



CHOOSE CRANBROOK





MOUNTAINS OF OPPORTUNITY

CRANBROOK

On behalf of our City and Council, I would like to welcome you to Cranbrook. As Mayor, I am proud to represent and promote the City we call home. With a rich history and vibrant culture, Cranbrook is driven by people who care deeply about the growth and success of one another, which in turn drives the progressive development of our community.

In 2015, Cranbrook initiated a renewed focus into the economic development of our City and region. We forged new partnerships with every level of government and strengthened our commitments and cooperation with neighbouring communities. We have invested in the tools and resources we need to achieve our goals and have created an environment that attracts capital.

Cranbrook has experienced record-breaking growth, exemplified by building permit trends of six consecutive years of year over year growth, with \$93 million in 2020. It is remarkable. We saw a 445% increase, resulting in \$262 million of building permits in those six years!



We are seeing the development of good jobs, new housing, increases to our tax base, and reinvestment into our business infrastructure. What is more, all this is happening in the backdrop of the Rocky Mountains, offering its very own slice of paradise, with access to every outdoor activity you could imagine in a world-class setting. Now is the time to invest in Cranbrook.

- Mayor Lee Pratt

The Facts



**Rural
Innovation /
Urban
Development**

**Basecamp
of the
Kootenays**



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Business Climate

"Investment opportunities abound throughout the riding of Kootenay-Columbia, and Cranbrook is no exception. Work, live, play is the ethos of our communities, which are worth investing in."

- Rob Morrison, MP Kootenay-Columbia

Known as the basecamp of the Kootenays, Cranbrook is the largest urban centre and regional focal point in southeastern B.C. We are a business friendly community offering low taxes, competitive costs, a stable, growing business environment, and access to an educated workforce. We are the hub and economic engine for the Kootenays.

We provide support to help your business establish and grow in Cranbrook. We have access to important market research and business intelligence while working actively to facilitate local connections to help support the establishment of your business in the most dynamic and innovative city in the Kootenays.

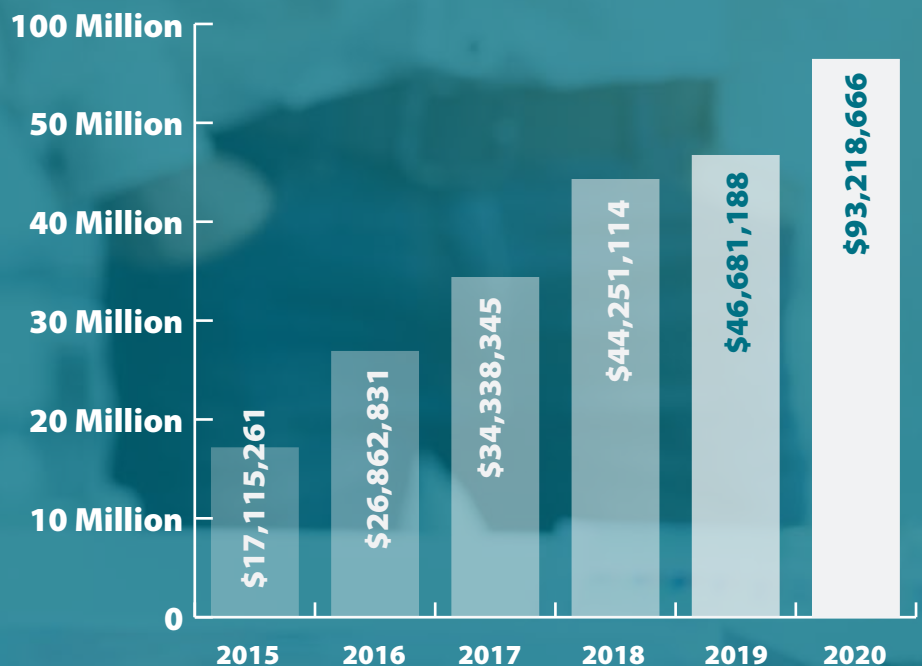
In addition, local partners and stakeholders in the region recognize the need to remain competitive against other rural cities in B.C. in order to attract business. Your business can benefit from a number of incentives offered by the regional, provincial, and federal organizations to help lower your costs and move your business to Cranbrook.

