

RELOCATION GUIDE

SALMON ARM

Small Book, Big Ideas

All in a Day's Work

STAKEHOLDER
FEEDBACK

WATER COOLER
WISDOM

WWW.SAEDS.CA

→ TEAM
BUILDING

→ BRILLIANT
BOARD MEETINGS

→ SOUNDING BOARD

LITTLE MOUNTAIN PARK HIKING TRAILS
VIKTORIA HAACK PHOTOGRAPHY



WELCOME TO SALMON ARM



SALMON ARM ECONOMIC DEVELOPMENT SOCIETY

220 Shuswap St NE
Salmon Arm, BC
V1E 4N2
(250) 833-0608
edo@saeds.ca
www.saeds.ca

Welcome to Salmon Arm! Our city is located along the shores of the breathtaking Shuswap Lake, within the Secwepemc Nation Traditional Territory, in British Columbia's Southern Interior.

A fast-growing community, Salmon Arm is a “Small City with Big Ideas,” an emerging innovation hub with unmatched quality of place. In a spectacular setting, midway between Vancouver and Calgary, Salmon Arm is strategically situated on the key transportation crossroads of Hwy 1 and 97B. The city is the service centre for the surrounding areas, serving a regional population of approximately 60,000 residents. Offering one of the most diverse economies in the province, Salmon Arm boasts exciting jobs in every sector. The BC Labour Market projections indicate that the Thompson Okanagan Region will have 115,600 new jobs over the next decade, making it the third highest growth region in the province. With a beautiful four-season climate and excellent access to healthcare, education, sports and outdoor recreation, Salmon Arm offers authentic community, various activities, real prosperity and true opportunity. There's room for you here! We know you'll love it as much as we do. We are here to help. Reach out to **Salmon Arm Economic Development Society** to find out more.

We acknowledge that we are located on the traditional territory of the Secwepemc people, with whom we share these lands and where we live and work together.

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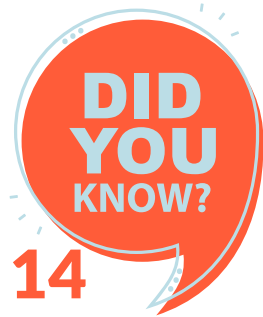


22 STAKEHOLDER FEEDBACK

SALMON ARM
#SAbigideas

Innovation Centre Selfie Wall

Entrepreneur profiles in five key sectors highlight the cutting edge innovation and opportunity here.



WATER COOLER WISDOM
Community profile, stats and fun surprises.



SOUNDING BOARD
Our vibrant and diverse arts and culture scene inspires community and creativity.

AUDACIOUS AGENDA

Opportunity meets community. Innovation meets recreation. Prosperity meets affordability. It's all on the Salmon Arm Small City, Big Ideas agenda.

6:00 AM STUDY SESSION 04

From kindergarten cubby to university study, and everything in between, options abound.

8:00 AM TEAM BUILDING 05

The promise of a fresh start is found in our many community recreation facilities.

9:00 AM LOGISTICS STRATEGY 08

Proximity to markets and transportation networks are just part of Salmon Arm's strategic advantage.

10:00 AM ORG CHART UPDATES 09

Cities, like organizations, work best when they're small, smart and functional. Here's the map.

12:00 PM POWER LUNCH 12

Forget the lunchroom. Refresh and recharge with a wide-range of lunch time dining and distraction.

1:30 PM BRILLIANT BOARD MEETINGS 13

From office door and shop floor, to the lakeshore, Shuswap Lake inspires a balanced approach.

3:00 PM ANNUAL PLANNING 16

Year in, year out, there's always something to look forward to. Start saving the dates.

4:00 PM PERSONAL CHECK-UP 17

Salmon Arm offers a comprehensive suite of healthcare services: a hospital, lab, clinics and health centre.

5:00 PM MARKET OUTLOOK 18

The central service hub in the Shuswap region, Salmon Arm features six distinct shopping areas.

6:00 PM WELCOME HOME RECEPTION 19

Your home base is the heart of it all. Big or small, house, condo or townhome, find the fit that works for you.

8:00 PM AFTER HOURS BRAINSTORMING 20

Out of the office and after hours, kick back and enjoy the accomplishments of the day.

okanagan
college

okanagan
college

NOTIFICATION
6:00 AM



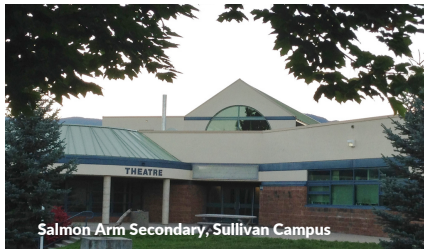
TRAINING
SESSION

Okanagan College Salmon Arm Campus

STUDY SESSION



Salmon Arm Innovation Centre



Salmon Arm Secondary, Sullivan Campus

The key to a vibrant city is an appetite for learning. Salmon Arm is a city full of talent and expertise. Because of our superb quality of life, we have been able to attract great teachers and professors. The city offers many learning options, including preschools, public schools, K-12, French immersion options, an outdoor school and a private school. **Okanagan College** also offers a wide variety of university transfer programs and continuing studies. Served by the **North Okanagan Shuswap School District 83**, Salmon Arm benefits from six neighbourhood elementary schools and several centrally located middle, junior and senior high schools.

