

CITY OF CAMPBELL RIVER

2016 COMMUNITY PROFILE



ENRICHED BY
LAND AND SEA



campbellriver.ca



Campbell River is a vibrant community embracing positive change – riding a development wave, building on a prosperous foundation and launching a number of innovative initiatives.

The data in the profile reflect the interests of potential entrepreneurs, business owners and investors – and demonstrates that our community is uniquely positioned to attract people seeking global opportunities and exceptional quality of life.

We welcome you to explore the economic development opportunities and partnerships Campbell River can offer.

Experience the Campbell River advantage!

Mayor Andy Adams

Table of Contents

Campbell River: Enriched by Land and Sea
Statistical Snapshot
Flourishing Population
Individual and Household Income
Local Labour and Education
Families and Households
Infrastructure and Major Developments
Unparalleled Lifestyle
Affordable Housing
Target Industry Sectors

Source Data

Sources

1. Statistics Canada 2011 Census
2. Statistics Canada 2011 National Household Survey
3. BC Stats
4. Canada Revenue Agency, Individual Tax Statistics 2013 tax year
5. Vancouver Island Real Estate Board Annual Market Statistics 2015
6. Vancouver Island Real Estate Board Buyer Profile 2015
7. Environment Canada Campbell River Climate Station Data
8. City of Campbell River 2015 Residential Housing Market Update

Please note: Much of the data contained in this profile is reported for the [Campbell River Census Agglomeration](#), which includes the City of Campbell River as well as the Strathcona D (Oyster Bay - Buttle Lake), and the Campbell River 11, Quinsam 12, and Homalco 9 Indian Reserves. This is done to provide a more complete picture of the local market and in some cases, because more recent data is available at the Census Agglomeration (CA) level.

Additional information available at:

<http://www.campbellriver.ca/business-economy>

Released:

October, 2016

Contact Us

City of Campbell River
Tel: 250.286.5700
301 St. Ann's Road
Campbell River, BC
Canada V9W 4C7
campbellriver.ca



1. Campbell River: Enriched by Land and Sea

With natural beauty in a mountain and marine setting, Campbell River offers an inviting blend of rural and urban opportunities with the amenities of a large city and the welcoming feel of a small town. A vibrant downtown, affordable housing, and a mild west coast climate that allows for year-round outdoor recreation and an unparalleled lifestyle, are attracting young families and professionals to the area.

The City is undergoing an exciting period of community and economic development, embracing new economic prospects as its economy continues to diversify and attract the industries and workforce of the future. With a proud history in forestry, mining and fishing, flourishing tourism and aquaculture sectors, Campbell River has a supportive network for companies interested in further developing the supply chain and producing value-added products. Embracing innovation and technology in a changing economy, the City has invested in a progressive Municipal Broadband Network to support emerging opportunities in the high technology and creatives industries sectors. Campbell River has modernized its airport infrastructure, increasing capacity and opening up commercial opportunities for aerospace.

The City is a natural choice for companies looking for a highly accessible location, abundant natural resources, first-class transportation and communications networks, and a highly skilled labour force. Campbell River offers one of the most dynamic and forward-thinking environments in the Pacific Northwest – enriched by land and sea.

Location, Location, Location

Campbell River is situated along the scenic shoreline of Discovery Passage, midway on Vancouver Island. As one of the largest cities on Vancouver Island and the largest city in the Strathcona Regional District (SRD), Campbell River is a thriving central hub for the region.

- 15 min to Campbell River Airport YBL
- 35 min to Vancouver by plane
- 40 min to Mount Washington Alpine Resort
- 3 universities within 3 Hours

Advantages for Business

- Market Access by land, air, and sea
 - Affordable Housing and Land Prices
 - Growing Population
 - Skilled & Educated Labour Force
 - Municipal Broadband Infrastructure
 - Tax Incentives for Downtown Revitalization
 - Lifestyle that allows for a work-life balance
- 

Key Transportation Infrastructure

Campbell River has a comprehensive transportation network that enables the growth of existing businesses and facilitates the establishment of new operations. The city features a recently modernized airport, a marine terminal, and proximity to two highway systems, allowing easy access by air, sea, and land.

Air

[Campbell River Airport](#) (YBL) is a designated Port of Entry with a runway of 6,500 feet by 150 feet and two parallel taxiways, offering runway access to two commercial airline operators. Dozens of destinations are connected with Campbell River Airport (YBL) through these airlines. Below is a summary of operators and the destinations where each airline offers service:

Operator	Vancouver	British Columbia	Balance of Canada	International
Air Canada	X	X	X	X
Air Canada Vacations				X
Central Mountain Air	X	X		
Pacific Coastal Airlines	X	X		

The Airport Terminal building has recently been updated, increasing capacity to accommodate commercial airlines, as well as food and beverage and car rental businesses.

Harbour-to-harbour floatplane and helicopter services are also available in Campbell River with a number of operators located in the area including: [Vancouver Island Air](#), [Corilair](#), [49 North Helicopters](#), [Helifor](#), and [West Coast Helicopters](#).

Sea

Campbell River's coastal location provides several commercial and recreational marinas. The area has a deep water marine terminal, private marinas, a small craft harbour, and a ferry terminal.

- [Campbell River Marine Terminal](#) provides port access to vessels, tugs and barges as well as services from warehousing to vessel and equipment repair.
- [Fisherman's Wharf](#), a small craft harbour located in the heart of downtown Campbell River, is managed by the Campbell River Harbour Authority. The wharf has 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.
- [BC Ferries Terminal](#) provides access from Campbell River to Quadra Island and to Cortes Island.

Land

The city is connected by two major highways. The Inland Island Highway on the south island is a four-lane, divided highway connecting Campbell River with urban centres to the south. The Oceanside Highway 19A provides a more scenic route along Vancouver Island and continues from Campbell River to communities on North Vancouver Island.

