

CONNECT CAMPBELL RIVER



2019 COMMUNITY PROFILE



CAMPBELL RIVER COMMUNITY PROFILE

1 Introduction

1.1. Economic Overview

2 Life in Campbell River

2.1. Top 5 Reasons to Invest in Campbell River

3 Demographics

3.1. Population

3.2. Population by Age Characteristics

3.3. Indigenous Populations

4 Labour Force

4.1. Employment and Unemployment Rates

4.2. Industry Structure by Employment

5 Real Estate

5.1. Housing Affordability

5.2. Community Comparison

5.3. Rental and Vacancy Rates

5.4. Local Market Growth

6 Transportation

6.1. Land

6.2. Air

6.3. Sea

7 Utilities

7.1. Waste Management, Natural Gas and Electricity

7.2. CRadvantage

8 Business Climate

8.1. City Tax Rates

8.2. Development Services

9 Key Sectors & Industries

9.1. Technology & Creative

9.2. Aquaculture

9.3. Forestry

10 Life in Campbell River

10.1. City Living

10.2. Education

10.3. Health Services

10.4. Workforce Training and Support

11 Tourism

11.1. MRDT (Hotel tax)

12 Tourism

12.1. Hotel Occupancy and Average Daily Rate

12.2. Visitor Centre usage

INTRODUCTION

Welcome to one of the most beautiful and affordable coastal communities on Vancouver Island. Centrally located, Campbell River is less than hour by plane to Vancouver or Victoria, offers affordable living and hosts nature on your doorstep in every neighbourhood.

Entrepreneurs and businesses enjoy access to CRadvantage, the city-owned broadband network which provides enterprise-level internet. Co-working spaces, professional

development, networking opportunities, and workshops are constantly on offer, and the business community supports each other through collaboration and idea-sharing. When work is done, you can disconnect and explore the beautiful natural environment that Campbell River has to offer.

Come and experience a place where work-life balance is not only attainable - it's part of the package.

Economic Overview

Campbell River was established on resource-based industries, mainly mining, fishing and logging. While these sectors are still strong economic drivers, the growth and development of Campbell River's industry profile is staggering. Tourism and technology in particular have come to play a major role in the local economy, encouraged with investments by the municipal government and the business community. By embracing innovation and developing strong community relationships, the Campbell River economy will continue to diversify and grow.



TOP 5 REASONS TO INVEST IN CAMPBELL RIVER

1. LOCATION Location is everything, and Campbell River is hard to beat. Centrally located on the beautiful eastern shoreline of Vancouver Island, and connected to nearby urban centers by land, sea and air, Campbell River is easily accessible year-round.

2. CONNECTED Staying connected is key when it comes to the ever-changing technology landscape. That's why the city has invested in CRadvantage, a municipally-owned broadband network. High-quality connections in the downtown core keep our business owners on the same page as the rest of the world, while enjoying lower cost of living and a truly balanced work-play lifestyle.

3. GROWING The local economy is diverse and growing steadily, incorporating traditional resource-based industry alongside new technology and innovation sectors. As business investments continue to grow, Campbell River's economy will continue to flourish.

4. NATURE With the wildness of the natural world only minutes away from anywhere in Campbell River, it is easy to enjoy an active and healthy lifestyle. Hiking, walking, biking and kayaking are popular daily activities for residents, and people come from all over the globe to experience the thrill of living cheek-to-cheek with Mother Nature.

5. PEOPLE It is the people who make Campbell River a great place. A supportive, innovative business community collaborates with the municipal government, local First Nations, non-profit organizations, education facilities and other community groups to make Campbell River a stellar place to live and work.



DEMOGRAPHICS

With a population of 37,861, Campbell River is the second-largest city on Vancouver Island outside of Metro Victoria. A strong upward growth trend from 2011-2016 is expected to continue, increasing the diversity and strength of the community and opening more doors of opportunity for residents and business owners.



Indigenous Populations

First Nation peoples have inhabited the Campbell River region for thousands of years. The mild climate and abundance of food, particularly salmon, provided for large communities with a rich cultural life. The three major First Nation peoples in the area are the Wei Wai Kum, Wei Wai Kai and Homalco, while many indigenous people from traditional lands up and down the coast also call Campbell River home. The culture and traditions of coastal First Nation communities are honoured and preserved to this day, and are an integral piece of Campbell River's identity.