We work directly with local and neighbouring business leaders to expand our market reach and promote strategic growth. For instance, the Cranbrook-Kimberley Development Initiative (CKDI), established in 2015, presents the cities of Cranbrook and Kimberley as one economic region working together to bring new business to the area. Furthermore, the two cities have developed a joint business license for companies looking to expand their local market⁷.

With our total tax rate (5.29%) on major industry significantly lower than other B.C. cities, including those in the Lower Mainland and the Okanagan, we present a solid case for large enterprise expansion.

Our team, local industry and partners are committed to strengthening our City's role as the regional service centre.

**445%
increase**
in the value of
building permits issued
(2015-2020)



⁷ Leading the way case study



"As a resident of Cranbrook my entire life, a past Cranbrook City Councilor and the MLA of Kootenay East, this is one of the most exciting times in our history. Cranbrook is well positioned as the central hub of the Kootenays in healthcare, education, and diversity of industry and workforce. With the boom that we have seen over the last few years it really feels like a great opportunity for existing and new industry to establish themselves on the ground floor as Cranbrook continues to grow and thrive. And as if that wasn't enough, we live in one of the most beautiful places to work, live, and play!"

Tom Shypitka, MLA Kootenay East



Business Infrastructure

Advantages

- ✓ Hydro electricity, green, renewable, sustainable & cost effective
- ✓ Preferred access to major markets
- ✓ A competitive tax environment
- ✓ World leading fiscal incentives
- ✓ The global hub for natural resources

Community Contributors



Environmentally Friendly and Sustainable Cranbrook

Cranbrook has been and continues to work hard to become a more sustainable and environmentally friendly city. Because of Cranbrook's strong connection to nature and the outdoors, our community strongly advocates for cleaner and greener ways of doing things, and our industry is driven by 100% renewable green energy. We present an ideal opportunity for cleantech investors and developers, such as those aimed at the protection and enhancement of parks and natural areas, the maintenance of our natural resources such as water, and the production of clean energy.

Location

Affordability

Tech Growth

Safety & Security

Growth Potential

Leadership Vision



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CRANBROOK

Location

Cranbrook is extremely well located geographically and easily accessible year-round. Not only is the city easy to get to, but easy to navigate once within it.

Located in a part of southeastern B.C. known as the East Kootenay, Cranbrook is the largest city in the area, with a population of 21,308. Home to the East Kootenay Regional Hospital (Interior Health), the Canadian Rockies International Airport (YXC), and the College of the Rockies, Cranbrook is the economic and cultural hub of the region.

Most living here enjoy an outdoor-oriented lifestyle, having easy access to hiking, biking, and cross-country skiing trails as well as rivers and lakes for fishing, boating, paddle boarding, and white-water rafting. With eight golf courses and an alpine resort all within a 25-minute drive, Cranbrook is a prime destination for year-round tourism.



Temperate Climate



Hours of Sunshine
Annually:

2,190.5

January
daily average:

6.1°C

July
daily average:

18.7°C

Annual Snowfall:

125.3cm





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CRANBROOK

Population

Cranbrook is home to a steadily rising population of 21,308¹ with an additional service population of 73,000 within 150 kilometres (93 miles). With access to a wide range of outdoor pursuits, culture, and entertainment, along with quality healthcare, education, and employment, it is no wonder many who are currently living in Cranbrook were either raised here or have moved back. Others have migrated to Cranbrook after spending years of it being their preferred vacation destination.

Residing within the traditional territory of the Ktunaxa Nation, Cranbrook has a close connection with the progressive and innovative ʔaq'am Community (also known as the St. Mary's Band), which is located just eight kilometres (five miles) from the city.