Distance from Urban Centres

Location	Distance	Time – by car	Time – by air
Comox Valley, Vancouver Island BC	48 km	30 minutes	N/A
Nanaimo, Vancouver Island BC	155 km	1.5 hours	N/A
Vancouver, Mainland BC	230 km	3-4 hours	35 min
Victoria, Vancouver Island BC	265 km	3 hours	N/A
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

2. Statistical Snapshot

Population: 38,100

4% growth between 2012-2015

Population Density:

CY - 217.9 persons/km²

CA - 20.8 persons/km²

Median Age: 45.8

Age Groups:

% Children (<15): 16%

% Working Age (15 to 64) : 67%

% Seniors (65+): 17%

**Affordable Housing:
Home Ownership**

Rented: 24% Owned: 76%

Average Sale Price:

\$318,670

Median Sale Price:

\$305,000

**Target Industries:
Aquaculture**

3 global aquaculture companies head offices located in Campbell River

Forestry

6% of labour force employed in the forest-related industries

Technology

New Municipal Broadband Network and home to emerging aerospace sector



3. Growing Population

Campbell River is the second largest city on Vancouver Island, outside of the Victoria metropolitan area. With a population of 38,100, it is the most populated community in the Strathcona Regional District (SRD). The city population increased by 4% between 2012 and 2015 and projections show continued growth in the area with the SRD estimated to reach 50,600 in 2035.

Population Growth³

	2005	2012	2013	2014	2015	2005-2015 Growth	2012-2015 Growth
Campbell River (CA)	34,892	36,548	36,734	37,340	38,100	9%	4%
Strathcona Regional District	42,097	43,723	43,924	44,618	45,448	8%	4%

Source: BC Stats Population Estimates

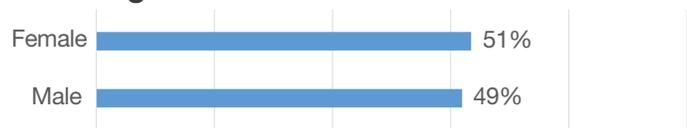
Population Characteristics

Gender⁴

Female: 51%

Male: 49%

Age Distribution



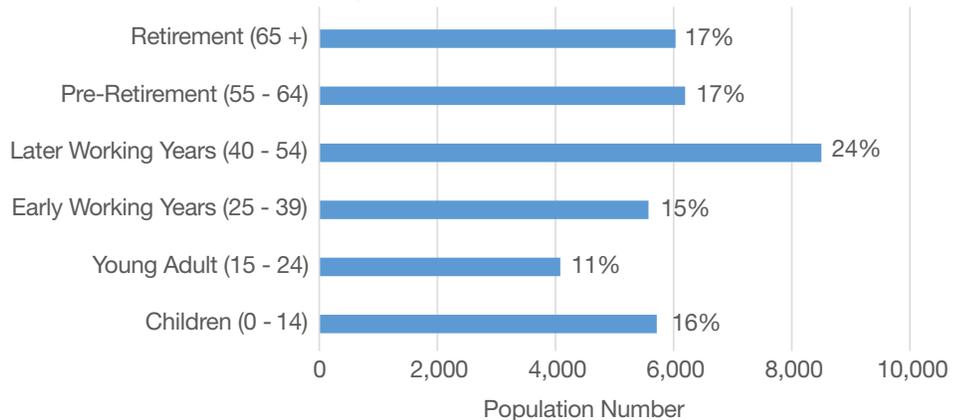
Age Distribution⁵

Campbell River has a fairly even age distribution with more than half the residents between 25-64 years of age.

Median age: 45.8

Population aged 15-64: 67%

Age Distribution



Source: Statistics Canada 2011 Census

¹ The most up to date overall population number for Campbell River (Census Agglomeration) is from BC Stats 2015 Population Estimates by CMAs and CAs available at:

<http://www.bcstats.gov.bc.ca/StatisticsBySubject/Demography/PopulationEstimates.aspx>

² Population projection estimates for Strathcona Regional District from BC Stats available at:

<http://www.bcstats.gov.bc.ca/StatisticsBySubject/Demography/PopulationProjections.aspx>

³ Population estimates for from BC Stats available at:

<http://www.bcstats.gov.bc.ca/StatisticsBySubject/Demography/PopulationEstimates.aspx>

⁴ Population data from 2011 Census Profile for Campbell River (Census Agglomeration)

⁵ Population data from 2011 Census Profile for Campbell River (Census Agglomeration)

Comparison of Median Age: Cities on Vancouver Island

CITY	MEDIAN AGE
Victoria (CMA)	44.2
Nanaimo (CA)	45.2
Campbell River (CA)	45.8
Duncan (CA)	46.5
Courtenay (CA)	48.3
Parksville (CA)	59.6

*Source: Statistics Canada 2011 Census Profile
CA= Census Agglomeration; CMA= Census Metropolitan Area*



Indigenous Population

Campbell River is also home to many Indigenous peoples with traditional territories on North Vancouver Island, Discovery Islands, and the mainland coast. Foundational to the community's sense of place are the peoples and traditions of the three First Nations communities within the Campbell River area - [Wei Wai Kum](#), [We Wai Kai](#) and [Homalco](#).

	Campbell River		British Columbia	
	#	%	#	%
Indigenous Identity	3,625	10%	232,290	5%
Non-Indigenous Identity	31,910	90%	4,092,165	95%

