

## Community Profile

Municipal/County Name	Crowsnest Pass	Contact Name	Patrick Thomas
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Date	December 2023	Phone Number	403-562-8833
Give an overview of your region (150-200 words)			
<p>Welcome to Crowsnest Pass, a hidden gem nestled in the heart of the Rockies and often regarded as the last affordable urban mountain community. This charming area combines the allure of an outdoor paradise with a commitment to providing residents with a coveted work-life balance that is truly unparalleled.</p> <p>In Crowsnest Pass, affordability meets the majestic beauty of mountain living, creating a haven for those seeking an escape to a genuine mountain community without sacrificing financial feasibility. The municipality's unique blend of urban amenities against a backdrop of awe-inspiring mountain vistas positions it as an inviting and accessible destination.</p>			
<b>Sectors</b>			
What sectors are you most competitive for and why?			
<ol style="list-style-type: none"> <li><b>Tourism-</b> with the mountains providing ample outdoor recreation opportunities, lakes, and a wealth of history, people are naturally drawn to explore this area. This has resulted in niche shops, eateries, and guided experiences being developed.</li> <li><b>Energy-</b> with a history of coal mining which continues plus the potential of hydro-electricity generation, this sector still plays a significant role. This is also seen with supporting businesses including manufacturing to support the mines and renewable potential.</li> <li><b>Remote Work-</b> this is an emerging sector as the broadband connectivity is high and balanced with the quality of life, more people are calling this home.</li> <li><b>Housing Development-</b> with more people seeking work/life balance and the affordability of the area, this sector is booming.</li> </ol>			
What is your value proposition?			
<p>What sets Crowsnest Pass apart is its unwavering commitment to fostering work-life balance. Here, the community understands the importance of harmonizing professional endeavors with the natural beauty that surrounds it. Residents find themselves not only engaged in fulfilling careers but also enjoying a quality of life enriched by the stunning landscapes and outdoor activities just moments away. With competitive tax and utility rates, incentives for businesses, new housing developments, a strong residential property inventory, resilient history, and diversity of services, plus exceptional medical services, makes this an investment ready and rich environment.</p>			
<b>Costs of Doing Business</b>			
Tax rates			
Residential: 7.7943 VNR & SMB: 13.3658 Other Non-Res: 17.8212 (large industry)			
Land Costs per acre (average)			
\$210K/0.76 acres			
Real estate costs per sq. ft (average)			
Residential Lots: \$5.87-6.73square foot			
Incentives or cost advantages (if any)			
New Development Policy- \$100,000 investment = 2 years tax forgiveness.			
Other	<p>Visit <a href="https://www.crowsnestpass.com/doing-business/invest-here2/investment-opportunities">https://www.crowsnestpass.com/doing-business/invest-here2/investment-opportunities</a> for up-to-date info on investment opportunities.</p> <p>Crowsnest Crossing- 7.13 Acre- comprehensive mixed use (2025-2026)</p>		
<b>Ease of Doing Business</b>			
What supports do you bring for new businesses (try to be specific)?			
<p>Support ranges from infrastructure to promotion to financing options for business. High speed internet for ease of doing business along with a website (<a href="http://www.gocrowsnest.ca">www.gocrowsnest.ca</a>) and the support of Community Future</p>			