The lifelong learning culture goes hand-in-hand with diverse child care options, early learning opportunities, a large branch of the **Okanagan Regional Library**, as well as a suite of extracurricular private lessons in music, dance and art. Like many smaller communities, we are proud of our youth programs such as Guides, Scouts, Cadets and our 4-H agricultural programs. New to the scene, the **Salmon Arm Innovation Centre Powered by SASCU**, features the fully equipped **Shuswap Makerspace**.

SALMON ARM RELOCATION GUIDE
TEAM BUILDING

NOTIFICATION
 8:00 AM



Walk, run, bike, hike, climb, skate or glide – the choice is yours. Salmon Arm offers recreational amenities more commonly found in larger urban centres. This provides a wide variety of options and attracts premier sporting events and tournaments. The Shuswap Trail Alliance has a world-class network of over 600 kms of regional trails. The region is also a golfer's paradise, with five championship courses within a 40 km radius. The exceptional indoor tennis facility ensures tennis play year-round. And be sure to check out the groomed sledding trails at Fly Hills for winter snowmobiling. The city works in close collaboration with the **Salmon Arm Recreation Society** and the **Shuswap Trail Alliance**. We truly strive for four-season, all-ages, all-interests and all-abilities work-life balance.



Shaw Centre



Fletcher Park Playground



Disk Golf Course



Silver Creek Cycle Path



TWIN SHEET ARENA



25 METRE SWIMMING POOL



INDOOR SOCCER & TENNIS



600 KMS REGIONAL TRAILS

SALMON ARM RELOCATION GUIDE

TEAM BUILDING

NOTIFICATION
8:00 AM



FORESHORE
RUN

PUBLIC AMENITIES

- BLACKBURN PARK
- CANOE BEACH
- COYOTE PARK
- CURLING CENTRE
- FIELD OF DREAMS
- FLETCHER PARK
- FORESHORE TRAIL
- FLY HILLS SNOWMOBILE TRAIL
- JACKSON FIELDS
- JACKSON PARK
- KLAHANI PARK
- LARCH HILLS NORDIC SKIING
- LITTLE MOUNTAIN PARK
- MCGUIRE LAKE PARK
- MARINE PEACE PARK
- MOSQUITO PARK
- PARK HILL TRAILS
- SALMON ARM FISH & GAME CLUB
- SASCU RECREATION CENTRE
- SASCU MEMORIAL ARENA
- SHAW CENTRE
- SOUTH CANOE TRAILS
- INDOOR/OUTDOOR TENNIS CLUB

	ARCHERY	BASEBALL DIAMOND	BIKE PATHS	BOAT LAUNCH	COURTS	EQUESTRIAN AREA	FOOTBALL FIELD	GYM	ICE SURFACES	MOTORIZED TRAILS	PARKS	PLAYGROUND	SHOOTING RANGE	SKATE PARK	SLEDDING AREA	SOCCER FIELD	SPRAY PARK	SWIMMING POOL	WALKING TRAILS	X-COUNTRY SKI AREA
BLACKBURN PARK		■									■	■		■		■	■		■	
CANOE BEACH				■	■							■	■							
COYOTE PARK			■									■								■
CURLING CENTRE									■											
FIELD OF DREAMS							■				■	■					■			
FLETCHER PARK											■	■					■			
FORESHORE TRAIL			■																	■
FLY HILLS SNOWMOBILE TRAIL										■										
JACKSON FIELDS					■												■			
JACKSON PARK					■						■	■								
KLAHANI PARK		■			■						■	■								
LARCH HILLS NORDIC SKIING			■			■													■	■
LITTLE MOUNTAIN PARK			■								■								■	
MCGUIRE LAKE PARK			■								■								■	
MARINE PEACE PARK				■															■	
MOSQUITO PARK		■									■	■							■	
PARK HILL TRAILS			■																■	
SALMON ARM FISH & GAME CLUB	■												■							
SASCU RECREATION CENTRE					■			■										■		
SASCU MEMORIAL ARENA	■															■				
SHAW CENTRE									■											
SOUTH CANOE TRAILS			■			■													■	
INDOOR/OUTDOOR TENNIS CLUB					■															

SALMON ARM RELOCATION GUIDE

TEAM BUILDING

NOTIFICATION
8:30 AM

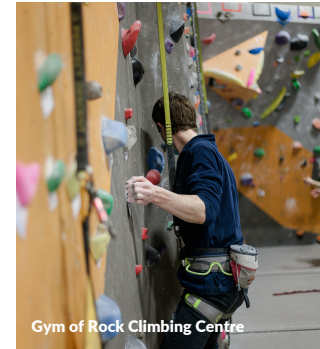


SPIN CLASS

PRIVATE AMENITIES

- ANYTIME FITNESS
- BROOKSIDE STABLES
- BULLDOGS FITNESS BOXING CENTRE
- CANOE BEACH CAFE
- CAPTAIN'S COVE MARINA
- THE CARDIO CONNECTION
- CLUB SHUSWAP
- CROSSFIT SALMON ARM
- GALERIA ESTIMA FITNESS & YOGA
- GRATITUDE YOGA
- GYM OF ROCK
- JUNGLE MANIA
- JUST FOR KICKS DANCE STUDIO
- MOMENTUM GYMNASTICS
- NAMASTE YOGA & WELLNESS CENTRE
- SALMON ARM GOLF CLUB
- SEA-DOG RENTALS
- SHUSWAP DANCE CENTRE
- SHUSWAP NATIONAL GOLF COURSE
- SHUSWAP TOTAL FITNESS
- SKYDIVE NOVA
- STUDIO M MOVEMENT & PILATES
- SWEET FREEDOM YOGA
- TEIXEIRA PERFORMANCE STABLES
- TOPLINE STABLES & SHOW PARK
- WHIZBANG BOXING STUDIO