Source: Statistics Canada 2011 National Household Survey

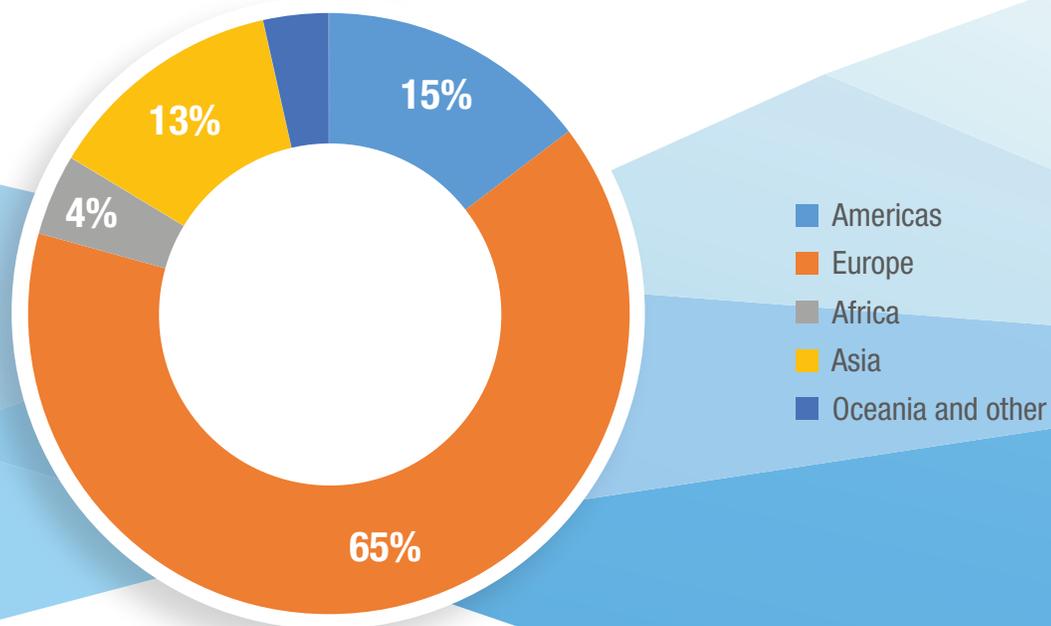
Current Immigrant Population

Campbell River is a diverse community that continues to welcome immigrants from around the globe, embracing a variety of cultural groups and activities that contribute to the unique character of the community. The majority of immigrants to the area were born in Europe with 35% of the immigrant population identifying the United Kingdom as their birth place⁶.



⁶ Data from 2011 National Household Survey for Campbell River (Census Agglomeration)

Immigration by Place of Birth



*Percent of total immigrant population

Source: Statistics Canada 2011 National Household Survey

Immigration by Birth Place - Top 10 Countries ¹		
Country	#	%
United Kingdom	1,240	35%
United States	410	12%
Germany	300	8%
Netherlands	220	6%
Vietnam	185	5%
South Africa	130	4%
Philippines	105	3%
Hungary	65	2%
Ireland	55	2%
Poland	45	1%

Source: Statistics Canada 2011 National Household Survey

¹ Table compiled from data from 2011 National Household Survey for Campbell River (Census Agglomeration)

4. Individual and Household Income

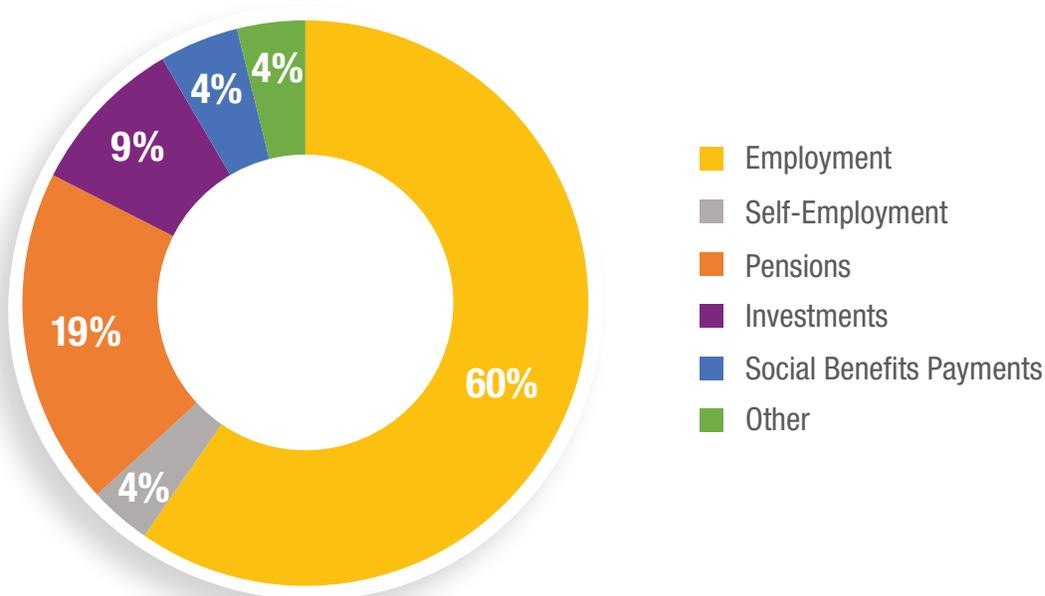
Individual Income⁸

Individual incomes in Campbell River have been increasing in recent years. More than half of individual income is generated by employment (60%). From 2010 to 2013, average total income grew 11% and average employment income grew 8%, representing a higher rate of growth than the provincial averages.

Year	Average Total Income		Average Employment income	
	Campbell River (CA)	BC	Campbell River (CA)	BC
2010-2013 Growth	11%	9%	8%	3%
2013	\$42,700	\$44,200	\$37,500	\$40,300
2012	\$40,700	\$42,500	\$36,000	\$39,000
2011	\$39,500	\$41,600	\$34,800	\$38,500
2010	\$38,500	\$40,600	\$34,600	\$39,200

Source: Canada Revenue Agency, Individual Tax Statistics by Area for All Returns, by Source of Income – 2010-2013 tax years

Sources of Income



Source: Canada Revenue Agency, Individual Tax Statistics by Area for All Returns, by Source of Income – 2013 tax year

⁸ Individual Income from Canada Revenue Agency, Individual Tax Statistics by Area for All Returns, by Source of Income – 2013 tax

Household Income⁹

More than half of the households in Campbell River have an annual income of \$50,000 or more with almost a quarter earning between \$50,000 and \$79,000.

