

First-Ever Castlegar & District Regional Economic Development Strategy Seeks Community Input

-Survey seeks feedback on key themes generated from interviews and workshops-

August 24, 2020 — Residents are being asked to share their ideas about how to boost the economy and quality of life using an Economic Development Strategy community survey.

The City of Castlegar, Castlegar & District Chamber of Commerce, and Regional District of Central Kootenay (Areas I and J) have partnered to create a long-term Economic Development Strategy focused on job creation which will guide efforts to attract new investment, and support and grow existing businesses.

Work began pre-pandemic and was delayed while the community focused on the immediate business recovery needs as a result of COVID-19. The Strategy is scheduled for completion this fall.

The work-to-date includes 50 interviews with community and business leaders, two workshops, and data analysis of competitive economic sectors. From this, key themes have emerged so the partners have launched a survey to gather feedback from residents. The survey includes visioning for the future, and sharing ideas about opportunities.

Take the survey before September. 14th, 2020 at <https://www.surveymonkey.com/r/CDEDS>.

“We want this Economic Development Strategy to embrace big ideas that will set our region apart as we look to the future,” says Castlegar Mayor, Bruno Tassone. “We also need to focus on clear actions that will support our ambitious vision for the future.”

“The Regional District of Central Kootenay looks forward to receiving constituent feedback on how we can all assist in developing a constructive, collaborative and efficacious Economic Development Strategy in Castlegar & Areas I & J,” says Area I Director Andy Davidoff.

“Great things have been happening in Castlegar & District, including Millennium Park & Ponds, Sculpturewalk, Columbia Avenue revitalization, new development activity on the airport lands, new housing in Regional District of Central Kootenay Areas I and J, and forestry industry expansion,” says Castlegar & District Executive Director Tammy Verigin-Burk. “We will be able to achieve even more by working together.”

A business survey is also open for responses:

<https://www.surveymonkey.com/r/CastlegarRegionEcDevBusinessSurvey>

Background

The Castlegar & District Chamber of Commerce, who is leading the initiative, has retained [Rynic](#) to develop the Strategy. The Strategy will have a strong focus on accelerating the development of key sectors, including: forestry, creative industries, professional services, tourism, agrifood, and technology. A key insight has been the strength of the forest industry – which generates 50% of all economic exports from Castlegar & District, is the third biggest industry in our area by

number of jobs, is the fastest growing industry, has higher than average wages, and has a strong link to generation of jobs in other sectors.

For further information, please contact:

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