

# North Kootenay Lake to Shape its own Economic Future

January 24, 2020 - Kaslo, British Columbia

Revitalizing the economy of North Kootenay Lake is a top priority in 2020. Recent challenges in forestry, the changing landscape of agriculture, the growth of remote working and wide range of tourism opportunities creates an exciting time for residents of North Kootenay Lake to look ahead together, and build a strategy to shape the region's future.

The Village of Kaslo and Regional District of Central Kootenay Area D are teaming up to develop a shared vision for the regions economy. In the fall of 2019, Factor 5, an award winning social enterprise designed to co-create sustainable communities, was contracted to support the development of an economic development and marketing strategy for North Kootenay Lake.

"Thanks to the financial support of the Province of British Columbia and the Columbia Basin Trust, we have economic development experts working closely with staff, volunteers and local organizations to custom design a strategy that drives prosperity in the region" said Kaslo Mayor Suzan Hewat

The North Kootenay Lake Economic Development and Marketing Strategy will be developed over the course of 2020. "At the heart of strategy is constructive input from local businesses, community organizations and residents. Throughout the process, we will be looking for ways to involve everyone in choosing the future and charting the path forward for the region" said Aimee Watson, Regional Director for Area D.

The first public event is an Economic Development Open House scheduled for Tuesday February 11, 2020 at 1 pm at the Village of Kaslo Office. It will be hosted by the Kaslo and Area D Economic Development Commission, in partnership with the Kaslo and Area Chamber of Commerce. "Businesses, residents and community organizations are invited to connect with economic development experts, public officials and volunteers about economic development priorities and explore how they can be part of shaping the region's future" said Jeff Davie, Treasurer of the Chamber of Commerce and Economic Development Commissioner.

Early priorities identified by the commission include being proactive in fostering sustainable growth, developing key community features, addressing workforce challenges, building community capacity and promoting self-reliance and vitality across the region.

Following the open house in February, there will be a series of roundtables to pull together businesses and stakeholders to discuss key challenges and opportunities in some of the region's most important sectors.

To get involved in shaping the region's economic future, visit [www.northkootenaylake.ca](http://www.northkootenaylake.ca) or follow social media at

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