Median Household Income: \$57,343

Average Household Income: \$67,937

Income Level	# of Households	% at Income Level
Less than \$10,000	855	5%
\$10,000 - \$29,999	3660	20%
\$30,000 - \$49,999	3,820	20%
\$50,000 - \$79,999	4,485	24%
\$80,000 - \$99,999	2,265	12%
\$100,000 - \$124,999	1,550	8%
\$125,000 and more	2,015	11%

Source: National Household Survey 2011 (Income calculated before tax and in \$CDN)



⁹ Data from 2011 National Household Survey for Campbell River (Census Agglomeration)

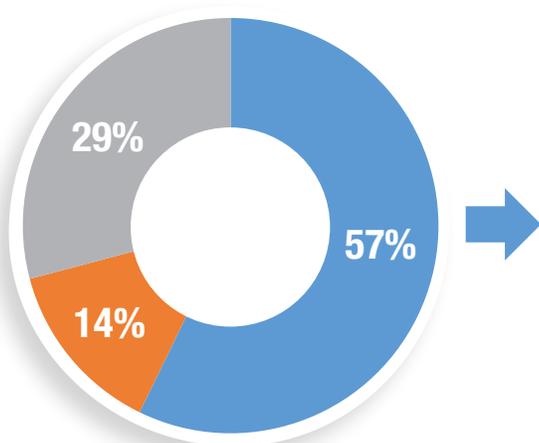
5. Local Labour and Education

Campbell River has an educated and active workforce with more than half of the population aged 25-64 years having completed postsecondary education¹⁰. The workforce has access to a broad range of postsecondary programs and targeted industry training opportunities, enabling the community to support existing and emerging industries.

Workforce Education Attainment (25-64 years of age)¹¹

More than one third of the workforce has received postsecondary education through a college program (24%) or through an apprenticeship/trades certificate (17%). An additional 12% of the workforce has attained a university education at the bachelor level or higher.

- Postsecondary certificate, diploma or degree
- No certificate, diploma or degree
- High school diploma/equivalent



Postsecondary Education Breakdown	#	%
College, CEGEP or other non - university certificate or diploma	4,805	24%
Apprenticeship or trades certificate or diploma	3,485	17%
University certificate, diploma or degree at bachelor level or above	2,495	12%
University certificate or diploma below bachelor level	725	4%

Source: 2011 National Household Survey for Campbell River (Census Agglomeration)

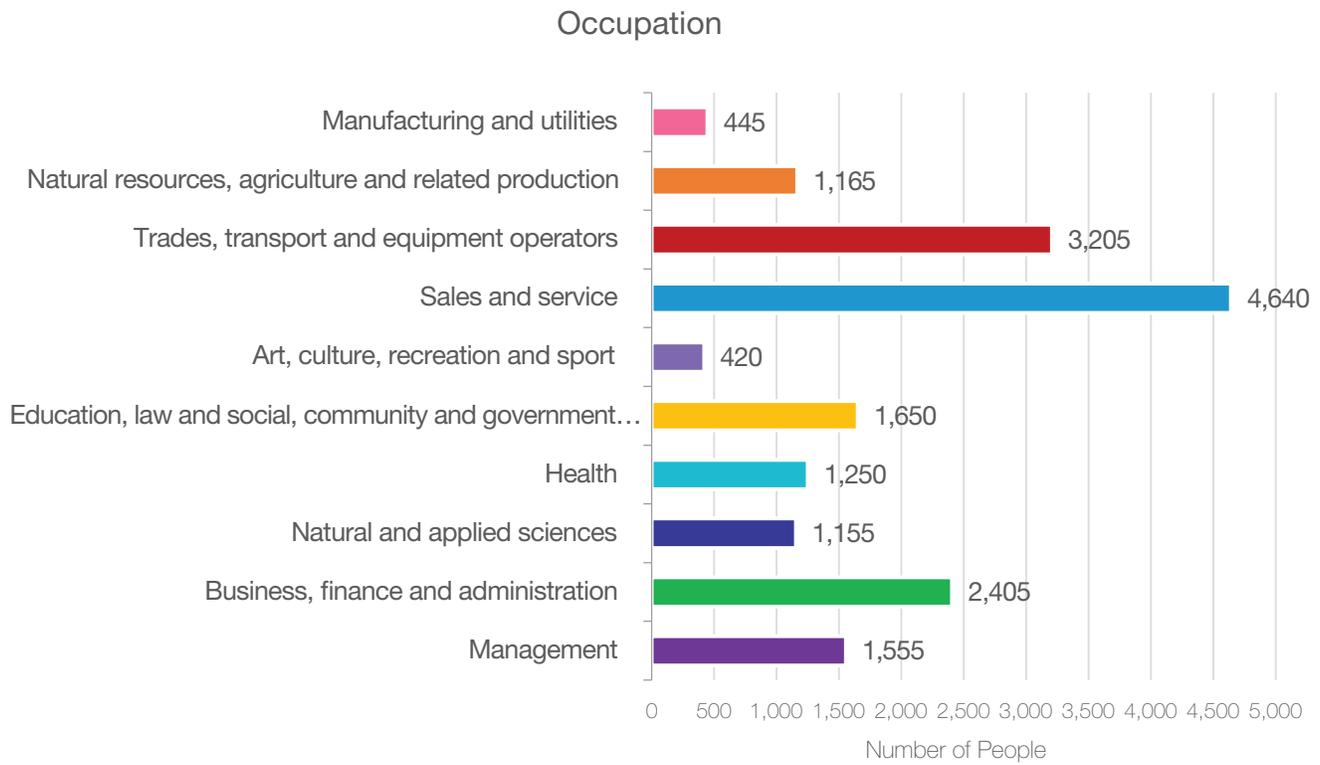


¹⁰ Data from 2011 National Household Survey for Campbell River (Census Agglomeration)

¹¹ Data from 2011 National Household Survey for Campbell River (Census Agglomeration)

Occupation (15 years and older)¹³

The local workforce is diversified with a complementary mixture of health, government, service, business, manufacturing, trades and education occupations.



Source: Statistics Canada, 2011 National Household Survey

¹³ Data from Statistics Canada, 2011 National Household Survey

Postsecondary Education and Training

Postsecondary Education

More than 10 postsecondary education facilities are located within 300 km of Campbell River, providing employers and students with the resources needed to succeed. Two multi-campus colleges are located in Campbell River and the closest university - Vancouver Island University – is located within 90 minute from Campbell River.

The postsecondary education facilities in Campbell River have a solid history of working with industry and employers to develop partnerships and responsive programming.