	BOAT MOORAGE	BOXING RING	COURTS	DANCE CENTRE	GOLF COURSE	GYM	GYMNASTICS CENTRE	INDOOR CLIMBING WALL	RIDING STABLES	SKYDIVING CENTRE	SPIN STUDIO	YOGA AND FITNESS	WATERCRAFT RENTALS
ANYTIME FITNESS						█						█	
BROOKSIDE STABLES									█				
BULLDOGS FITNESS BOXING CENTRE		█										█	
CANOE BEACH CAFE													█
CAPTAIN'S COVE MARINA	█												
THE CARDIO CONNECTION											█	█	
CLUB SHUSWAP			█		█								
CROSSFIT SALMON ARM						█						█	
GALERIA ESTIMA FITNESS & YOGA												█	
GRATITUDE YOGA												█	
GYM OF ROCK								█					
JUNGLE MANIA						█							
JUST FOR KICKS DANCE STUDIO				█									
MOMENTUM GYMNASTICS							█						
NAMASTE YOGA & WELLNESS CENTRE												█	
SALMON ARM GOLF CLUB					█								
SEA-DOG RENTALS	█												█
SHUSWAP DANCE CENTRE				█									
SHUSWAP NATIONAL GOLF COURSE					█								
SHUSWAP TOTAL FITNESS						█					█	█	
SKYDIVE NOVA										█			
STUDIO M MOVEMENT & PILATES												█	
SWEET FREEDOM YOGA												█	
TEIXEIRA PERFORMANCE STABLES									█				
TOPLINE STABLES & SHOW PARK									█				
WHIZBANG BOXING STUDIO		█											█



Gym of Rock Climbing Centre



Salmon Arm Tennis Club



Shuswap National Golf Course

SALMON ARM RELOCATION GUIDE
LOGISTICS STRATEGY



✓ PROXIMITY TO MARKETS

Calgary	515 KM
Edmonton	814 KM
Kamloops	112 KM
Kelowna	105 KM
Portland	898 KM
Prince Rupert	1,346 KM
Seattle	574 KM
Vancouver	467 KM
Victoria	541 KM

✓ INTERNATIONAL PORTS OF ENTRY

AIR
 Kelowna, Vancouver

✓ TRANSPORTATION NETWORKS

 **TRANS CANADA HWY 1 HWY 97 BC**

 **CP RAIL MAINLINE**

 **TRUCKING COMPANIES**
 Regional, National, Intermodal

 **PORT OF VANCOUVER**
 Bulk, containers, break bulk, liquid bulk, automobiles and cruise

 **RIDER EXPRESS, E-BUS**
 Daily Service, East/West, North/South

LAND
 Lower Mainland, Osoyoos

✓ AIR SERVICE

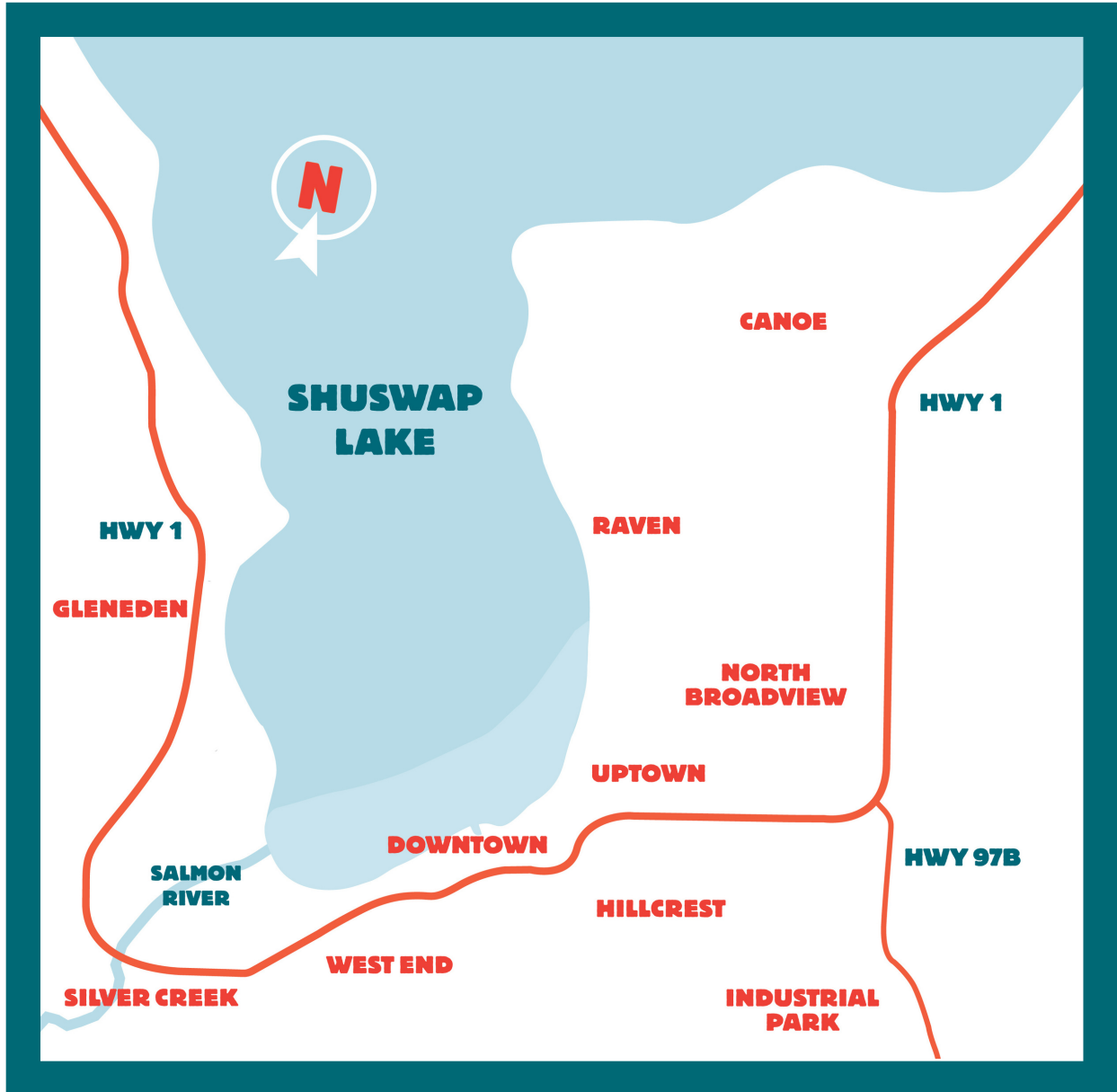
SHUSWAP REGIONAL (CZAM)
 Charters, Private aircraft, MediVac, Rapattack Fire Fighting Base

