



September 23, 2010

Study Identifies Economic Opportunities for Canoe and Robson Valleys

The Regional District of Fraser-Fort George is seeking comment and feedback on a report that identifies economic opportunities in the Canoe and Robson Valleys.

“With all the changes in the Canadian economy, small communities are really struggling to determine how to best position themselves for success in an emerging economic environment,” says Ken Starchuck, Director for Electoral Area H (Robson Valley-Canoe) for the Regional District of Fraser-Fort George. “We felt it was important to work with the communities in the Canoe and Robson Valley and build a strategy to identify and capitalize on the economic opportunities that exist there.”

With funding from CEDI (Community Economic Diversification Initiative) and OBAC (Omineca Beetle Action Coalition), a study was commissioned to identify where the opportunities exist and how the Canoe and Robson Valley communities can position themselves to best take advantage of the opportunities.

The study determined the following as top opportunities:

- Recruitment of independent business people
- Tourism and Culture Sector
- Forestry and Wood Products
- Active Retirees
- Agriculture

The public is invited to learn more about the results of the study and the action plan to target the opportunities at open houses to be held October 4 in McBride and October 5 in Valemount. The October 4 session takes place in the Robson Valley Community Centre and goes from noon to 4:00 pm. The October 5 session takes place in the Best Western and goes from noon to 4:00 pm.

The sessions will also include a presentation from the Ministry of a Small Business, Technology and Economic Development to talk about a Venture Capital Program that provides financing of up to five million dollars to the small businesses in British Columbia.

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