Average age

43.1

Average family size:

2.7

Population density
per square km:

626.6



Population Growth



Workforce

Cranbrook is the Kootenay's talent destination. With the majority of our population within the working ages of 25 to 64 and an additional 2,295 people aged 15 to 24 emerging into the workforce, hard working employees are easily accessible. Our labour force is dedicated and diverse with extensive experience in the city's prime industry sectors of education, health care, construction, transportation, mining, and retail trade. These individuals are motivated by their desire to live, work, and play here.

¹ <https://www.cranbrooktownsman.com/news/cranbrook-population-hits-21308/> (2019)



MOUNTAINS OF OPPORTUNITY

CRANBROOK

Proximity

When it comes to market accessibility, Cranbrook is strategically located within striking distance of provincial, national, and international markets. We are less than two hours away from southern Alberta – which expands our market reach to a further 4.5 million – and have immediate access to two U.S. borders (Idaho and Montana). Our port of entry to the U.S. facilitates international trade both by rail and via a main highway used as a prime route for long-haul truckers. Cranbrook's proximity to other thriving Kootenay communities, such as Kimberley, Fernie, and Invermere, expands our immediate market reach even further.



Driving Distance from Cranbrook to:

Edmonton, AB: **674 km (419 mi)**

Calgary, AB: **410 km (255 mi)**

Vancouver, BC: **842 km (523 mi)**

Salt Lake City, Utah: **1410 km (876 mi)**

Montana Border: **102 km (63 mi)**

Idaho Border: **79 km (49 mi)**



Transportation and Accessibility

With access by land, air, and rail, Cranbrook is the transportation hub of the Kootenays.



Aerospace

Driven by the Canadian Rockies International Airport (YXC), our region is home to a burgeoning aviation industry. With our extensive industrial land availability, including large parcels located directly beside the Canadian Rockies International Airport (YXC), and our access to key emerging technologies, Cranbrook is the ideal location for aerospace manufacturing and developments. As an up and coming industry, competition in this sector is low and success rates are high.

Whether it's a shop, warehouse or manufacturing facility, choosing to base your business at the Canadian Rockies International Airport also means your office will boast the best view of the Rocky Mountains in southeastern B.C.

The Canadian Rockies International Airport (YXC) makes travelling to and from Cranbrook a breeze. YXC is only 10 minutes away from the city, which means your time will be spent in Cranbrook, not getting to it. Over 20 flights from three major airlines depart from YXC daily and because of our fair weather, cancellations are extremely rare. With direct flights to key Canadian business centres, including Vancouver, Calgary, and Toronto as well as international hubs, YXC has further opened Cranbrook to commerce, trade, and tourism opportunities and brings in a steady flow of business year-round. Offering stunning views of the surrounding mountain ranges, YXC is unofficially and rightfully known as the world's most beautiful runway view.

Within the past 10 years, more than \$10 million has been invested into the airport's expansion, rehabilitation, and capital projects. This includes a runway extension and terminal expansion done to accommodate larger aircraft from more distant locations. Fifty-two acres right next to the airport have also been rezoned for commercial airport land and development. With ongoing updates, improvements, and expansion opportunities, the potential of the Canadian Rockies International Airport is endless.

2nd fastest growing airport in Canada (2018)