6%

BC INDIGENOUS POPULATION

13%

CAMPBELL RIVER INDIGENOUS POPULATION



4.9% GROWTH 2011 TO 2016



Population by Age

15.4% 0 TO 14 YEARS

63.5% 15 TO 64 YEARS

21.1% 65 YEARS AND OVER

MEDIUM AGE OF POPULATION 47.1 YEARS



LABOUR FORCE

Campbell River is proud to maintain a diversified workforce. Over the past several decades, as the economy has gradually shifted from resource-based industries to encompass new economic sectors, the workforce has adapted accordingly. Locally-based education and training opportunities means that the city can continue to support key existing and emerging industries.



Employment & Unemployment Rates

UNEMPLOYMENT

CANADA

BC

VANCOUVER ISLAND/COAST

www.statcan.gc.ca

SEPT 2017

6.3%

5.2%

5.2%

SEPT 2018

6.0%

4.8%

4.6%

% CHANGE -0.6%

EMPLOYMENT

CANADA

BC

VANCOUVER ISLAND/COAST

www.statcan.gc.ca

SEPT 2017

62.2%

62.6%

58.6%

SEPT 2018

62.1%

62.2%

59.9%

% CHANGE 1.3%



REAL ESTATE

Affordable housing has become a major concern to those living and working in British Columbia's urban centers. In both metro Vancouver and Victoria, less than half of the population own their own homes.

In Campbell River 78% of the population spends less than 30% of their income on housing.



Most neighbourhoods offer a combination of mountain, ocean, forest or riverfront views. Over half of recent home buyers here are new to the community, choosing to live where attractiveness and affordability converge in perfect harmony.

Median Home Sales Price - One Year Average - October 2018

Campbell River	\$415,000
Comox Valley	\$505,000
Cowichan Valley	\$520,000
Nanaimo	\$525,000
Parksville/Qualicum	\$635,000
Port Alberni/West	\$290,000

www.vireb.com/assets/uploads/10oct_18_vireb_stats_package_64515.pdf



AVERAGE SALE PRICE SINGLE FAMILY HOME -

Oct 2018



AVERAGE SALE PRICE TOWNHOUSE -

Oct 2018

Average Rental Prices & Vacancy Rates

The residential market in Campbell River shows steady growth and gradual increases in pricing, as does the condo and townhouse market, with new builds across the community adding to inventory.

AVERAGE 2-BDRM RENT
(Oct 2017, available yearly)

Source: CMHC



AVERAGE VACANCY RATE
(Oct 2017, available yearly)

Source: CMHC



New Housing Construction

	YTD 2017	YTD 2018
HOUSING STARTS	224	171
HOUSING COMPLETIONS	242	147

Source: StatsCan Table 34-10-0138-01

TRANSPORTATION

A diverse transportation network in Campbell River enables the growth of new and existing businesses, residential areas and amenities.



LAND - Two major highways connect Campbell River to the rest of Vancouver Island. The four-lane Highway 19 lies inland, while Highway 19A offers a scenic waterfront route following the eastern coastline. 19A also splits to connect Campbell River with remote communities to the north and west (via Hwy 28).



AIR - Campbell River Airport (YBL) has recently undergone major updates and improvements, increasing capacity to accept commercial airline landings as well as house food, beverage and car rental businesses. As a designated Port of Entry with 6,500 ft. of runway, YBL accepts four major airlines and has easy access to dozens of destinations, locally and globally.



SEA - Our coastal location offers a variety of marine transport options, and access to both commercial and recreational marinas. The BC Ferry terminal provides transport to Quadra and Cortes Islands, while several helicopter and floatplane operators offer harbour-to-harbour trips to several urban and remote communities.

Campbell River Marinas

Campbell River Marine Terminal - port access to vessels, tugs and barges as well as services from warehousing to vessel & equipment repair.

Fisherman's Wharf - Small Craft Harbour managed by the Campbell River Harbour Authority. Offering secure berthage for fishing vessels, recreational vessels, commercial vessels, and licence holders.

Discovery Harbour is a full service marina offering a variety of services including: boat moorage, marine fuel, power, water, washrooms, showers, laundry facilities, and parking. The harbour, managed by Wei Wai Kum First Nation, also has a deep sea port and cruise ship facility.

Comox Valley, Vancouver Island BC	48 km	30 min.			
Nanaimo, Vancouver Island BC	155 km	1.5 hours			
Vancouver, Mainland BC	230 km	3-4 hours			35 min
Victoria, Vancouver Island BC	265 km	3 hours			
Seattle, Washington USA	437 km	7 hours			3 hours
Calgary, Alberta	1200 km	13.5 hours			3.5 hours
Edmonton, Alberta	1389 km	16 hours			3.5 hours

UTILITIES

Campbell River is proud to offer a comprehensive suite of utilities across the city, allowing families and businesses to choose the options that work best for them.



