



CHOOSE CRANBROOK

The **Essential Guide** for Entrepreneurs & Growing
Businesses for Finding the Ideal Basecamp

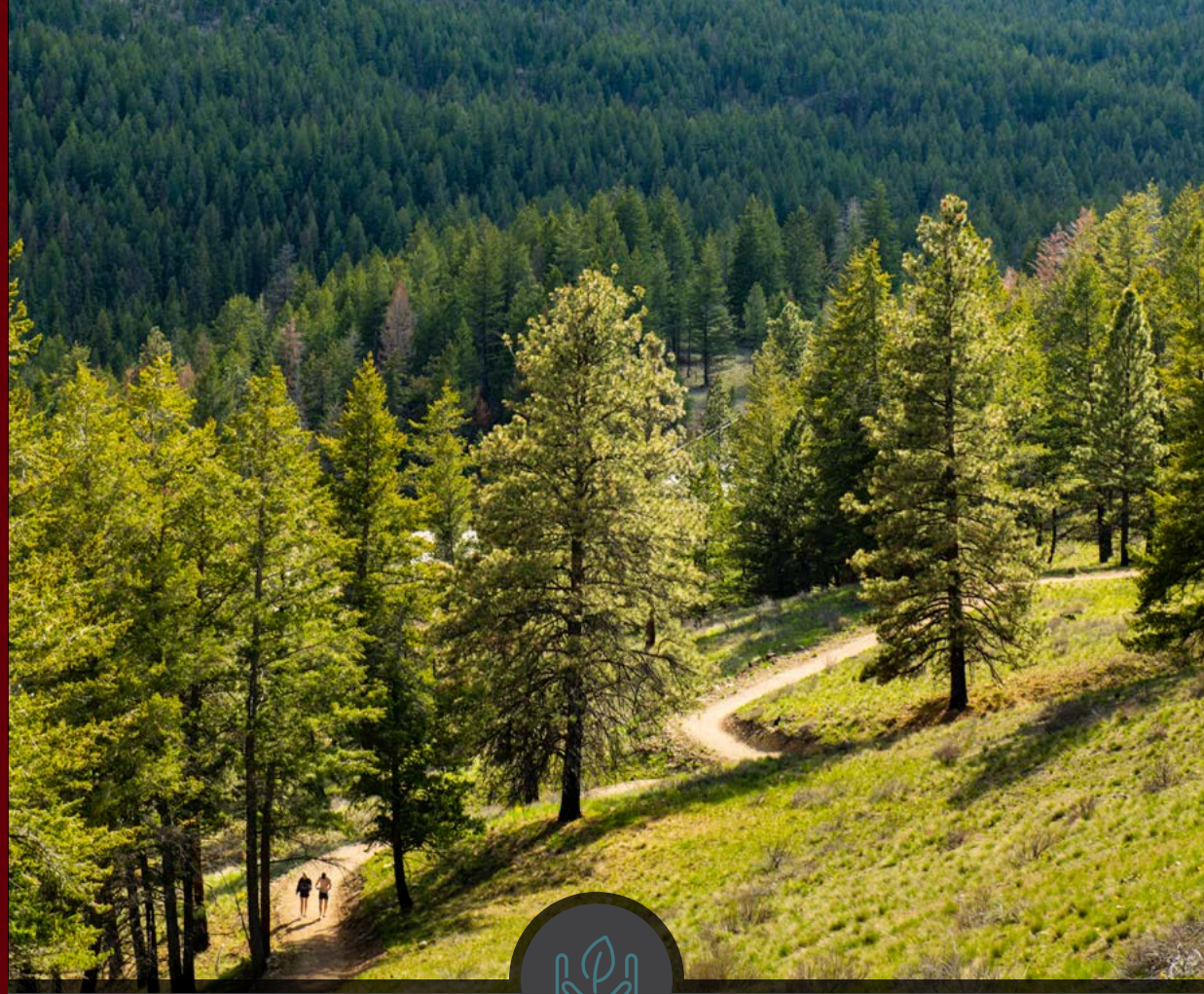




Choosing the perfect location for your business has a lot in common with finding the perfect basecamp—good site selection is an important skill.

Here are some tips to pick a safe and comfortable site that will make your business expansion a success.

In this easy to follow guide we offer 7 things to consider when looking for the ideal spot for you to set up camp.