North Island College (NIC) provides high quality, relevant programs and offers programs for students interested in university transferable courses, developmental and applied sciences, and trades and technology. The college has campuses in Campbell River, the Comox Valley, as well as locations on North and Central Vancouver Island.



Discovery Community College offers specialized career training programs with a focus on graduating fully-skilled, work-ready employees. In addition to the Campbell River campus there are three other Vancouver Island locations and two campuses on the mainland.

Distance from Campbell River to Vancouver Island Postsecondary Education Centres	
North Island College	In community
Discovery College	In community
Excel Career College	52 km
Sprott-Shaw Community College	52 km
Academy of Learning College	152 km
Pacific Rim College	265 km
Camosun College	267 km
Vancouver Island University	154 km
Royal Roads University	257 km
Justice Institute of BC	266 km
University of Victoria	267 km

Training and Support Organizations

Two organizations with head offices in Campbell River provide targeted workforce development and support services:

- [North Vancouver Island Aboriginal Training Society \(NVIATS\)](#)
- [North Island Employment Foundations Society \(NIEFS\)](#)

6. Families and Households

Campbell River is a safe, family-oriented and welcoming community, home to a range of community amenities and facilities for households of all types and sizes.

Residents have access to modern recreational facilities found throughout the City including:

- **Pools:** Indoor pool open year-round, outdoor pool open during summer months.
- **Sportsplex, Splash Park and Skate/Terrain Park:** Multi-use facility also offers racquetball, squash courts, skateboarding, disc golf, sand volleyball, BMX riding and soccer fields.
- **Parks and Trails Network:** With more than 50 kilometres of trails and 1500 hectares of parkland in Campbell River, there are natural and green spaces throughout the city.
- **Ice Arenas:** Two indoor ice arenas available for public skating, hockey and figure skating clubs, and skating lessons.
- **Community Centre:** This centre has a range of quality programs and services for sports, fitness, and arts and crafts.
- **Outdoor Facilities:** Campbell River has an all weather field, a lacrosse box, tennis and volleyball courts, disc golf, and soccer and baseball fields.

Athletic organizations and clubs include triathlon, swimming, running, curling, dance and gymnastics, and martial arts. The City of Campbell River [recreation guide](#) features programs, services, and special events for all ages.

Household Size¹⁴

Household size	% of Households this size
1 person	26.8%
2 persons	41.2%
3 persons	14.6%
4 persons	11.8%
5 persons	4.0%
6 or more persons	1.7%

Source: Statistics Canada 2011 Census

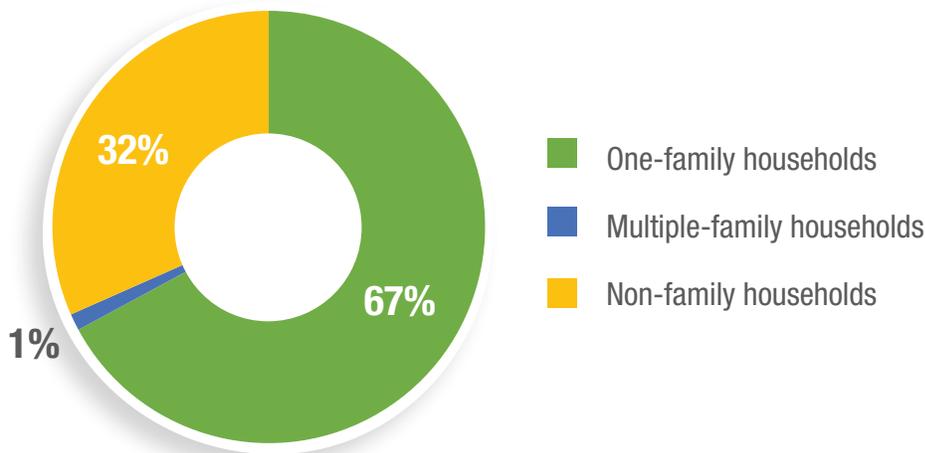
Persons/Household¹⁵

Average of 2.3 persons in a private household.

¹⁴ Data from Statistics Canada 2011 Census Profile

¹⁵ Data from Statistics Canada 2011 Census Profile

Household Type^{16*}



Source: Statistics Canada 2011 Census

*One-family household refers to a single census family. Multiple-family household refers to a household in which two or more census families reside and non-family households consist of either one person living alone in a private dwelling or to a group of people who share a private dwelling, but who do not constitute a census family.

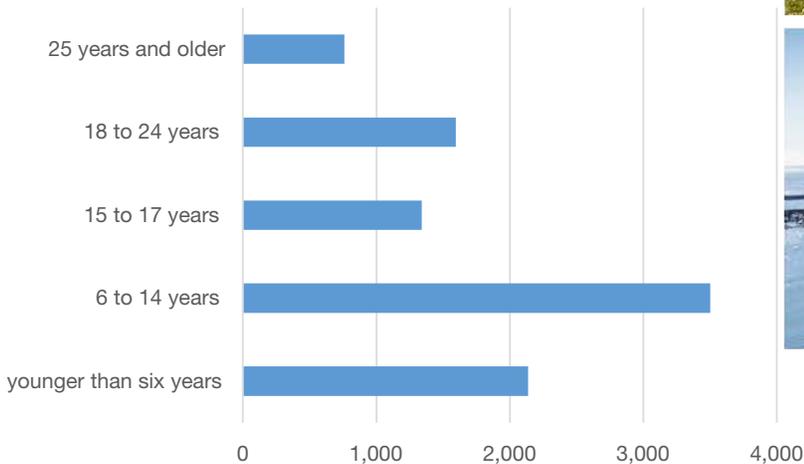
Family Structure¹⁷

	#	%
Lone-parent families	1,750	16%
Two-parent families	9,170	84%
With children at home	3,735	
Without children at home	5,425	

Source: Statistics Canada 2011 Census



Families with Children at Home¹⁸



Downtown Campbell River. Photo by Strathcona Photography

Source: Statistics Canada 2011 Census

¹⁶ Data from 2011 Census Profile – Campbell River (Census Agglomeration)

¹⁷ Data from 2011 Census Profile – Campbell River (Census Agglomeration)

¹⁸ Data from 2011 Census Profile – Campbell River (Census Agglomeration)

7. Infrastructure and Major Developments

Campbell River is riding a wave of growth. Infrastructure investments combined with tax incentives, to encourage revitalization in Campbell River’s downtown core, have propelled the construction sector and are attracting workers and businesses to the region. This development has been a significant factor in growth in the overall value of building permits in the city.