10-minute
drive to Cranbrook

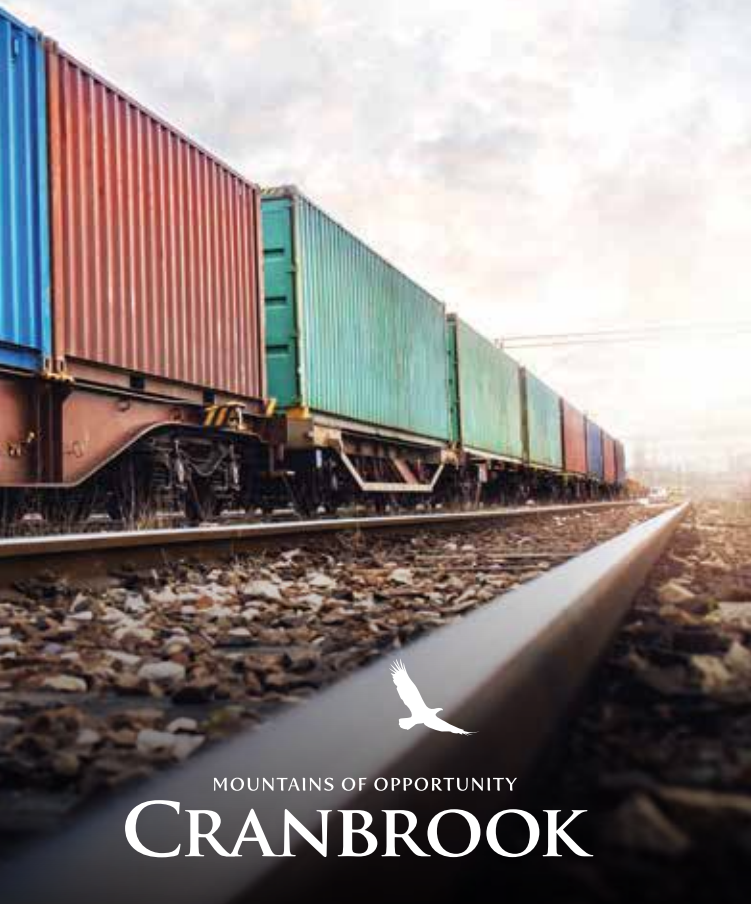
134,000+
passengers on average

52 acres
available for aerospace
development

\$10 million+
invested over 10 years

20+
flights a day

3
major airlines



Rail

Cranbrook is fortunate to be located in a major transportation nodal point where a variety of transportation modes are available to allow cargo to move regionally, interprovincially, and internationally. As a central point between many origins and destinations, Cranbrook is an attractive place for the collection and distribution of goods and services of various industries.

Established as a railway and resource town, Cranbrook has a long history with the Canadian Pacific Railway. Trains travel to and through Cranbrook daily from the lower mainland, the Okanagan, and other key B.C. locations. Cranbrook is also one of the few locations in the province with an international railway port. This means that US bound cargo spends significantly less time in transit than it would leaving from elsewhere and that Cranbrook is capable of delivering its business to the world.



Situated along a key transportation corridor both internationally and interprovincially, Cranbrook is a popular stop for long-haul trucks. With a cluster of major trucking firms located within a convenient industrial area and just under 1000 trucks passing through Cranbrook daily, it has established itself as a regional logistics hub.



Land

Connected by two major highways, Highway 95 and Highway 93, Cranbrook offers direct access to key destinations in all four directions.

**Regional
Logistics
Hub**

**Global
Reach**

**Service
Centre**

**Economic
Engine**



35

single family

3

medium density
multi-family

1

high density
multi-family

Median Sale Price for
Single-Detached:

\$279,000

Average Monthly Rent
for 2-Bedroom:

\$868

Median Household Income:

\$67,859



Housing

Cranbrook's housing market is largely catered to the local workforce and their families and offers a range of options, from urban to suburban to rural². With a median price of \$279,000³ for a single-detached home, housing is also some of the most affordable in the area, even with our stunning views of the Rocky Mountains... To accommodate our growing population, residential home builds are increasing.

262 Million

in total building permits since 2015

Between 2015 and 2019, there were

39 permits

for new residential construction

² CITY OF CRANBROOK DRAFT HOUSING NEEDS REPORT (2020)

³ CITY OF CRANBROOK DRAFT HOUSING NEEDS REPORT (2020)



Healthcare

The East Kootenay Regional Hospital is the district's primary hospital and is responsible for providing services to patients throughout the East Kootenay⁴. As one of the four regional hospitals belonging to the Interior Health Authority, the East Kootenay Regional Hospital offers services including core physician specialties, 24 emergency and trauma services, Level 3 laboratory, acute and obstetrical care⁵. Interior Health also operates over 20 clinics and care centres throughout the region. In addition to the benefit of easily accessible healthcare, the East Kootenay Regional Hospital has and continues to create opportunities for research investors, medical developers, and healthcare workers in Cranbrook.