KELOWNA INTL (YLW)
 Domestic, International, Cargo, Courier

KAMLOOPS (YKA)
 Domestic, Cargo, Courier

PORT
 Port of Vancouver

SALMON ARM RELOCATION GUIDE
ORG CHART UPDATES



SALMON ARM RELOCATION GUIDE ORG CHART UPDATES

DOWNTOWN



Downtown Salmon Arm, just steps from **Marine Peace Park** and the wharf, is the central commercial area. It has financial institutions, professional services, retail, restaurants, spas and salons. Buildings are two to three stories high with commercial space on the ground level and offices or apartments upstairs. The **Ross Street Plaza** is a vibrant gathering place and home to the **Downtown Salmon Arm Farmers Market**. **City Hall**, the **School District Office** and the **Regional District Offices** are also located in the downtown core.

 salmonarmdowntown.com

INDUSTRIAL PARK



UPTOWN



Just moments east of Downtown Salmon Arm on Hwy 1, Uptown features a modern commercial development which includes **Askew's Foods** and the **SASCU Credit Union**. Hotels, service stations and restaurants are located nearby, conveniently serving users of the **SASCU Recreation Centre**, **Shaw Centre** twin sheet arena and **Okanagan College**. The neighbourhood features a mix of single-family and multi-family developments, as well as elementary schools and walking trails.

WEST END



The West End of the city features a combination of commercial services, hotels, two shopping centres and **Westgate Public Market**. As the area borders agricultural lands, there are also two family-owned farm markets, as well as two farm supply stores. Tucked behind the highway commercial area are a variety of housing options from single-family to entry-level strata homes. The area has seen significant growth in the last five years, and new rental apartment units are in development.

SALMON ARM RELOCATION GUIDE ORG CHART UPDATES

CANOE (North & South)



Just eight minutes from Salmon Arm, North Canoe is a well-established neighbourhood on Shuswap Lake. Showcasing a mix of classic and modern homes, the village feel is enhanced by the local elementary school, market, trails and beach. South Canoe is more agricultural in nature and features mountain bike trails, **Klahani Park**, equestrian facilities and an outdoor school.

NORTH BROADVIEW



Well-established farms and orchards grace the North Broadview neighbourhood. Properties are generally larger acreages, giving the area a country feel, in close proximity to city amenities, including an elementary school and the senior high school.

HILLCREST



This neighbourhood features amazing views overlooking Shuswap Lake. Comprising single-family homes, Hillcrest is well served by the elementary and middle schools and is just minutes from both Uptown and Downtown Salmon Arm. A network of trails connects the neighbourhood, and families enjoy **Little Mountain Park** on its eastern edge.

SILVER CREEK



Silver Creek, a close neighbourhood located in the Columbia Shuswap Regional District, is a lush farming area west of Salmon Arm that comprises larger acreages and active farms. The community has a school, store, fire hall, community park and a library.

RAVEN



A hillside neighbourhood to the north of Hwy 1, Raven boasts amazing views of Shuswap Lake and largely comprises single-family homes on larger lots. It, too, is a short trip to downtown. Residents benefit from **Coyote Park** and its vast network of trails, including the Foreshore Trail, with its equally gorgeous views.

GLENEDEN



Gleneden, west of Downtown, is agricultural in nature with large properties and active farms. The elementary school and community hall anchor the neighbourhood. Convenient access to the **Fly Hills** area makes it a popular hiking and motorized trail riding destination.

SALMON ARM RELOCATION GUIDE
POWER LUNCH

NOTIFICATION
 12:00 PM



MARKETS
 WED: Organic
 SAT: Downtown

Casual, close-by and good-to-go, the food culture in Salmon Arm is impressive for a community of this size. It's also one that is deeply rooted in agriculture. The amazing selection of food products is celebrated by local restaurants, cafes and food trucks. With over 100 farms in the city and 600 region-wide, there are plenty to choose from and enjoy. The **Downtown Salmon Arm Farmers Market**, in addition to the **All-Organic Market** and special event markets, provide the best of our seasonal bounty. The city is well served by national and regional grocers. The City of Salmon Arm was pleased to recently welcome **ZEST Commercial Food Hub** to the scene. Zest is a local food incubator and production facility focused on regional food sustainability and support of local growers and producers.