Major Projects Underway²¹

Multi-million dollar projects underway have a combined development cost of more than \$1.8 billion dollars²². These include:

- **North Island Hospitals Project** - New hospital facility located minutes from Campbell River’s downtown core will have 95 beds and be built to meet Leadership in Energy and Environmental Design (LEED) Gold standards.
- **John Hart Generating Station** - On the outskirts of the city, the existing six-unit 126 MW generating station is being replaced with integrated emergency bypass capability to mitigate earthquake risk and environmental risk to fish and fish habitat and to ensure reliable long-term generation.

Housing Starts¹⁹

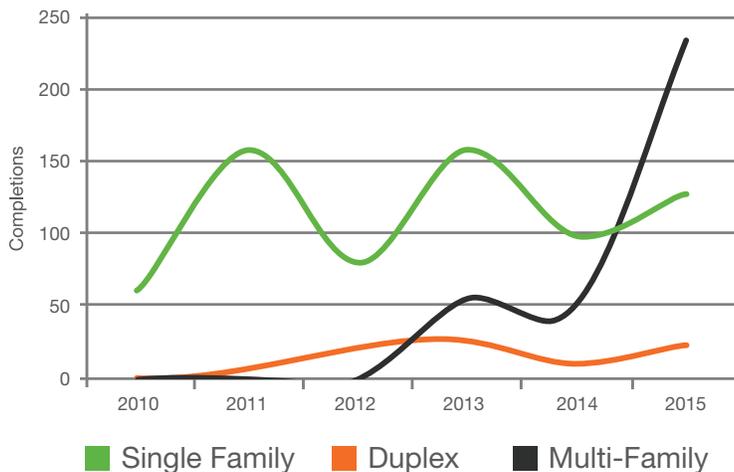
Campbell River is also experiencing a boom of residential construction activity with more than 1000 housing starts between 2010 and 2015 and residential building permit values totalling \$232,114,000 within this time period.

Total Housing Starts 2010-2015
1,040

Source: Statistics Canada, Produced by BC Stats

Housing Completions by Type²⁰

Table Source: City of Campbell River - 2015 Residential Housing Market Update Study



¹⁹ Data from Statistics Canada and produced by BC Stats. Available at: <http://www.bcstats.gov.bc.ca/StatisticsBySubject/Economy/BuildingPermitsHousingStartsandSales.aspx>

²⁰ City of Campbell River – Residential Housing Market Update available at: <http://www.campbellriver.ca/docs/default-source/Document-Library/reports/gpra-campbell-river-residential-market-update-19-january-2016b.pdf?sfvrsn=2>

²¹ Major Projects Inventory – BC Stats First Quarter 2016 available at: <http://www.bcstats.gov.bc.ca/StatisticsBySubject/BusinessIndustry/MajorProjectsInventory.aspx>

²² Major Projects Inventory – BC Stats First Quarter 2016 available at: <http://www.bcstats.gov.bc.ca/StatisticsBySubject/BusinessIndustry/MajorProjectsInventory.aspx>

Hotel and multi-unit residential construction continues in the area. Recently completed projects include:

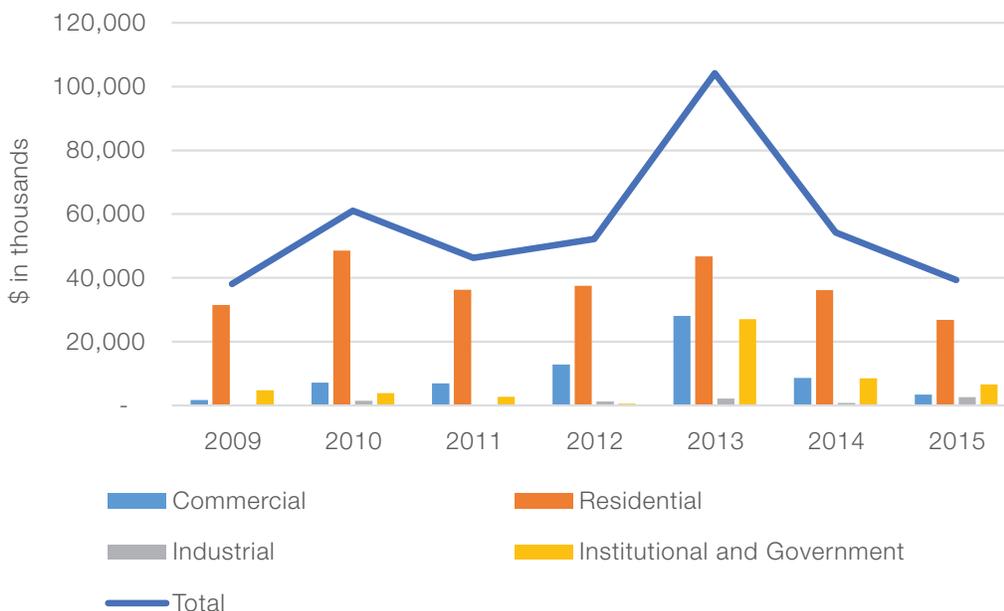
- **Berwick by the Sea** – Award winning six-storey retirement community complex offers flexible, upscale and affordable senior living options, including independent and assisted living.
- **Comfort Inn & Suites** – a four storey hotel located on the waterfront in downtown Campbell River complete with a business centre and meeting rooms.
- Apartment

The Campbell River Chamber of Commerce has been proactive in developing tools, resources, and services to match local contractors with major procurement opportunities through the [Campbell River Major Projects Site](#).

