Campbell River, BC, V9W 2C7
Phone: 1.250.830.0411 x 1 Toll Free: 1.877.286.5705 x 1
Website: www.rivercorp.ca Email: info@visitorcentre.ca

Economic Development



Forestry Industry Insight

The Coastal Forest Industry has witnessed increases in overall log / manufacturing production and market improvement during the last year. With this market improvement we anticipate increased harvesting for the next two years at least and are cautiously confident for the longer term.

Due to initial penetration into the Asian market a few years ago, the Coast has been able to move quickly into this massive market during the depressed market conditions domestically and south of the boarder. With the Asian markets showing significant improvement, Coastal production is expected to do the same.

With the minimal amount of harvesting over the past 2 to 3 years, the Industry and the Crown is confident in harvesting a significant amount of volume due to a "catch-up" process and Asian demand. The markets are indicating a positive response, let's take advantage of this up-turn; we deserve it!

Information provided to the Future of Forestry Task Force by Forestry Consultant, Ian Robertson, RPF.

Campbell River Forest District - Annual Harvesting *AAC & AC measured in Million Cubic Meters

Year	2006	2007	2008	2009	2010	2011	2012	2013
Allowable Annual Cut *(AAC)	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
Actual Cut *(AC)	5.4	4.5	3.4	2.6	3.2	4.0	4.0+	4.0+ anticipated

Economic Initiatives for Campbell River

The Campbell River Economic Development Corporation has been involved with the following projects this quarter:

- Working with Telus to gain access to the vacant portion of their office building for an incubation centre for Creative Industries.
- Coordinating details with Mayor Cornfield and Telus to secure a large donation towards the new Rotary Waterpark slated for the Sportsplex.
- Providing input to the City of Campbell River on the development of the Sustainable Official Community Plan.
- Collaborating with the Chamber of Commerce, NIEFS, the City of Campbell River and additional community partners to develop the Community Accord on Workforce Development.
- Participating member meetings of the steering committee on the Workforce Development Within a Rural Transitioning Economy initiative.
- Administrating meetings for the Future of Forestry Task Force to attain their goal of expanding forestry in Campbell River and Region.
- Working with the City of Campbell River and the Future of Forestry Task Force to discuss the use of the Elk Falls site with Catalyst Paper.
- Speaking to multiple investors regarding opportunities in Campbell River.

The Truth about Salmon Farming

When it comes to debunking myths and learning the true facts about farmed salmon the place to visit is www.BCSalmonFacts.ca

The site is an initiative of five major salmon farming companies and feed suppliers: Marine Harvest Canada, Mainstream Canada, Grieg Seafood, Ewos and Skretting, all members of the BC Salmon Farmers Association. The BCSFA is the voice of BC's environmentally sustainable farmed salmon industry.

In addition to the www.BCSalmonFacts.ca website, the team has launched witty and entertaining television commercials can be seen at youtube.com/bcsalmonfacts.

Farmed salmon is the province's largest agricultural export and is recognized around the world as a naturally healthy and environmentally responsible product.



Campbell River Economic Development Corporation (Rivercorp)
Enterprise Centre East, 900 Alder Street, Campbell River, BC, V9W 2P6
Phone: 1.250.830.0411 x 3 Toll Free: 1.866.830.1113 x 3
Website: www.rivercorp.ca Email: invest@rivercorp.ca