Waste Management & Recycling - Curbside recycling, yard waste and garbage pickup is administered by Comox-Strathcona Waste Management, as is the local landfill. Recycling depots are also available around the city.



Natural Gas - Residential homes and businesses using natural gas for heating are serviced by Fortis BC.



Electricity - Campbell River electricity is supplied by BC Hydro, whose customers enjoy some of the lowest electricity rates in North America.



CRadvantage - As the first city on Vancouver Island to offer a municipally-owned, open-access network of this kind, Campbell River is now positioned as one of the key tech communities in Canada, enabling high-speed, high-bandwidth internet connectivity for businesses and residential developments in the city's downtown core.

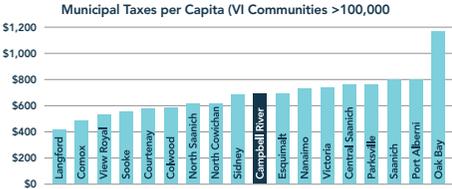
The CRadvantage network provides identical upload and download bandwidth scalable to 1GB per second. This level of accessibility and speed puts businesses in Campbell River on equal footing with competitors in downtown Vancouver, Palo Alto, San Francisco, or New York City, but at a fraction of the cost of living and doing business.



BUSINESS CLIMATE

Campbell River Tax Rates

Campbell River compares well with other Island communities when it comes to municipal taxes, sitting well below the provincial average for cities of similar size. The Financial Stabilization and Resiliency Program launched in 2016 has led to more moderate and predictable tax increases.



Building permits

Campbell River continues to experience a building boom across all sectors, including single-family, multi-family and commercial development. In 2018, 279 building permits were issued for a variety of projects. The City streamlines the permit process by providing information sheets and application forms, on line or in person.

	2017	2018
PERMITS ISSUED	347	279
BUILDING VALUE	79,429,684	79,210,698

Source: campbellriver.ca

Business Licenses

Approximately 200 business licenses were filed and approved in 2018. With a growing local economy and several business community services available to entrepreneurs, Campbell River is truly open for business.

NEW BUSINESS LICENSES	2018	144
------------------------------	-------------	------------

Source: campbellriver.ca

Economic Development Services

The City has worked diligently over recent years to meet the needs of the business community in Campbell River and is proud to offer a variety of development services that help improve specific businesses as well as our city overall.

Investment Portal

Supporting local entrepreneurs and emerging companies, the investment portal provides relevant information about the local market. This site makes it easier for start-up, emerging and existing businesses to:

- research the local business climate and industry trends
- identify their customers and competitors
- uncover local opportunities
- find available properties

Visit the site at: campbellriver.ecdev.org

Modern Entrepreneur Platform

The Modern Entrepreneur Platform encompasses a suite of activities organized around business engagement in the community: workshops to encourage knowledge-sharing, innovation, and inspiration; casual events to support networking; Freelance Fridays to pull solopreneurs out of their home offices and facilitate collaboration. The platform supports existing business and emerging opportunities in the technology and creative industries, sectors building momentum in a successful entrepreneurial ecosystem.

The Downtown Revitalization Tax Exemption for new developments and re-developments offers:

- 100% municipal tax exemption for new construction projects
- 100% municipal tax exemption of increased value for renovated building, for a 5-year period

The Downtown Facade Improvement Program

offers reimbursement for up to 50% of the costs eligible business owners may incur for beautification of their properties and storefronts, including improved signage and updated aesthetics.

KEY SECTORS AND INDUSTRIES

Technology & Creative – Campbell River encourages entrepreneurial growth from a variety of sectors including film, audio engineering, web development and digital development. The CRadvantage broadband network allows tech companies and entrepreneurs to flourish in their fields without sacrificing productivity. Technology and creative industry sectors in Campbell River are expected to see strong growth in the near future.



Aquaculture – Campbell River is a strategically situated hub for the aquaculture industry - three of North America's leading seafood companies have their head offices here. Greig Seafood, Marine Harvest and Cermaq are strong community partners and major employers. Marine service providers such as Mainstream Biological Consultants and Poseidon Ocean Systems also choose to make Campbell River their home, supporting the industry and helping it reach full growth potential.



Forestry - As part of the industrial bedrock of our community, forestry continues to play a major role in our economy. Opportunities for growth are constantly explored, including value-added processing and manufacturing. Decades of forestry work has created a highly-skilled local workforce, as well as an established infrastructure and strong network of industry leaders.