Major Projects Underway ²³			
Utilities		Hotel and Residential Construction	Hospital Construction
John Hart Generating Station Replacement \$1093 million	Campbell River Substation Capacity Upgrade \$29 million	Sequoia Springs/Kingfisher Residential Project \$80 million	North Island Hospitals Project \$274 million (Campbell River Hospital)

Source: BC Stats Major Projects Inventory – First Quarter 2016

Building Permit Values²⁴



Source: Statistics Canada, Produced by BC Stats

²³ Major Projects Inventory – BC Stats First Quarter 2016 available at: <http://www.bcstats.gov.bc.ca/StatisticsBySubject/BusinessIndustry/MajorProjectsInventory.aspx>

²⁴ Data from Statistics Canada and produced by BC Stats. Available at: <http://www.bcstats.gov.bc.ca/StatisticsBySubject/Economy/BuildingPermitsHousingStartsandSales.aspx>

Municipal Broadband Network

Recognizing the importance of enterprise level broadband internet for Campbell River's new economic climate, the City of Campbell River is establishing a Municipal Broadband Network (MBN) that will provide businesses and organizations in the downtown core with affordable access to enterprise level high-speed internet. The high-quality service will offer businesses guaranteed broadband delivery, of up to 1 GB symmetrical, which is scalable with their anticipated growth.

This will be the first municipal open access broadband network on Vancouver Island and will enable businesses to grow in place.

Local Incentives²⁵

The City's **Downtown Revitalization Tax Exemption** for new developments and redevelopments offers:

- 100% exemption from municipal taxes for new construction, or
- 100% exemption from municipal taxes of increased value from renovated buildings, for 5 years.

Another program to assist with downtown revitalization is the **Downtown Façade Improvement Program**²⁶. This program offers grants for commercial storefronts located within the revitalization area of downtown Campbell River with up to 50% of eligible project costs – to a maximum of \$10,000 – eligible for reimbursement.



²⁵ City of Campbell River Downtown Revitalization Tax Exemption available at: <http://www.campbellriver.ca/business-economy/your-business/downtown-revitalization-tax-exemption>

²⁶ City of Campbell River March 2015 Press Release. *Revitalize Campbell River: Downtown façade improvement program is back.* <http://www.campbellriver.ca/your-city-hall/news/news-detail/2015/05/29/revitalize-campbell-river-downtown-fa%C3%A7ade-improvement-program-is-back>

8. Unparalleled Lifestyle

Campbell River features many amenities of a big city with a friendly and welcoming character. Downtown residential developments, arts and culture, and new businesses like a local [craft brewery](#) attract young professionals.

With a coveted lifestyle, the community is home to creative thinkers and outdoor enthusiasts. Campbell River quality of life incorporates:

- a mild west coast climate
- world class outdoor recreational opportunities
- stunning ocean and mountain views
- vibrant culture and heritage
- a healthy work-life balance
- easy commute to work
- easy access to Vancouver, a 35-minute flight away from Campbell River
- affordable housing
- family-friendly amenities



Mild Coastal Climate²⁷

Annual Average Temperature: 9o C

Daily Maximum (°C): 13.7o C

Daily Minimum (°C): 4.3 o C

Snowfall: 84.3 cm

Elevation (Above Sea Level): 108.8 m

Source: Environment Canada, Canadian Climate Normals 1981-2010 Campbell River Station Data



Outdoor Recreation Highlights

Ocean, lakes, rivers, mountains, open green spaces and trails provide residents and visitors with exceptional access to outdoor recreation activities.

With both salt and fresh water bodies only minutes away from homes and businesses, Campbell River is well known for its adventure tourism.

Opportunities include:

- [Adventure & Wildlife Tours](#)
- [Biking, Hiking & Walking Trails](#)
- [Fishing](#)
- [Golfing](#)
- [Water Sports](#)



²⁷ Source: Environment Canada, Canadian Climate Normals 1981-2010 Campbell River Station Data. Available at: http://climate.weather.gc.ca/climate_normals/results_1981_2010_e.html?searchType=stnName&txtStationName=Campbell+River&searchMethod=contains&txtCentralLatMin=0&txtCentralLatSec=0&txtCentralLongMin=0&txtCentralLongSec=0&stnID=145&dispBack=0

Mount Washington, a winter and summer playground, just 40 minutes from Campbell River, with mountain biking, downhill and cross-country skiing, snowboarding, snowshoeing, and tubing.

Mount Cain Alpine Park, great powder snow in a more rugged setting, Mt. Cain is located two hours from Campbell River and has the highest base elevation of any coastal ski resort in BC.

The community also has a wide range of **community events** and festivals, an extensive network of parks and trails and widespread public access to the beach. Learn more and *Discover Campbell River* with the **online visitor guide**.

9. Affordable Housing

The quality, affordable housing market in Campbell River offers an array of stunning views from coastal mountain to waterfront. More than half of recent home buyers in Campbell River are new to the community illustrating the attraction of combining affordability with location²⁸.

More than two thirds of home buyers are paying \$350,000 or less for their home in Campbell River, with an average sale price of \$318,670²⁹.

In Campbell River more than three quarters of the population are able to own their home, compared to Victoria and Vancouver where less than half of the population own their home³⁰. The accessibility of affordable housing means 75% of the Campbell River population spend less than 30% of their income on shelter costs³¹.

Price Range³²

Range	Houses Purchased at this Price
Less than \$200,000	21.5%
\$200,001- \$250,000	15.4%
\$250,001- \$300,000	23.8%
\$300,001- \$350,000	16.9%
More than \$350,000	22.4%

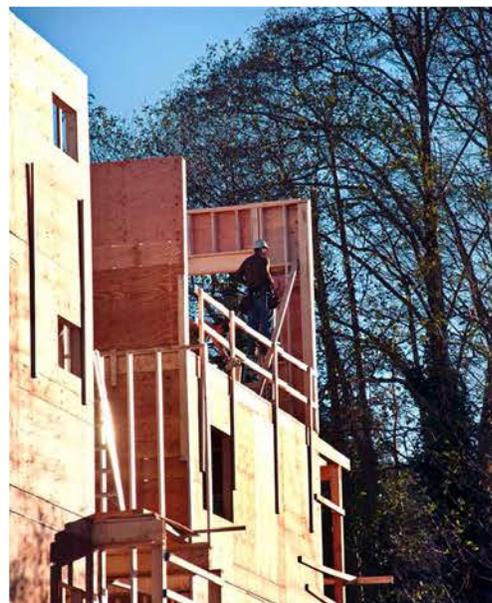
Source: Vancouver Island Real Estate Board 2015 Buyer Profile