Although the wilderness may seem endless, there is a finite amount of it, and smart eco-friendly campers protect what's already there for others to enjoy in the future. Cranbrook has been and continues to work hard to become a more sustainable and environmentally friendly city. Industry is driven by 100% renewable green energy and businesses who establish themselves in Cranbrook have access to a clean, sustainable hydropower.



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.

CANADA

Edmonton



Calgary



Vancouver



Cranbrook

Seattle



Portland



Salt Lake City



U.S.

Ki?su?k Kyukyit, (Greetings)

Cranbrook lies in ?amak?is Ktunaxa (pronounced 'amakis k-too-nah-ha'), which for over 10,000 years has been the homeland of the Ktunaxa. Ktunaxa Nation values ecological integrity and seeks to preserve land for future generations by cultivating sustainable and responsible businesses and joint ventures with other companies.



1



— ONE —

PICK THE MOST BEAUTIFUL SURROUNDINGS



After a busy day at the basecamp it's important that you recharge yourself.

With its enormous snowy peaks and clear lakes, Cranbrook offers easy access to world class skiing, golfing, backcountry adventures, endless mountain bike trails, mineral hot springs, as well as a vibrant arts and culture scene.

Access to quality healthcare, education, and employment all contribute to our enviable quality of life. Cranbrook has all the charm of a small town with the added advantages of a big city.



Hours of
Sunshine
Annually:
2,229



January daily
average:
- 6.1°C



July daily
average:
18.7°C



Median
Household
Income:
\$80,000

2



— TWO —

PICK A SITE WITH THE RIGHT AMENITIES

It doesn't matter if you are looking for a convenient basecamp for your nearby adventures or a great spot to stay and relax, the best sites have amazing amenities for all your needs.

Cranbrook has committed to attracting and supporting innovative businesses. From the \$50 million invested in upgrading and replacing city infrastructure to our streamlined development processes, Cranbrook has made some big bets on being the next great innovation zone.

We offer growing artificial intelligence, machine learning, autonomous vehicles (land and air), advanced optics, clean energy, data sciences, and other related technology companies, a host of amazing benefits that make Cranbrook a must consider.



5.29% total tax rate on major industry



HOUSING: AFFORDABLE HOUSING AND A STREAMLINED DEVELOPMENT PROCESS.

Our Engineering and Development Service department has some of the fastest turnaround times in the British Columbia.

From a completed application submission to the issuance of development approvals in all areas: development permits (DP); development variance permits (DVP), zoning bylaw amendments and Official Community Plan (OCP) amendments. We have lower fees & charges, development cost charges (DCC's) and community amenity contributions (CAC's)

The city has also streamlined the development approval process, cutting the time it takes to get anything built in half. Depending on re-zoning, Cranbrook can turn a real estate development application into shovels in the ground within 30 days. A 292-unit multi-family rental development, recently completed took less than eight months which included rezoning, public engagement and approval by council.



Building permits in the last 5 years:

\$300M

That includes \$93M in 2020, the highest single year in Cranbrook history!



Median sale price for single-detached home in the region:

\$505,000

That's less than half the price of an average home in British Columbia overall!



Since 2018 over

897

dwelling units have been built, refreshing almost 10% of housing stock.

Sources:

- 1 <https://www.kar.realtor/post/August2021>; <https://businessexaminer.ca/victoria-articles/item/22313/>
- 2 <https://creastats.crea.ca/mls/koot-median-price>
- 3 <https://cranbrook.ca/news/city-well-positioned-to-meet-housing-construction-changes-under-proposed-housing-supply-act>

3



— THREE —

MAKE SURE THERE IS PLENTY OF ROOM



When it comes to setting up camp, you want to make sure you have lots of room. From sleeping tents to kitchen quarters to areas for recreation, you want a basecamp with space for everything you want to do.

Cranbrook has several large parcels of serviced land as well as some move-in ready opportunities.

In addition Cranbrook is committed to making the development process as easy as possible.

Currently being prepared for development :

- 99 acres of heavy industrial land
- 60 acres of industrial land
- 52 acres of aerospace land

“Cranbrook is where business wants to be.”

Mayor Wayne Price

4



— FOUR —

EASY ACCESS MAKES ALL THE DIFFERENCE

Being able to get gear in and out easily and using various methods is an essential quality. The best basecamps offer multiple access points.

A central point between many origins and destinations, Cranbrook is an attractive place for collection and distribution of goods and services of various industries.

