



What is the Robson Valley Region?

The Robson Valley Region is a collection of communities nestled on the edge of the Rocky Mountains in northern British Columbia, between Prince George, Jasper, and Kamloops. The Robson Valley Region includes: Dome Creek, Crescent Spur, McBride, Dunster, Tête Jaune Cache, and Valemount. We feel our communities and our lifestyle provides a great opportunity to step back and enjoy life again. Enjoy the outdoors, nature, fresh air, wildlife, and close neighbours.

The Robson Valley Region program is a strategy to identify and capitalize on the economic opportunities that exist for communities in the Canoe and Robson Valley.

The Robson Valley Region program focuses on five sectors to attract new business and the inspire existing businesses to diversify and expand to create a more sustainable economy.

These five sectors are:

1. **Agriculture:** The program looks to attract produces and investors from elsewhere in BC where land is not as plentiful or affordable. There is also a need for value-added agricultural businesses in the Robson Valley Region.
2. **Forestry:** The program looks to attract small operations and vales-added forestry businesses to the Robson Valley Region.
3. **Tourism:** The Canoe and Robson Valley provide breathtaking scenery and ample recreational opportunities for outdoor enthusiasts. The program looks to diversify the tourism industry with tours, attractions and experiences as an economic opportunity for the Robson Valley Region.
4. **Professionals and Active Retirees:** When you can live anywhere for work, why not choose the Robson Valley Region? The program looks to encourage professionals and active retirees to re-locate to the Robson Valley Region for a work/live balance that may not be achievable in other parts of the country.
5. **Government Services:** The program identifies that establishing government services within the communities of the Robson Valley Region provides stable employment and increased services to those living in the communities. The program encouraged all level of governments to consider establishing offices in the Canoe and Robson Valley.

Robson Valley Region Website and Social Media:

Website:

Our website showcases who we are, what we are about, and all the opportunities available within our area. We encourage you to take a browse and experience what we can offer you.

Website: www.discoverrvr.ca

Facebook and Instagram:

Our social media accounts showcase day to day living in the Robson Valley Region. Breathtaking photos, business and community events, and Robson Valley Region news are the focal point of our accounts. We encourage you to follow our social media accounts to discover the exciting offerings of the Robson Valley Region.

Facebook: www.facebook.com/RobsonValleyRegion

Instagram: RobsonValleyRegion



What Can The Robson Valley Region Program Offer You?

Robson Valley Region Marketing Coordinator:

This program has a part time coordinator that oversees the program. The main responsibilities of the coordinator is to work with Robson Valley communities and businesses to promote the Robson Valley Region to Canada and the rest of the world.

The coordinator is responsible for maintaining the www.discoverRVR.ca website, social media updates, promoting the program to local communities and businesses, developing and distributing marketing materials and to be the first point of contact for inquiries from the website.

The Robson Valley Region Marketing Coordinator can be contacted at:

Phone: 250.566.5012

Email: rvr@rdffg.bc.ca

Website: www.discoverrvr.ca

Local Businesses:

To help build local brand awareness and to promote goods and services from the Robson Valley Region we have created a wide range of printed marketing materials for your use. Items that we have, that may be useful to you include:

- Robson Valley Region gift bags
- Robson Valley Region product tags
- Robson Valley Region coasters
- Robson Valley Region stickers
- Robson Valley Region tent cards
- Robson Valley Region rack cards
- Robson Valley Region posters (various sizes)
- Robson Valley Region sandwich boards
- Robson Valley Region flag signs

These items are available at no cost to participating Robson Valley Region businesses. If you are interested in any of the above marketing materials, please contact our Robson Valley Region Marketing Coordinator to develop a materials package that fits your business needs.

We are always looking to improve and update our marketing materials. If there is something you think we could provide that would help to promote the Robson Valley Region please let our Robson Valley Region Marketing Coordinator know!

Potential Investors

Whether you're an investor looking for a place to locate your business or you are an individual looking to relocate to the Robson Valley Region, we can help you!

Our Robson Valley Region Marketing Coordinator can help you find the information you are looking for and put you in contact with key economic development representatives for McBride, Valemount and the Regional District.

Our website also provides a wide range of information regarding services, community profiles and success stories for the Robson Valley Region.