loans, gives businesses access to additional supports.
Are there major transport access (road, rail, air)
Road: Highway 3 intersects the municipality to connect to Alberta and B.C while Highway 22 is only a short drive which connects you to Calgary. Rail: CPR mainline runs east/west and provides connectivity to the BC Coast.
Describe the business culture in the community
The business culture in Crowsnest Pass is characterized by its new and innovative ventures, a tourism-centric approach, a growing economy, and an ever-evolving mindset. This combination creates a dynamic environment where businesses are not only meeting current demands but are also poised to shape the future of this thriving mountain community.
How do you make new businesses feel welcomed? Feel supported?
Due to the close-knit nature of the business community, support happens organically. Add to that the ability to be part of the Chamber of Commerce, and promotion on the municipalities socials and listed on the business directory.
Who is the point of contact for inquiries?
Patrick Thomas
<b>Speed of Doing Business</b>
What are the permitting & zoning timelines?
Permitted: < 1 week Discretionary: 4-6 weeks
Is the point of contact for inquiries familiar with land use planning, development approvals and the building process?
Yes, and will function as a concierge
<b>Talent</b>
What does your talent pipeline look like? How do you attract talent? What is the affordability look like (e.g., Average housing costs)
With a population of just over 5,600 people, the Crowsnest Pass draws from all of its own geographical area as well as the shadow population of 1,500 people. It also attracts people that will work remotely for shorter periods of time and commute. Neighboring communities like Sparwood and Pincher Creek are also within 30-45 minutes from the area, so potential labour can be attracted from there as well. Affordability is fairly good in the community with more housing being built with a focus on diversity in choice.
Is there access to post-secondary or training programs offered?
Closest post-secondary would be in Lethbridge or Cranbrook, B.C. With the broadband network, online is also a popular choice.
What are the stats about the local workforce?
Alberta Regional Dashboard: 2,660 in the workforce with a participation rate of 54% and unemployment rate of 9%. The increase in apprenticeship is occurring with more people moving to post-secondary and enrollment in high schools. A higher than regional average couple family's income of \$142,000 is seen. Stats Canada 2021 Census: 59.6% of the population is between ages of 15-64 with an average age of 48.3.
How do you retain talent? What is the quality of life like in your community? (schools, recreation etc.) How do you ensure new residents feel welcome?
As an outdoor paradise, Crowsnest Pass beckons adventurers and nature enthusiasts alike. Surrounded by pristine wilderness and boasting a myriad of recreational opportunities, from hiking and skiing to fishing and biking, the municipality offers a playground for those who relish an active and nature-infused lifestyle. With a substantial healthcare system (hospital and long-term care), Schools (K-12 including francophone) historical and cultural sites (Frank Slide), shopping, and vibrant community groups, there is lots to keep people happy and living in the community.
<b>ESG (Environmental, Social and Governance) + DEI (Diversity, Equity &amp; Inclusion) ESG compliance and disclosure are top drivers of investor trust as there is a growing awareness that communities, companies, government etc. have the responsibility and resources to accomplish positive climate action and build a more sustainable and resilient future.</b>
What are the environmental, sustainability or emission reduction initiatives in your community?

With a focus on preserving the natural beauty of the area, the municipality is focused on clean energy, reducing forest fires, soil erosion prevention, and increased tree planting. This work is being done by installing EV Chargers, planting more trees in the municipalities by engaging in the provincial government's FireSmart program, and riverbank mitigation.

What are the DEI initiatives in your community?

While no official strategy is in place, diversity is occurring due to the recruitment of immigrants as laborers. Equity is seen with a significant percentage of council being female. Cultural Training and upgrading existing facilities for better access is being undertaken to help ensure inclusivity.

Other

Are there any other aspects that make your community unique?

Join us in Crowsnest Pass, where affordability, a breathtaking outdoor playground, and a dedication to work-life balance converge to create a unique and thriving urban mountain community. Discover the perfect blend of affordability, adventure, and tranquility in a municipality that cherishes both its natural wonders and the well-being of its residents.

Include any relevant maps or photos of investment ready sites

New Commercial Investment Opportunity:

Crowsnest Crossing: <https://www.shiftrei.ca/properties/crowsnest-crossing>



### Proposed Building Breakdown

- Building A - 25,618 SF
- Building B - 4,488 SF
- Building C - 4,488 SF
- Building D - 10,000 SF
- Building E - 4,500 SF
- Building F - 9,655 SF
- Building G - 5,381 SF
- Building H - 2,500 SF
- Building I - 2,691 SF