Cargo moves regionally, interprovincially and internationally via our:

- International railway port
- Canadian Rockies International Airport (YXC)
- Two major highways

Easy Access Via:



FEATURED PROPERTIES:

4000 Highway 95A

This 60-acre parcel is ideal for heavy industry, warehousing, Logistics and transportation operations. Large, flat and being prepared for development, this parcel features:

- Potential Rail service
- Preferred Access to Major Markets
- Highway Frontage
- 45 minutes to US Border / Port of entry

Airport Adjacent

Fifty-two acres right next to the airport have also been rezoned for commercial airport land and development. This is an ideal location, which includes:

- Lease only
- Possible Foreign Trade Zone
- Incentives Available
- Business focused local government

For more information about available properties in Cranbrook, please email darren.brewer@cranbrook.ca



In the past 10 years, we invested more than \$20 million into the Canadian Rockies International Airport (YXC).

Expansion, rehabilitation and other improvements have enabled Cranbrook to become a major transportation hub for the Kootenays.

5



– FIVE –

SEEK SHELTER FROM THE ELEMENTS



A windbreak or a little shade can be the difference between an amazing outdoor adventure and a disaster. Make sure your chosen spot to set up provides shelter from any conditions you might encounter.

Located in a region that is geologically and atmospherically stable, Cranbrook provides a low-risk environment for sensitive data-centric operations. With mild year-round weather, Cranbrook and area is well suited for businesses operating within this sector.

With many different types of terrain, and varying elevations; Cranbrook also presents a world-class setting for aerospace development like remote piloted vehicles testing.

“The Cranbrook region holds immense potential and ample opportunity in a variety of sectors and industry, led by a progressive administration focused on working progressively with their Indigenous neighbors on collaborative sustainability for all.”

– Trent Fequet, President & CEO, Steel River Group



SUCCESS STORIES



Meeting Global Demand



First Nations Partnerships



New Job Creation

Peak Renewables bring decades of success and innovation in the forestry sector to Cranbrook.

Peak Renewables, a bioenergy company that converts wood fibre into industrial pellets for use in power plants, supports the global demand for renewable energy with sustainably managed clean energy and meaningful partnerships with First Nations and local communities. Peak founder Brian Fehr is known as a pioneer in automation and artificial intelligence, particularly in the growing biomass and cross-laminated timber markets.

Peak purchased a 99-acre industrial property in Cranbrook in 2020. Site of Peak's finger joint mill, the lands are also home to multiple companies, most notably Steel River Group who entered into a long-term lease following an award relating to natural gas pipelines in the area owned by FortisBC and TC Energy.

In 2020, Bayer Inc., Canada opened its Canola Seed Production Site in Cranbrook.

Bayer and its predecessors first started producing canola seed in the Region in 1996. The unique geography, climate, and remote field locations allowed Bayer to isolate and produce only the highest quality canola seeds. Now virtually all canola parent seed grown for Bayer and its seed partners originate from Cranbrook.

6



– SIX –

GET THE RIGHT SHERPA WITH THE RIGHT SKILLS



Make sure you choose a basecamp with friendly, welcoming hosts who can help make your experience a success.

Great hosts offer countless benefits from knowing the best trail to hike at sunset. The relationships and partnerships you create at basecamp are absolutely key to helping your team succeed.

With its main campus in Cranbrook, the College of the Rockies is an integral part of our talent pipeline.

Working closely with industry to create employment opportunities, COTR strives to meet the needs of the region's employers by continually implementing new training programs. In 2020, COTR launched an AI / autonomous vehicle training and drone program in response to the natural resources sector need for skills in emerging technology.



Cranbrook is the talent destination of the Kootenays. The majority of our population is within the working age (25 to 64 years) and an additional 2,295 people aged 15 to 24 are emerging into the workforce.

WE WON!



2021 WINNER

Official EDAC Marketing Canada Awards Recipient

CHOOSE CRANBROOK

The **Essential Guide** for Entrepreneurs & Growing
Businesses for Finding the Ideal Basecamp



We're proud to
have won "The
Best of the Best"
award from the
Economic
Developers
Association of
Canada for this
brochure. You
might call it the
pinnacle of
brochure designs.

STAY UP-TO-DATE!

Try our data portal.

A one-stop data source for businesses looking to locate, relocate or expand to the City of Cranbrook and region of East Kootenay.