Arma Greek Food and Catering



Ovino Winery



Little Red Hen Bakery



Ecotreats Cafe



**LOCALLY PRODUCED
 CIDER, WINE AND BEER**



**15 +
 PATIOS**

40+

**RESTAURANTS
 AND CAFES**

zestfoodhub.ca
salmonarmdowntown.com/dining-entertainment

BRILLIANT BOARD MEETINGS

NOTIFICATION

1:30 PM



BOAT DATE
CANOE BEACH

Discover the Lakeshore Advantage

As Salmon Arm is nestled around the shores of Shuswap Lake, you're never more than 10 minutes from the water.



4 SEASON FISHING



1 AWESOME BEACH

ROWING AND PADDLING CLUB
BEACH VOLLEYBALL
CAFE, RENTALS & PICNIC AREA



2 FULL SERVICE MARINAS



2 PUBLIC WHARFS



2 PUBLIC BOAT LAUNCHES

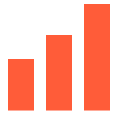
WATER COOLER WISDOM

NOTIFICATION

 SMALL CITY, BIG IDEAS

DEMOGRAPHICS

Population



2016 17,706
2021 19,432
% Change 9.7%

Market Area



2021 57,512
Population Est. CSRD

Distribution



0-14 14.5%
15-64 55.1%
65+ 30.4%

Business



228
per 1,000
residents

Employment



4.3%
Unemployment rate
December 2022

Income



Salmon Arm **\$68,000**
Median after-tax income of households

DID YOU KNOW THAT THERE ARE OVER 100 HIGH TECH BUSINESSES OPERATING IN SALMON ARM, EMPLOYING OVER 1,000 PEOPLE?

COMMUNITY SERVICES



9-1-1



RCMP Salmon Arm Fire Department
BC Ambulance Services



Shuswap Lake General Hospital
Salmon Arm Outpatient Lab
Salmon Arm Health Centre
Doctor Offices
Walk-In Clinics
Dentistry, Optometry
Chiropractic, RMT, Physiotherapy
Canadian Mental Health Association
Shuswap Children's Association
The Shuswap Family Centre
Safe Society
Aspiral Youth Partners
Seniors' Centres
Shuswap Association for Community Living
Shuswap Immigrant Services Society
SPCA



Rotary Groups
PROBUS Club
Elks Club
Salmon Arm Legion
Women Who Wine



Service BC
Service Canada
Canada Post



Home to
55+ BC Games 2024

TRANSPORTATION



GREENWAYS & TRAILS



16 PUBLIC CHARGING STATIONS



SALMON ARM IS AT THE INTERSECTION OF NORTH AMERICA'S CORE ROUTE HIGHWAYS HWY 1 AND HWY 97B

2 HR FREE 

CLIMATE



AVERAGE High



AVERAGE Low



ANNUAL Rain Fall



ANNUAL Snowfall



ANNUAL Sunshine

SALMON ARM RELOCATION GUIDE

WATER COOLER WISDOM



Salmon Arm is located on one of four arms of Shuswap Lake: Salmon Arm (southwest), Shuswap Arm (west), Anstey Arm (northeast), and Seymour Arm (north). These arms are joined by a shallow passage called The Narrows. Because the lake is shaped like the letter H, it features over 1,400 kilometres of shoreline.



ZEST FOOD HUB

Commercial Food Hub, business incubator and shared use kitchen zestfoodhub.com



INNOVATION CENTRE

Makerspace, business incubator and coworking space innovatesa.ca



BANKING

BMO, CIBC, RBC, SASCU Credit Union, Scotiabank, TD Bank



The current home of Salmon Arm Arts Centre (the city's original post office) was designed by architect Thomas W. Fuller, son of Thomas Fuller, who designed the Parliament Buildings in Ottawa, and features the same style of Palladian windows (www.salmonarmartscentre.ca).

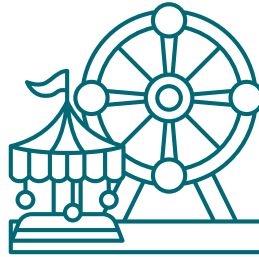


BOUNCE RADIO (BELL MEDIA)
SALMON ARM OBSERVER (BLACK PRESS)
VOICE OF THE SHUSWAP (COMMUNITY RADIO)
FRIDAY AM NEWS
SHUSWAP MAGAZINE

ROSS STREET PLAZA MOSAIC

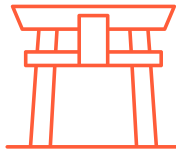


In 2014, the Ross Street Plaza Mosaic was completed featuring the four seasons of the Shuswap, its landscape and wildlife. It took 5 years to complete with countless volunteer hours.



The Salmon Arm Fall Fair is one of the oldest in the province. The grounds feature 22.8 acres of property, barns, buildings and grandstands (www.salmonarmfair.com).

Salmon Arm's sister city is Inashiki, Ibaraki, in Japan.



The giant treble clef in downtown Salmon Arm is thought to be the largest in the world. youtu.be/QNbZLmvBP80



DID YOU KNOW?

The SALMON ARM WHARF is the longest, wooden, curved, inland wharf in North America.