Sales Prices³³

Average Sale Price (2015)	\$318,670
---------------------------	-----------

Median Sale Price (2015)	\$305,000
--------------------------	-----------

Source: Vancouver Island Real Estate Board 2015 Annual MLS® Sales Summary



²⁸ Vancouver Island Real Estate Board 2015 Buyer Profile available at: <http://www.vireb.com/index.php?page=20>

²⁹ Vancouver Island Real Estate Board 2015 Buyer Profile available at: <http://www.vireb.com/index.php?page=20>

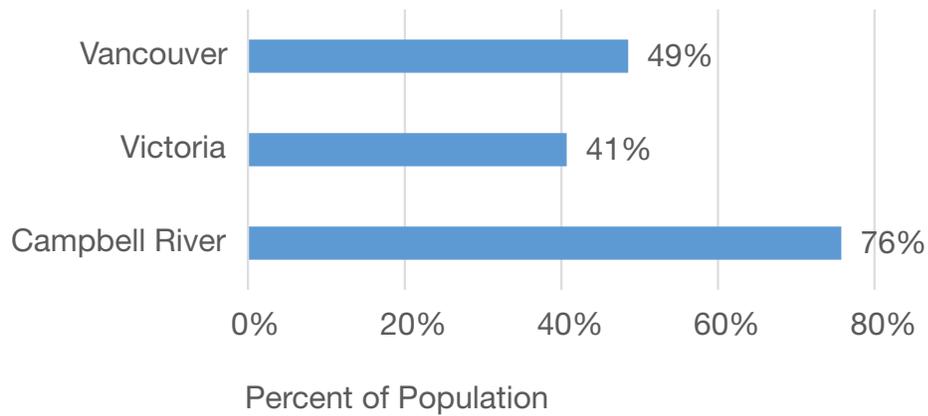
³⁰ Data from 2011 National Household Survey for Campbell River (CA), City of Vancouver (CY), and City of Victoria (CY)

³¹ Data from 2011 National Household Survey for Campbell River (CA)

³² Vancouver Island Real Estate Board –2015 Buyer Profile available at: <http://www.vireb.com/index.php?page=20>

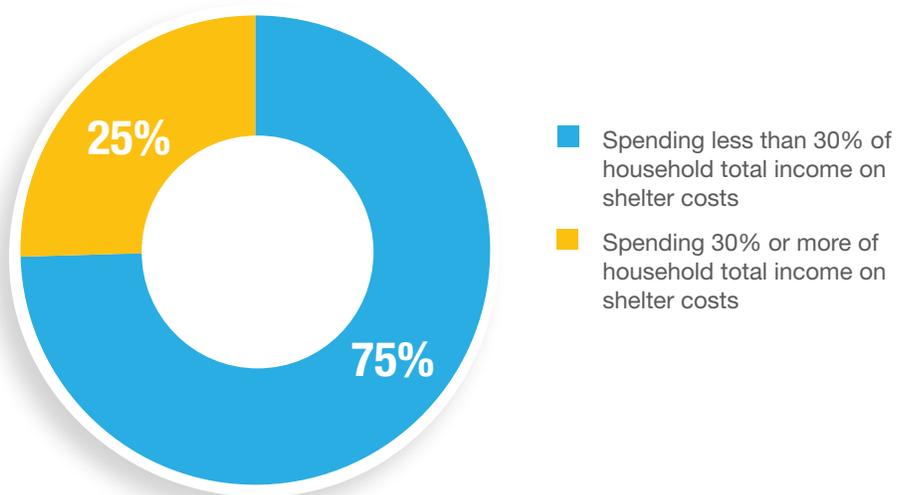
³³ Vancouver Island Real Estate Board – 2015 Annual MLS Sales Summary available at: <http://www.vireb.com/index.php?page=20>

Home Ownership



Source: Statistics Canada, 2011 National Household Survey

Housing Affordability in Campbell River



Source: Statistics Canada, 2011 National Household Survey

10. Target Industry Sectors

Easy access by air, water and land, combined with excellent infrastructure and a wide range of economic opportunities, all position Campbell River to support growth in a variety of sectors. Known for its innovation in forestry and aquaculture, Campbell River also hosts emerging tech and aerospace sectors.

Aerospace

The aerospace sector in the region has growth potential. The modernized Campbell River Airport (YBL) has a runway to support a variety of aircraft from Cessna 150s up to Boeing 737s and available commercial and industrial land for aviation-related industry. The city is also home to companies, such as Sealand Aviation and ASAP Avionics, producing products used in aerospace.

Forestry

Forestry continues to be an influential industry in Campbell River's economy, with opportunities for growth in value-added processing and manufacturing. With a highly skilled local labour force, representing 6% of those employed in Campbell River, and a well-established network of infrastructure, Campbell River is equipped to support existing and future business opportunities.

Aquaculture

Campbell River is a hub for administration of the regional aquaculture sector. Three of the world's leading seafood companies have their North American head offices located in Campbell River – Grieg Seafood, Marine Harvest, and Cermaq – and are major employers in the community. With opportunities along the supply chain, aquaculture development continues to play an important role in the diversification and strengthening of the local economy.

High Technology and Creative Industries

Campbell River has an increasingly supportive ecosystem for businesses in the technology sector. A number of industry organizations, a forward-thinking local government, provincial tax incentives, and an unparalleled lifestyle combine to attract entrepreneurs and businesses to the region. Organizations located in Campbell River and working to grow the sector include the Campbell River Creative Industries Council (CIC) and the Vancouver Island North Film Commission (Infilm).

To learn more about the forestry, aquaculture, and technology sectors, please review the individual sector profiles.



City of Campbell River
 Tel: 250.286.5700
 301 St. Ann's Road
 Campbell River, BC
 Canada V9W 4C7
campbellriver.ca