Serves
801,000+
(population of the southern interior⁶)

Covers more than
215,000 km²
(83,011 m²)

\$8.8 million
invested into EKRH
in 2019 and 2020

\$2.6 billion
annual budget

⁴ Sentence is from EKRH Website

⁵ https://www.interiorhealth.ca/FindUs/_layouts/FindUs/info.aspx?type=Location&loc=East%20Kootenay%20Regional%20Hospital&svc=&ploc

⁶ <https://www.interiorhealth.ca/AboutUs/QuickFacts/Pages/default.aspx>



Education

\$20 million

Student Housing Investment (2020/2021)



"College of the Rockies offers the whole range of advanced education programs from nursing to trades to business and technology. And we are eager to partner! We have designed programs to meet the needs of learners at all stages of their careers, and to provide a skills pipeline for every employer in the region."

Paul Vogt, President, College of the Rockies

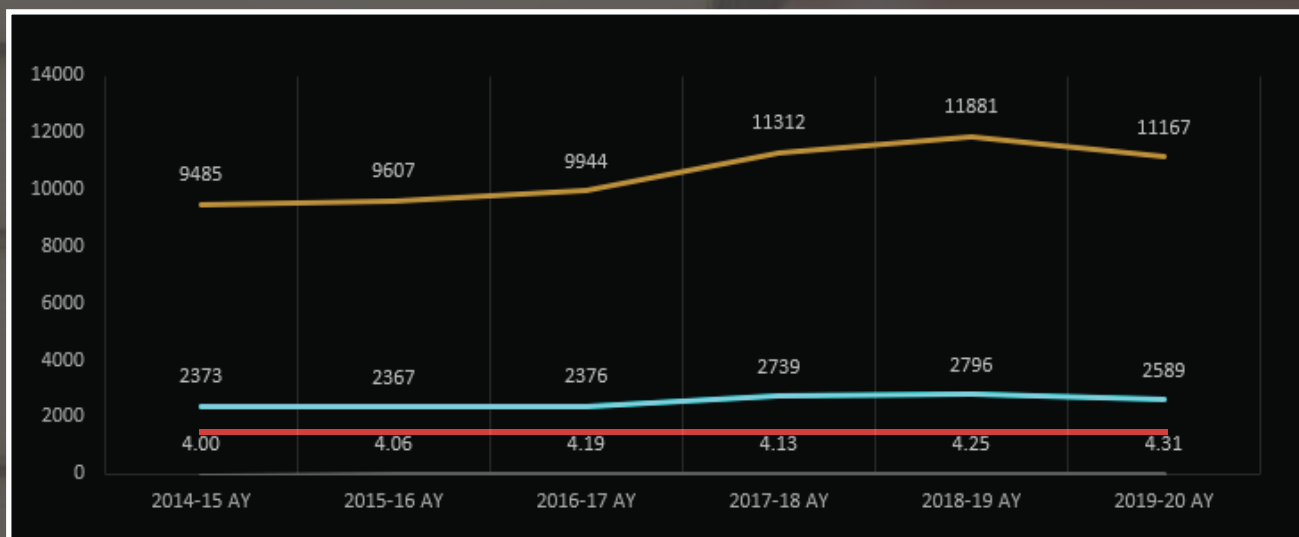
With its main campus in Cranbrook, the College of the Rockies is an award-winning facility that works closely with our industry to create employment opportunities and continually adapts to meet the needs of the region's employers. The College of the Rockies has invested millions of dollars into our local community and the implementation of new training programs, with a strong focus on the trades industry.

In 2020, COTR, a recipient of Canada's AI / autonomous vehicle training and drone program, in response to the telecommunication industry's need for technicians skilled at installing and supporting wireless sensor and controller network systems.

COTR is currently investing \$20 million into their student residence in order to be able to house more students for the 2020/2021 school year.

With approximately 3,347 students enrolled in our city's kindergarten to grade 12 school system, Cranbrook is in a strong position to meet the ongoing demands of industry with a steady talent pipeline.

