

Open For *Business*

The City of Powell River is a stunningly beautiful and engaging community located in the south west of British Columbia, Canada. Neatly tucked into BC's coastline and hours from Vancouver, Powell River is an attractive option for those seeking to capitalize on a growing community with constantly expanding opportunities.

This Community Profile is intended to provide new business investors with an overview of the state of the economy and quality of life in the City of Powell River. Additional market studies, reports and documents are also available. Contact the City of Powell River for more information: 1-604-485-8653 or powellriver.info



Introduction

Nestled on the north end of the Sunshine Coast, Powell River is a charming, rural region of beautiful British Columbia. Strategically located just hours from Vancouver, Powell River benefits from world class infrastructure yet maintains a small town feel. With picturesque mountaintops and an abundance of urban amenities it is no wonder why Powell River has become home for people from around the world.

Proud of its heritage, and now the largest community on the Sunshine Coast, Powell River is known today for its dynamic cultural life, fascinating heritage and Aboriginal tours, and great outdoor recreation. Powell River is a popular year-round sea-to-mountain recreation area with something for everyone.

The City of Powell River is a growing community of 13,100 people and a regional population of 19,906. Located northwest of Vancouver at the north end of the Sunshine Coast, the area encompasses some of the most beautiful seaside views and an abundance of sun and sandy beaches. Set between Georgia Strait and the magnificent coastal mountain range, the area includes several mainland rural communities, the Sliammon First Nation, a small section of the Sechelt Indian government District lands, Lasqueti, Texada, Savary and Hernando Islands.



Industry and Commerce

Powell River has a well-diversified economy. Among Powell River's economic strengths is a solid employment base in primary industries, especially in paper manufacturing and in limestone quarrying. In addition to paper and crushed limestone, Powell River's chief exports include lumber, seafood and value added products such as windows and cabinetry.

Transportation

Powell River has strong marine transportation ties and is serviced by two large barge companies (Seaspan and City Transfer). There is a deep water freighter berth located at Catalyst Paper and nearby Texada Island has deep-water access, and Lafarge Canada has a freightliner berth at its quarry operations. Powell River's airport offers multiple daily flights to Vancouver International Airport linking business professionals to global access, and can have you there in just 20 minutes at a reasonable cost.

Quality of Life

Powell River offers the best in education (public and post secondary), health care, infrastructure, recreation and culture. Named a Cultural Capital of Canada in 2004, the region offers a wide range of activities for arts enthusiasts with many festivals and regular musical and theatre performances, including the International Choral Festival 'Kathaumixw', which hosts over 2500 performers and the Pacific Region International Summer Music Academy whose faculty hails from some of the world's finest orchestras.



Partnerships

The Powell River Region has a strong history of creating innovative partnerships to move projects forward for the betterment of the community. The City took a bold approach to reducing major industrial tax rates for Catalyst Paper Corporation (\$18-million in savings) and in turn made a deal to take ownership of needed lands and assets. School District 47 and Vancouver Island University partnered to create dual credit trades programs that have become a model for the rest of BC. The City has partnered with the Sliammon First Nation to form a Limited Partnership to sell lands for redevelopment to create new jobs and tax revenues. These partnerships are just a few examples of how the community works together to make things happen.