SALMON ARM RELOCATION GUIDE

NOTIFICATION
3:00 PM



EVENTS
CALENDAR
UPDATED

Salmon Arm Arts Centre

ANNUAL PLANNING



- shuswaptourism.ca/calendar
- travelsalmonarm.ca/mobileoutreach
- letsridebc.com/salmon-arm

Four-season fun is always on offer in Salmon Arm. Given the vast number of non-profits, associations and service groups, there's always something exciting in the works. From markets and festivals, to races and tournaments, to performances and concerts, to fundraisers and great causes, the trick is to plan ahead so you won't miss a beat. In partnership with the **City of Salmon Arm** and the **Shuswap District Arts Council**, the **Salmon Arm Economic Development Society** is a signatory to the community's Cultural Master Plan, ensuring a vibrant, forward-looking approach to cultural development. Check out live music events at **Song Sparrow Hall**, current exhibits at the **Salmon Arm Arts Centre**, live productions at **Shuswap Theatre** or current movies at the **Salmar Theatre**. Recently, we have seen the introduction of exciting and premier events finding a welcome home in Salmon Arm. In 2024, the City will host the **55+ BC games**.



WINTER

Downtown Light Up
Larch Hills Loppet
Trail Alliance Fundraiser
Winterfest
International Film Festival
Heritage Week
Salmon Arm Snowblazers



SPRING

Golf Season
Farmers Markets
Salty Dog Bike Enduro
Writers' Festival
Bike Month
Shuswap Ultra
Bollywood Fundraiser



SUMMER

Roots and Blues Festival
Theatre on the Edge
Wednesdays on the Wharf
RJ Haney Dinner Theatre
Multicultural Festival



FALL

Salmon Arm Fall Fair
Adams River Salmon Run
Pride Festival
BCHL Junior A Silverbacks

SALMON ARM RELOCATION GUIDE

NOTIFICATION
4:00 PM



DENTAL
CHECKUP

Shuswap Lake General Hospital

PERSONAL CHECK-UP



Shuswap Lake General Hospital



Gratitude Hot Yoga Wellness

Interior Health, a major local employer, serves Salmon Arm and the Shuswap region, offering a variety of health services to meet the needs of all residents. The city is home to over 60 general practitioners and specialists, with access to a hospital, public health nursing, emergency care, lab services, walk-in clinics, doctors' offices, dental, orthodontic, eye care, senior supportive living facilities and pharmacies. In addition, Salmon Arm has a growing health cluster, including naturopaths, registered massage therapists, chiropractors and physiotherapists.

A shared approach to healthy living is key to community building and wellbeing. The **Shuswap Community Foundation** is a key partner in building healthy community capacity. The **Shuswap Hospital Foundation** actively supports the hospital through sustained corporate and community fundraising, significantly contributing to lifesaving equipment.



41-BED HOSPITAL OUTPATIENT LAB SUPPORTIVE CARE



AMBULANCE
STATION



PHARMACIES

interiorhealth.ca

SALMON ARM RELOCATION GUIDE MARKET OUTLOOK

NOTIFICATION
5:00 PM



RENEW
BUSINESS
LICENSE

Salmon Arm is the central provider of retail and business services in a market area of close to 60,000 people. There are six distinct shopping areas, a full suite of services including **Canada Post** and couriers, corporate services (lawyers, notaries, accountants and brokers), all major Canadian banks, the local SASCU Credit Union, government agents (**Service BC, Service Canada**) and major telecom companies.

The healthy business climate attracts many new and established entrepreneurs who benefit from the significant competitive advantages of doing business here. The **Salmon Arm Economic Development Society's** proactive approach sees us working collaboratively with **Downtown Salmon Arm, Community Futures Shuswap,** and the local **Chamber of Commerce.**



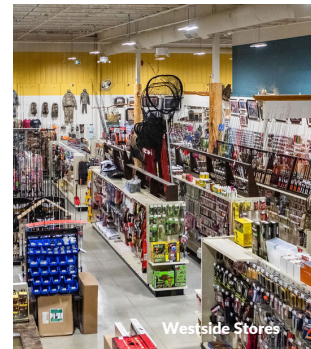
Man + Woman Home



Forage General



Shuswap Xtreme



Westside Stores

saeds.ca shuswapbusinesshub.ca
 salmonarm.ca

TELECOM & UTILITIES



Bell
Shaw
Telus
Rogers



BC Hydro
Fortis
Municipal Water
Municipal Wastewater

SALMON ARM RELOCATION GUIDE

NOTIFICATION
6:00 PM



DINNER WITH
THE
NEIGHBOURS

Private home overlooking Salmon Arm Bay

WELCOME HOME RECEPTION



 realtor.ca/bc/salmon-arm/real-estate

Salmon Arm's population growth over the last five years (close to a 10% increase from 2016 to 2021) has brought with it a welcome increase in housing diversity and density. While most homes are single-family dwellings, there is an increase in condominium, apartment and townhome developments. This lends itself well to those seeking attainable home ownership, as entry level opportunities are increasing and property continues to hold its value.

Many new residents have discovered Salmon Arm while visiting the Shuswap on vacation. The area is well served by professional realtors, mortgage brokers, property appraisers, home inspectors, five national banks and the local **SASCU Credit Union**. The **Shuswap Construction Industry Professionals** represent the many skilled construction trades in the region.