LIFE IN CAMPBELL RIVER

The City offers many amenities found in large cities, with the character and benefits of a small, tight-knit community:

- Our growing downtown district features local artisans, unique independent businesses and convenient shopping choices.
- Fitness studios and sports fields are located throughout the community, as well as hundreds of easily accessible public walking, hiking and biking trails.
- A vibrant arts and culture scene supports community theatre, musicians, authors and artists of all kinds.
- The large public library services the entire North Island, and a transit network ensures that all of these services are accessible to everybody.



Education:

- [North Island College](#), [Discovery College](#) and 10 other quality post-secondary institutions within 300 kms.
- All facilities maintain strong partnerships with local employers and industry leaders, helping students find excellent job opportunities in their communities.
- [Local School District 72](#) = two high schools, two middle schools and 13 elementary schools, working with families to provide high-quality education that encourages a lifetime love of learning.

Health Services:

- Campbell River was proud to open the doors of the new [North Island Hospital facility](#) in September 2017
- Serving Campbell River and the North Island, state-of-the-art facility offers a diverse array of health service, from intensive care to surgery to maternity and cancer care.
- Also several family practices and clinics throughout the community > finding a family doctor is rarely difficult. The healthy, outdoor lifestyle in Campbell River attracts qualified doctors from around the world, who choose to live in a community where they can achieve true work-life balance.

Workforce Training and Support:

Two main organizations exist to provide support to those entering the workforce or looking to change careers in Campbell River.

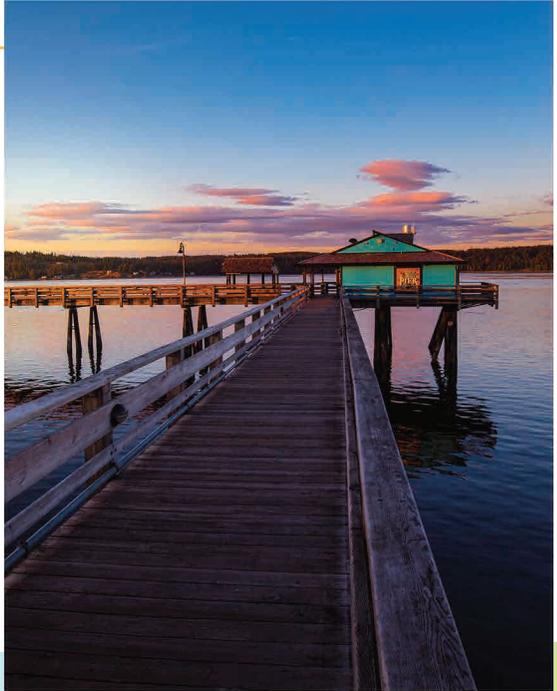
- The [North Island Employment Foundations Society \(NIEFS\)](#) and the [North Vancouver Island Aboriginal Training Society \(NVIATS\)](#) work diligently to ensure that all residents can find good jobs within the community.

All of this is framed by our spectacular natural landscape. A coveted lifestyle is attainable here. Campbell River is central, connected and surrounded by nature.

TOURISM

Campbell River's beautiful natural surroundings are celebrated through our strong, community-wide focus on destination marketing and visitor experience. The outdoor opportunities and active lifestyle which make Campbell River a desirable place to call home are the same motivations for thousands of visitors to Campbell River every year.

Our destination marketing organization, Destination Campbell River, uses a modern marketing philosophy specifically designed to raise the profile of our region and support a thriving, tourism-based economy. Our unique blend of accessible wilderness, urban amenities, friendly people and rich Indigenous culture makes Campbell River an extraordinary place to explore.



MRDT (Hotel tax)

2018 YTD OVER
2017 AT NOV 30TH

+15.7%
\$403K TO
\$467K

This increase is due to a combined increase in occupancy rates and average daily room rate.

Hotel Occupancy and Average Daily Rate*

CAMPBELL RIVER

YTD OCCUPANCY AT SEPT 2018

+ 5.9 points over 2017
(Provincial Average 73.4%)

82.1%

YTD AVERAGE DAILY RATE AT SEPT 2018

+ 7.7% over 2017
(Provincial Average = \$195/nt)

\$128

Campbell River had the highest occupancy rate in British Columbia in July, August, and September



**Visitor Centre
usage statistics,
Year-to-Date at
December 31, 2018**

**21,162 Total
Visitor parties
through the
Centre.**

This is an increase of
17.4% from 2017.



CAMPBELL RIVER

CENTRAL. CONNECTED. SURROUNDED BY NATURE