COLLEGE OF THE ROCKIES FAST FACTS, 2014-15 AY TO 2019 AY - HEADCOUNT & ENROLMENT TREND



— ENROLMENT

— HEADCOUNT

— AVERAGE NUMBER OF SECTION PER HEADCOUNT



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Business

Industry Sectors

While Cranbrook began as a resource town and it remains a key location for industry to thrive, it has also evolved into a hub for emerging technological advancement, with an expanding cluster of companies in technology, innovation, aerospace, and manufacturing.



Forestry

The Canadian forestry sector is clean, renewable, abundant, and growing. It works closely with environmental partners, both within Canada and globally to protect the environment while preserving jobs. There's no wonder it has the best environmental reputation in the world.

As one of the leading sectors driving our local economy, the forestry industry features a diverse and inclusive workforce that directly employs workers in a range of occupations – from foresters, environmental scientists, engineers, administrators and software developers to maintenance supervisors, mechanics, and trade specialists. Currently, 10% of jobs in the Kootenay region are created and supported by the forestry sector with eight post and pole mills (more than any other region in B.C.).

Our region also has a steady industry supply chain for new innovations in this sector, such as cross-laminated timber (CLT) – an increasingly popular wood panel system made of layers of kiln-dried dimension lumber oriented at right angles to one another then glued together to form strong and structurally rigid panels – and biomass, a renewable and sustainable source of energy developed from organic materials and used to create electricity or other forms of power.

Forestry has long been a cornerstone of Cranbrook's economy and today there exists a significant opportunity for regional growth in this thriving sector.



**The Kootenay
Forest Industry
generates
and supports**

6,872
total jobs

8 post and
pole mills

10% of jobs
in the Kootenay region

\$442 million
of labour income



Mining and Exploration

Mining plays an essential role in Cranbrook's economy. We are in close proximity to four of the world's top metallurgical coal mines, which employ over 4,000 people locally.

Among the highest producing coalfields in all British Columbia, these mines produce millions of tons of coal that is shipped around the world. They are also the site of world-class innovation, such as autonomous haul trucks and artificial equipment tracking technology. This has created an anchor and favourable conditions for companies in Cranbrook's emerging technology cluster.

With strict, world leading regulations, Canada is recognized as a global leader in mining. Environmental sustainability remains a priority focus for the industry.

Metallurgical Coal

One of the top minerals produced in Canada, coal is used for thermal and metallurgical applications. The key difference between the two is that thermal coal is used for electricity generation while metallurgical coal is used primary for steelmaking (building infrastructure, such as bridges, hospitals, and schools).

Metallurgical coal is also required for wind, solar and other clean energy projects, as well as hybrid vehicles and other transportation alternatives.

Canada is the fourth largest exporter of metallurgical coal, with 85% of supply and production coming from here in B.C. and Alberta.

Most B.C. coal is exported internationally via coal ports on the west coast. A smaller percentage is sent by rail to steel mills in eastern Canada. Connected in both directions by rail, Cranbrook provides a significant advantage to our region's mining industry.

With the world's population expected to keep growing and demands for clean and efficient energy projects on the rise, Cranbrook is in a highly attractive position for companies in the coal mining sector.

Additionally, there are numerous mineral mines, rock quarries and artisanal gold operations in the resource rich mountains that surrounding the region, providing further opportunity for those involved in mining and exploration.



Clean Energy

Cranbrook is home to an emerging cleantech industry with various sub-sectors, including solar power, waste-to-energy, cogeneration, and alternative fuels. Our forward thinking community leaders are helping to propel an increasingly supportive ecosystem for businesses finding cleaner and greener ways of doing things. Located in the heart of the world-famous Canadian Rockies, you'll be reminded of the environment you're working hard to protect every day. We're also only an hour away from the world's largest cleantech export market.

As the sunniest city in B.C. with over 2,191 hours of annual sunshine, there is no better place to be for those interested in harnessing the power of the sun or developing products and services for solar applications.



Technology

Tech development, distribution, and research are becoming some of Cranbrook's most successful industries. As a fibre optic community with high speed internet and reliable mobile coverage, Cranbrook has branded itself an emerging tech hub perfect for digital nomads and established tech companies alike. Our enviable outdoor-oriented lifestyle has brought us a younger demographic and with it, access to a talented workforce with bright new ideas and a strong interest in technological advancement.