Powered by Telus Insights, the City of Cranbrook's data portal allows you to view and create custom reports with our market data, demographics and statistics on many topics including:

Economic Indicators:

- Population
- Business
- Employment
- Tourism

Community Profile:

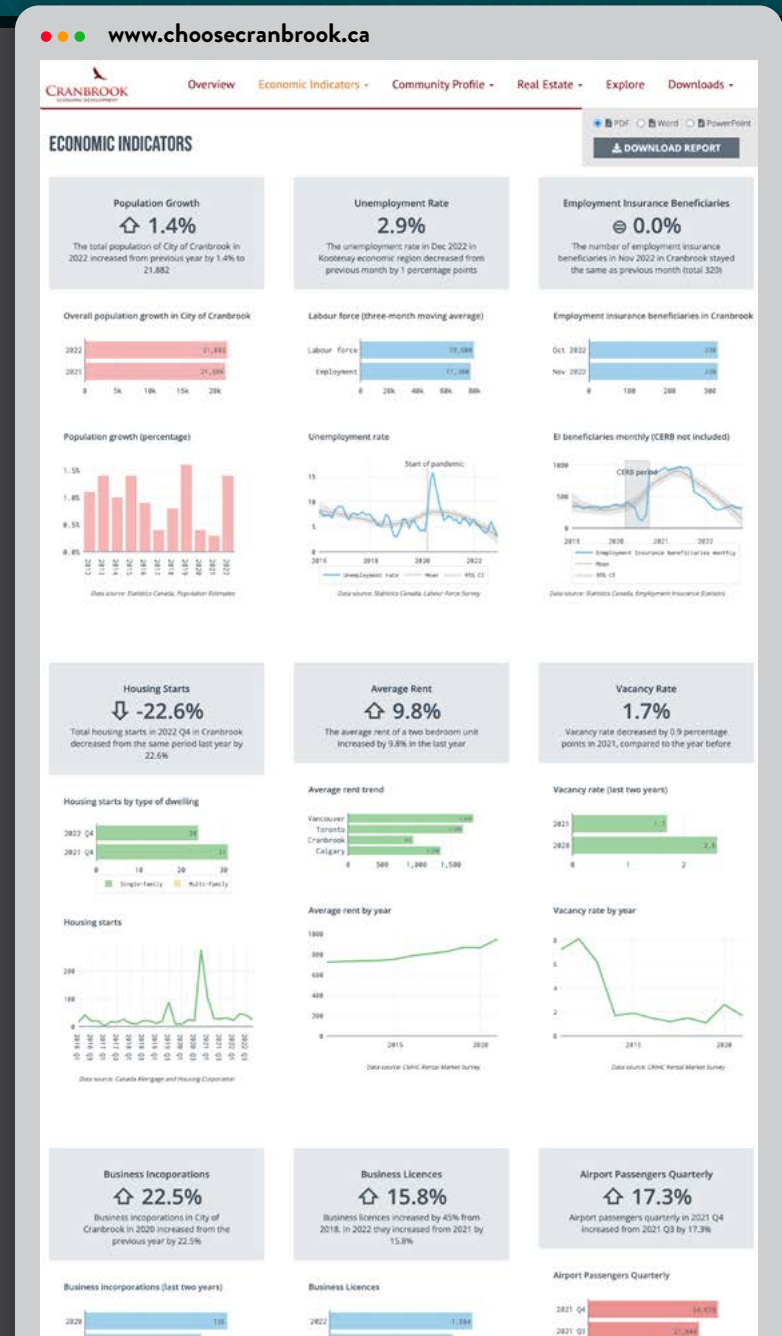
- Population
- Labour Force
- Housing

Real Estate:

- Property Sales
- Sales by Property Type
- Residential
- First Time Home Buyers and Newly Built Homes
- Sales of Commercial Real Estate
- Commercial Listings

www.choosecranbrook.ca

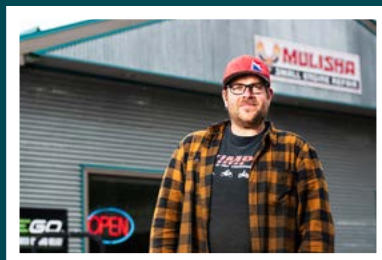
For those looking to locate, relocate or expand, Cranbrook offers a location unlike any other.



Our goal is to be British Columbia's best all ages, all abilities mountain town and we will thoughtfully invest in experiences that showcase and sustain our best qualities.



Events / Tournaments



Heart of the
Community



Contact Us

40 10 Avenue South, Cranbrook,
British Columbia, Canada V1C 2M8

Call: (250) 919-9792

darren.brewer@cranbrook.ca



#explorecranbrook



MOUNTAINS OF OPPORTUNITY

CRANBROOK

choosecranbrook.ca