62%

SINGLE
DETACHED

5%

MOVABLE
DWELLING

3%

SEMI
DETACHED

8%

ROW
HOUSE

8%

APARTMENT
DUPLEX

14%

APARTMENT
OTHER

8,110 Households **\$668,000** Average Assessed Value

Housing Characteristics Source: 2021 Census, Stats Canada

Home Value Source: 2022 BC Assessment

SALMON ARM RELOCATION GUIDE

AFTER HOURS BRAINSTORMING

NOTIFICATION
8:00 PM



WINE TASTING

With a growing population, Salmon Arm has seen a robust growth in nightlife and entertainment. From both new and established wineries, breweries, cideries and distilleries, to tap rooms, lounges, cafes and bistros. The nightlife pairs well with Salmon Arm's growing performance, concert, event and exhibition offerings.

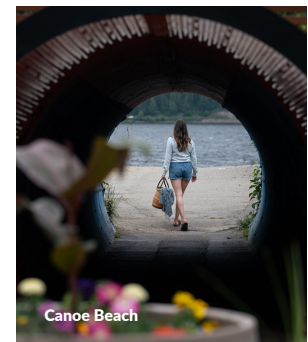
Salmon Arm's long-established entrepreneurship and innovation mindset have enormous influence on what happens here after hours. Creative communities like Salmon Arm well understand the link between a vibrant arts and entertainment scene, a diverse economy and a connected community. This fosters local pride, support for important causes, as well as an ability and willingness to take on unique challenges in memorable and meaningful ways.



Northyards Cider Co.



Marionette Winery



Canoe Beach



BREW PUBS



LOUNGES



CAFES



FINE AND
CASUAL DINING

salmonarmdowntown.com/dining-entertainment/

NOTIFICATION



RESERVE
Roots and Blues
TICKETS



Salmon Arm Roots and Blues Festival

SOUNDING BOARD



Marine Peace Park

The vibrant arts and culture scene is always a welcome surprise to Salmon Arm newcomers. The beauty of the Shuswap region inspires artists of every kind. Local artists are well supported by the **Salmon Arm Arts Centre**, **Salmon Arm Folk Music Society**, and amazing performance venues like **Song Sparrow Hall**. There's also a lively music and theatre scene in the Shuswap. You won't want to miss Wednesdays on the Wharf in the summer, nor will you be able to resist the live music performances at multiple locations, including the Ross Street Plaza, local coffee shops, restaurants and pubs. From jazz to symphony, and improv to opera, our arts and culture offerings cover the full creative spectrum.



5 SCREEN
MOVIE
THEATRES

Salmar Theatres
Film Festivals
Live from the MET Opera
Live Music & Events



EPIC MUSIC
SCENE

Song Sparrow Hall
Salmon Arm R&B Festival
Wednesdays on the Wharf
Salmon Arm Jazz Club
Kamloops Symphony



COMMUNITY
THEATRE

Shuswap Theatre
Annual Productions
Theatre on the Edge
RJ Haney Dinner Theatre
Theatre Festivals



HERITAGE
PARK &
MUSEUM

Seasonal Exhibits
Walking Tours of Village
Sprig of Heather Cafe
Pioneer Days



ANNUAL
WRITERS'
FESTIVAL

Writers Groups
Workshops
Readings
3 Independent Book Stores



1 AMAZING
ARTS
CENTRE

Annual Exhibits
Artists Talks
Events & Performances
Workshops

salmarmtheatre.com
rootsandblues.ca
shuswaptheatre.com
salmonarmmuseum.org
wordonthelakewritersfestival.com
salmonarmartscentre.ca
songsparrowhall.ca

STAKEHOLDER FEEDBACK

01 FOOD AND BEVERAGE PROCESSING

Salmon Arm has experienced consistent growth trends in the number of agri-food businesses operating in our city.

02 HIGH TECH & ADVANCED MANUFACTURING

Home to over 100 high-tech manufacturing firms, the sector employs over a thousand people. This ecosystem of innovation is growing, and there's always room for more firms with big ideas.

03 TOURISM

Consistently highly rated as an excellent destination for soft adventure and family fun, this sector benefits from the enthusiasm and diversity of tourism providers and accommodators. Top it off with world class events, and it's no wonder our guests come back time after time and often stay for good.

04 WOOD PRODUCTS

Our entrepreneurial spirit pioneered automated processing technology in wood products. If there's a mill where you call home, chances are, Salmon Arm's technology had a hand in building it. The tradition continues with our well-established wood products, sawmill equipment manufacturing firms and forest consulting firms.

05 BUSINESS SERVICES

Teamwork makes the dream work. As a small city, Salmon Arm is powered by collaboration and innovation, and these philosophies extend to our many business support services. We all work together to help you succeed.



01 FOOD AND BEVERAGE PROCESSING



**MIKE SCHROEDER,
LAKELAND FARMS**

"Farm For Tomorrow. We want to build on the success of generations before us and leave our kids with the opportunity to do the same."

 zestfoodhub.ca

Small City. Big Agriculture. Big Community. Big Food.

Food and beverage processing is a robust and growing economic cluster in Salmon Arm. This region accounts for 16% of British Columbia's total food and beverage manufacturing and has seen consistent growth trends for the last decade. With more than 50 unique food and beverage processing businesses operating within the City, this sector is fed by broad access to locally grown foods. There are over 100 farms operating within the City of Salmon Arm, and an additional 600 in the Shuswap region, providing diverse inputs to help fuel this processing sector.

Growth is being driven by the broad opportunity for value-added food processing, the increasing demand for locally grown food products and the focus on local food sustainability. Salmon Arm's employment share for food and beverage processing is three times the Canadian average.