In addition to general business incentive programs, B.C. also offers several programs specifically for the technology sector.





Retail Hub of The Kootenays

Bike shops, outdoor gear, clothing, books, ladies wear, jewellery, a chocolate shop, gifts, and many independent stores line Baker Street in downtown Cranbrook.

Browse local shops nestled between historic monuments and quaint restaurants.

Other shopping areas include Cranbrook Street, the Tamarack Mall and several big box stores.



Tourism/ Ecotourism

With year-round access to outdoor activities, like hiking, biking, fishing, skiing, and golfing, Cranbrook has become a hot spot for tourism. With our own airport and proximity to Alberta and the U.S. we play host to visitors from all over the globe.

As an environmentally friendly city, we are also a prime location for those interested in ecotourism. The pristine provincial parks, mountains, and endless public land that make up our backyard is home to abundant wildlife, including moose, elk, deer, bears, wolves, and eagles.



"Known for its big mountain views and seemingly endless hours of sunshine, 2229 hours annually to be exact, Cranbrook is a tourism destination on the rise. With access to world class golf, cycling, fishing, skiing, and more, its no wonder this is a place where people come to visit, live and invest. The Canadian Rockies International airport is the only international airport in the Rocky Mountains and provides access to the wider Kootenay Region and a breadth of experiences including national parks, hot springs, car touring and the infamous Powder Highway. Apart from its natural splendor, the area is also steeped in history specifically that of the Indigenous people, the Ktunaxa, railways and gold mining. Cranbrook is the basecamp of the Kootenay Experience."

-Kristy Jahn Smith, Executive Director, Cranbrook Tourism



Only 5000 Person
Capacity venue
between Calgary
and Kelowna



Popular Activities and Attractions

- **Hiking**
- **Fly-fishing**
- **Whitewater rafting and kayaking**
- **Horseback riding**
- **Downhill skiing and snowboarding**

- **Mountain biking**
- **Golfing**
- **Wildlife viewing**
- **Cross-country skiing**
- **ATVing and snowmobiling**

Life Sciences

The life sciences industry is one of the largest and fastest growing in B.C., with over 210,000 people working in this sector. Our province enjoys international partnerships, which open the doors for exports. Anchored by the East Kootenay Regional Hospital, our city's health care sector is diversifying to include pharmaceutical companies in emerging markets. The health care sector in our region is supported by societies like the East Kootenay Foundation for Health and an award-winning educational facility.



Logistics and Transport

Freight is big business in our region. Our infrastructure, market accessibility, and land inventory create an ideal business climate for truck depots and warehousing.

Situated along a key transportation corridor, both internationally and interprovincially, Cranbrook is a popular stop for long-haul trucks. With a cluster of major trucking firms located within a convenient industrial area and just under 1000 trucks passing through Cranbrook daily, it has established itself as a regional logistics hub.

15
trucking
firms

5
major
transportation
terminals

330,000+
freight trucks pass through
Cranbrook annually





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CRANBROOK



Quality of Life/ Lifestyle

Access to a wide range of outdoor pursuits and quality healthcare, education, and employment all contribute to Cranbrook's enviable quality of life. Due to its wholesome, family-oriented community values, Cranbrook has all the charm of a small town with the added advantages of a big city. Safe, secure, and affordable, Cranbrook is the perfect city for employers and employees alike.

Its mild summers and moderate winters make it the perfect destination to enjoy the outdoors all year round. From biking to hiking, skiing, snowboarding, and everything in between, the endless access to outdoor activities and a love for nature are what truly define the Kootenay lifestyle.



Cranbrook also offers a wide variety of arts, recreation, entertainment, and cultural activities. Our sports complex, Western Financial Place, plays host to our very own hockey team known as the Cranbrook Bucks as well as several concerts throughout the year. The History Centre, Key City Theatre, and nearby Fort Steele Heritage Town are other top attractions.

#explorecranbrook