

Capitalize on the 100 Mile Edge in Agriculture

LOCAL KNOWLEDGE
REGIONAL IDENTITY
AGRI-TOURISM OPPORTUNITIES
SUSTAINABLE GROWTH



PHOTO: JAN MONTEYNE

Investment in agriculture has strong roots in 100 Mile House, with homesteaders and a new generation of farmers establishing a rural lifestyle while raising livestock, growing hay crops, and developing market gardens. Food security, supporting local growers, and contributing to the local economy are all important to the 100 Mile House economic mix.

TRENDS

Residents and visitors alike love purchasing locally produced goods, resulting in an active, growing regional market for products like:

- Craft beer
- Organic foods
- Specialty condiments
- Locally grown food
- Experiential and agri-tourism offerings

As more and more people seek to reconnect with nature and their food supply, 100 Mile House is seeing an upsurge in:

- Backyard gardening and hobby farming
- Small-scale food production
- Young people living more sustainably and closer to the land

Welcoming investment in:

- Food processing and manufacturing
- An abattoir to support local farmers and ranchers
- Industrial hemp processing and manufacturing, supporting growers and end-users
- Agri-tourism

100 MILE EDGE



Central location with ~2.5 million vehicles travelling in the area annually



Established manufacturing support services



Many skilled, experienced workers in the region



Local farmers and ranchers with a wealth of inter-generational knowledge about crop production, soil, and weather conditions in the area



Capitalize on the 100 Mile Edge in Forestry

SKILLED LABOUR FORCE

ESTABLISHED SUPPLY CHAIN

SIGNIFICANT VOLUME OF RESIDUAL WOOD FIBRE

ENVIRONMENTALLY SUSTAINABLE GROWTH



Forestry continues to be a primary economic driver in 100 Mile House. We are home to a multinational sawmill, a community forest, numerous woodlots, and several log-home building companies. We also have a large service sector and an established supply chain to support wood products manufacturing. Further, in partnership with the B.C. Ministry of Forests, Lands and Natural Resource Operations, 100 Mile House is actively working to attract bio-energy projects and processors of residual fibre.

TRENDS

New industries that use lower-quality residual wood fibre (e.g. wood pellets) are a priority of the provincial government, as well as local communities that rely on forestry-related employment and revenue.

As the mid-term timber supply decreases, wood fibre utilization creates

the opportunity to capture more value from every part of the timber profile and mitigate future timber supply shortfalls.

Capturing residual fibre has social, economic, and environmental benefits:

- Supporting forest industries and bioenergy development

- Reducing carbon emissions
- Reducing smoke from slash-burning activities

Welcoming investment in:

- Bioenergy projects
- Wood products manufacturing
- Residual fibre processing

100 MILE EDGE



Central location and logistical advantages, including access to the Highway 97 transportation corridor and the Canadian National Railway



Access to a fibre supply analysis, to help detail the biomass opportunities from the local processing mill and logging residue



An established service sector and skilled labour force experienced in wood products manufacturing



PHOTO: JAMES WATRICH



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Capitalize on the 100 Mile Edge in Virtual and Remote Work

AFFORDABLE LIVING

HIGH-SPEED INTERNET

ACTIVE LIFESTYLE

MORE SPENDING POWER



The way we approach our work-life balance has changed. Many workers are looking for remote work opportunities with easy access to nature, time left each day for family, and perks like decreased commute times, reduced parking and transportation costs, flexible schedules, and casual work attire. In 100 Mile House, we've embraced this change, and the digital economy is already experiencing growth, with room for considerably more opportunity.

TRENDS

There's been a fundamental shift in workplace culture, and those working virtually or remotely are now seeking a lifestyle change that enhances work-life balance.

As more individuals and entrepreneurs are able

to choose where they want to work, smaller communities are welcoming newcomers and offering opportunities, experiences, and environments that emphasize nature, recreation, and community.

Welcoming investment in:

- The digital economy
- Home-based offices and businesses
- Independent agencies and start-ups
- Artistic and creativity-based ventures

100 MILE EDGE



Affordable homes with room for dedicated office space



Diverse, year-round recreational and social activities



A central location and friendly community for young professionals and families alike



A strong local culture of entrepreneurship



PHOTO: GROCHOWICZ



Capitalize on the 100 Mile Edge in Retail

LIVELY DOWNTOWN
THRIVING TOURISM DESTINATION
LARGE, YEAR-ROUND CONSUMER BASE
ACTIVE SMALL-BUSINESS ENVIRONMENT



With a thriving service centre supporting a population of 15,000 that increases to 25,000 in the summer months, 100 Mile House offers a diverse selection of department stores, mixed retail, and boutique shops in our busy downtown and enclosed mall. Existing businesses are well known for their friendly customer focus and eclectic mix of retail offerings, while the wide variety of accommodations and dining choices drives traffic into the retail environment.

TRENDS

Community-oriented retail is a growing sector, in which local retailers offer a shopping experience featuring:

- Personal service
- Knowledgeable staff
- Creative merchandising
- Local charity partnerships

Public spaces and walkable downtown areas where people can enjoy more than one activity increase the number of businesses with which shoppers interact during their visit. Unique retail businesses draw customers from larger regional centres, further

promoting more sales and repeat customers.

Welcoming investment in:

- Activity and experience-based businesses
- Economically diverse retail offerings
- Businesses that complement the existing retail mix

100 MILE EDGE



A busy downtown, with an attractive, walkable main street highly valued by residents, visitors, and businesses



Multiple, beautiful public spaces to encourage a positive shopping experience



An ideal location on Highway 97, the major north-south transportation corridor in the province, with ~2.5 million vehicles travelling in the area annually



PHOTO: APRIL ROBERTS



PHOTO: MARTINA



PHOTO: APRIL ROBERTS

Capitalize on the 100 Mile Edge in Tourism

UNRIVALLED NATURE AND RECREATION
ACCESS TO MULTIPLE TOURISM MARKETS
PLENTIFUL SERVICES AND ACCOMMODATIONS
SUPPORTED MARKETING



Recently ranked by the community as a top sector for future regional growth potential, tourism is a significant economic driver in 100 Mile House and the surrounding region. The South Cariboo offers diverse, year-round recreational experiences, from renowned cross-country skiing and snowmobiling to horseback riding and ATVing, and the area's many guest ranches and lakeshore resorts are highly popular destinations.

TRENDS

Weekend road trips afford residents from across B.C. a quick get-away to visit friends and family, with RV travel increasing in popularity as adventure-hungry travellers seek our outdoor recreation. Staycations also continue to be popular as residents explore their own regions.

We're also seeing the emergence of workcations, in which remote work is prioritized, allowing people to take advantage of our region's beautiful scenery and enjoy their evenings relaxing by the lake, adventuring on mountain bike trails, or hiking through nature.

Welcoming investment in:

- Businesses that build on our tourism-related assets
- Tourism products that feature rainy-day activities
- Boutique tourism experiences
- Destination product development
- Agri-tourism

100 MILE EDGE



The commercial and service hub for 25,000 residents and seasonal visitors



Supported marketing and a high rate of return visitors



Unparalleled access to outdoor activities in an area of stunning natural beauty



Close proximity to major recreation markets



PHOTO: APRIL ROBERTS



PHOTO: MITCH CHEEK



PHOTO: PAULSEN