



5 DISTINCT AREAS 1 UNFORGETTABLE PLACE for BUSINESS

Regional Districts have a mandate to support and offer assistance for economic development within their regions. Shuswap Economic Development was formed by the Columbia Shuswap Regional District (CSRD) in 1998 to work within the geographic boundaries of the District of Sicamous, and CSRD Electoral Areas C, D, E, and F. Shuswap Economic Development also manages Shuswap Tourism and the Columbia Shuswap Film Commission.

Elected Officials:

Sicamous | **TERRY RYSZ**
Area C | **PAUL DEMENOK**
Sorrento, Blind Bay, Tappen, and Sunnybrae
Area D | **RENE TALBOT**
Falkland, Salmon Valley, Deep Creek, and Ranchero
Area E | **RHONA MARTIN**
Malakwa, Eagle Valley, and Swansea Point
Area F | **LARRY MARTIN**
Scotch Creek, Celista, Anglemont, and Seymour Arm



Robyn Cyr
ECONOMIC
DEVELOPMENT OFFICER



www.shuswapdev.ca



www.shuswapdev.ca

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QUESTIONS?
We've got answers.
www.shuswapdev.ca

Shuswap Economic Development works to stimulate projects that support businesses, individuals, and community stakeholders.

PROMOTE *the Shuswap*

SUPPORTING OUR EXISTING BUSINESSES

INFORMATION RESOURCE & NETWORK



New Business Attraction

The Shuswap has a stable economy with great potential for growth. There are opportunities in our traditional primary and industries – trades, manufacturing, accommodations and food services, agriculture, and forestry – and a healthy environment in which other industries and businesses can thrive.

Shuswap Economic Development works through a variety of channels to promote the area including:

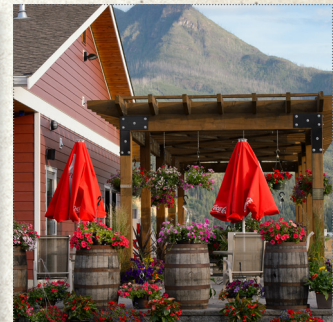
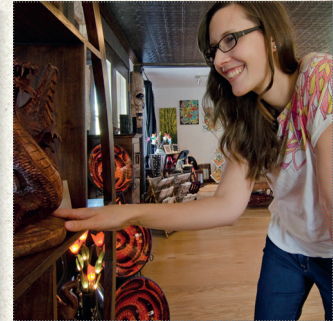
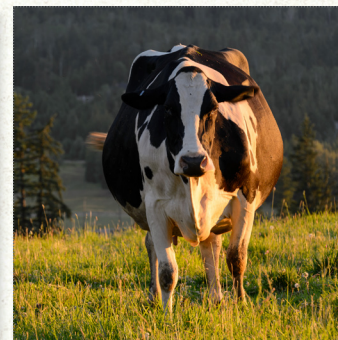
- attendance at various local and regional events
- participation in a variety of local, regional, and provincial initiatives to support projects and expand the SED network
- ongoing maintenance of the www.shuswapecdev.ca website
- active participation in social media channels
- ongoing dialogue with various provincial government representatives

Business Retention & Expansion Programs

Business Retention and Expansion (BRE) is a community-based economic development tool that is used to foster growth and maintain stability of local businesses. The main focus of BRE is to improve the competitiveness and resiliency of existing local businesses by assessing and addressing ongoing needs and concerns. Helping businesses stay competitive helps to maintain the viability of communities.

PROGRAM BENEFITS:

- supports businesses at risk of downsizing or closure
- identifies opportunities for growth and expansion
- detects challenges and barriers that discourage a healthy business climate
- fosters networking opportunities with business owners and business support services
- links businesses to services and resources
- relays vital challenges and other relevant data to government representatives
- works with other local, regional, and provincial stakeholders to streamline services



Information Resource

Shuswap Economic Development works collaboratively with a variety of related organizations to maintain current and relevant information pertaining to communities and business activity in the Shuswap. This information is used to support existing business activity, and also provided as information to prospectors.

TYPES OF INFORMATION WE COLLECT:

- local demographic and industry data
- community profiles
- community-specific opportunities
- zoning information
- information about support regarding district bylaws and other permitting requirements
- provincial and federal government network
- information and referrals to local service providers
- industry data