With a focus on creating a supportive environment for this priority sector, the **Salmon Arm Economic Development Society** launched the **Zest Commercial Food Hub**. This shared-use food processing space provides an affordable, fully equipped space to incubate and accelerate food and beverage processing businesses.



TechBrewing Robotics Inc

02 HIGH TECH AND ADVANCED MANUFACTURING



LORELEI GUIDOS
RAPTOR INTEGRATION INC

"As a high-tech hub, we can pull resources from all over and bring them to this beautiful city and continue to grow and develop our tech sector and the businesses within it."

Salmon Arm's high-tech and advanced manufacturing cluster is a unique element of our economy. This strong cluster of over 100 businesses employs more than 1,000 people or 8% of the city's workers; an employment concentration that is a remarkable 60% higher than the national average.

Our high-tech and advanced manufacturing cluster is healthy, diverse and adaptable to an ever-changing economic landscape. We're far from a one-size-fits-all small economy. In fact, part of our resilience comes from the impressive variety of products emerging from our community. Salmon Arm is home to Western Canada's largest hub of companies that specialize in the design and manufacture of automated sawmill equipment. There's diversity in other products being manufactured in our community too, including plastics, recycled rubber products, robotics, retractable roll shutters, building products, alloys, advanced metal fabrication and machining and aerospace products.

The Salmon Arm Industrial Park, and the deep talent pool it is home to, is renowned for providing innovative solutions and high-quality products around the globe.

 bit.ly/salmonarmhightech

Small City. Big Tech. Big Opportunities. Big Growth.



Shuswap Lake

03 TOURISM



SAPPHIRE GAMES SALMON ARM VISITOR SERVICES

"The competitive advantage to starting a tourism business here is the huge amount of community support and the network of partners who work together to support events and attractions."

 www.travelsalmonarm.ca

Salmon Arm's breathtaking location along the shores of Shuswap Lake, coupled with its desirable four-season climate, make this city an ideal destination for visitors. A beautiful half-day drive from either Vancouver or Calgary, or a short flight into one of our nearby international airports, Salmon Arm scores high on accessibility. The city is located at the intersection of two key transportation corridors, Hwy 1 and Hwy 97B, each seeing thousands of vehicles daily, creating significant opportunities for new tourism experiences to be developed.

Tourism accounts for 12% of Salmon Arm's employment and is an important contributor to the regional economy. The region has invested in significant built and human capital to support the growth of this priority sector including 12 hotel and motels, a significant inventory of B&Bs, vacation rentals and campgrounds, over 600 km of regional hiking and biking trails, organized sports, athletic fields, golf courses, conference venues, a twin sheet ice arena and a pool and indoor sports complex. If you are considering starting a business or hosting an event here, contact the **Salmon Arm Economic Development Society** to find out more about the community support and statistical information that can help you along your way.

Small City. Big Heart. Big Adventure. Big Welcome.



04 WOOD PRODUCTS



JOHN DREW
FORSITE CONSULTING

"Salmon Arm is a great place to live and work with four seasons of fun and activities. The small town feel makes Salmon Arm a great place to raise a family and attracts young families here."

Salmon Arm has a well-established and diverse wood products sector, which is a significant contributor to the regional economy. Salmon Arm's largest private sector employer is Gorman Brothers' Canoe Forest Products, a producer of **CANOE brand®**, which has distinguished itself as a premium quality plywood panel that is well-recognized and valued throughout the world.

Building further on Salmon Arm's strong wood products foundation is the proud acknowledgement that the city is home to Western Canada's largest hub of companies that specialize in the design and manufacturing of automated sawmill equipment, led by forestry companies including **USNR**, **BID Group**, **Raptor Integrated** and **Mill Tech Industries**. Salmon Arm is also recognized as an industry leader in forestry management consulting, providing in-depth forestry knowledge and skills to create innovative solutions from strategic timber supply to on-the-ground forest operations.

This strong foundation of talent and opportunity continues to attract skilled professionals and entrepreneurial newcomers to this innovative business sector. Bring us your big ideas.



Downtown Salmon Arm

05 BUSINESS SERVICES



DUSTIN SERVISS SERVISS WEALTH MANAGEMENT

"With the influx of people from other centres, there is a refresh on ideas, knowledge and ways businesses can offer their product or service here."




Small City. Big Life. Big Fun. Big Property. Big Personality.

With close to 20,000 residents, Salmon Arm is the largest city in the Columbia Shuswap Regional District. The city has established itself as the business service centre for the close to 60,000 regional residents, providing solutions in the areas of commerce, legal and government services, as well as healthcare and education. Home to five major banks and **SASCU Credit Union**, major courier companies, law and real estate firms, as well as **Service BC** and **Service Canada** offices, Salmon Arm is the hub for regional business activities.

The city's five-year job growth (2015-2020) in business services outpaced the provincial average by 18%, adding close to 400 workers in the sector. Salmon Arm will continue to build on this reputation as an established business services centre and welcomes new entrepreneurs interested in establishing their businesses in this priority sector. The city's participation in the **BC Provincial Nominee Program - Entrepreneur Immigration Pilot**, provides an accelerated pathway to immigration for entrepreneurs. Part of the **Rural and Northern Immigration Pilot program**, Salmon Arm provides a unique and expedited avenue for immigration for foreign workers who want to work and live in our community. **Shuswap Immigrant Services Society** is an exceptional support agency here to welcome and support our newcomers.

SALMON ARM

SMALL CITY, BIG IDEAS

NOTIFICATION
 SEE YOU SOON

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