



FEATURED WORKS

“ I have worked with Studio 2 Designs (Susie) on many projects in the tourism industry with the destination marketing organizations of Explore Gold Country, and most recently Tourism Valemount. Her professionalism, thoughtfulness and creativity makes for a great working relationship. She is prompt with tasks, and can take an idea and make it a reality. She provides great feedback and always ensures the customer is completely satisfied with the end results. ”

Marcie Down
EXECUTIVE DIRECTOR
TOURISM VALEMOUNT



WELCOME TO VALEMOUNT

Surrounded by majestic mountains this vibrant village welcomes you to experience all our seasons! Valemount is situated in a corridor leading to seemingly unlimited outdoor recreation and local cultural experiences. Explore the diverse trail network, discover natural gems, and quiet serene locations where you can relax and enjoy scenic views year-round. Those who enjoy the adrenaline rush of white-water rafting, paddling and downhill biking will find many reasons to keep coming back. Proliferate the gentler activities like hiking, paddling, and fishing? We have that too. Visit Valemount, explore our seasons, our culture and our wild side. Experience for yourself why Valemount is the middle of everywhere.

- 4 Location
- 6 Events
- 8 Top Ten
- 10 Itineraries
- 14 Water
- 20 Culture
- 22 Parks
- 26 Adventure
- 30 Wildside
- 32 Stay
- 42 Eats & Sips
- 46 Bike Park
- 52 Map

SPRING ITINERARIES

Spring

1-DAY

Day 1:
With the warmer days of Spring, comes the annual glacial melt. Visit one of the nearby waterfalls to see them in their most glorious, roaring state.

3-DAY

Day 2:
The RR Stewart Wildlife Area (also known as Cranberry Marsh) has a bird band that will give you ample opportunities to see the various birds and wildlife of the area. Two viewing towers (not accessible during) take you high above the marsh for an all-encompassing view.

Day 3:
Embrace your Wild West tendencies and book a guided horseback ride. 1-hour, 2-hour, and multi-day options available.

5-DAY

Day 4:
The cross-country mountain bike network on Swift Mountain tends to get the early Spring sun, and as a result, is one of the first areas to melt in the Spring. Get a good start to your new fitness by pedaling one of the many various bike trails.

Day 5:
After all of that hard work, take care of yourself with a massage & facial. Locally created skin-care products are available for purchase, so you can be reminded of the mountains year-round.

“ I have had the privilege of working with Susie and Studio2 on more projects that I can count from tourism guides, investment materials, websites, and advertisements. The work is always beyond my wildest expectations and their flexibility should qualify Studio2 Design for sainthood. They been my go-to for almost 10 years now. Always impeccable work and great communication. They are guaranteed to make your ideas look amazing! ”

Kat Chatten

COMMUNITY DEVELOPMENT COORDINATOR
VILLAGE OF CLINTON

COMMUNITY ECONOMIC PROFILE

VILLAGE OF CLINTON
READY FOR INVESTMENT

Table of Contents

- 4 Economic Overview
- 5 Attributes of Clinton
- 6 Location & Proximity
- 7 Demographic Snapshot
- 8 The Clinton Advantage
- 9 Clinton Opportunities
- 10 Community Map
- 12 Local Business Directory
- 14 Local Business Resources
- 16 Community Organizations

Community Message

The Village of Clinton is a friendly, welcoming community strategically located on Highway 97 North (the Cariboo Hwy) in Central BC, halfway between Vancouver and Prince George.

The Village tagline is "Where History Meets Adventure". For the history buff, the Clinton Museum is a great starting point. This little jewel has been described as one of the best museums in BC and showcases the history of the Clinton area from First Nations heritage, Gold Rush days and early ranching and logging activities. Along with the Pioneer Cemetery, you will enjoy hours of exploration into the 1800s.

For the adventure seeker, there are a variety of multi-use trails for hiking, walking, biking and horseback riding. There are guest ranches, Provincial parks and forest service recreation sites. In the winter months, one can cross-country ski or snowshoe at the Big Bar Ski Trails. For those seeking to venture further afield, snowmobiling is also a popular activity in the surrounding hills. The scenery is breathtaking and is a draw for photographers and birders. The surrounding lakes offer fishing, boating and camping opportunities and the rolling hills and back country are an outdoor enthusiast's paradise.

With a K-12 school, Health Centre, Ambulance Station, RCMP, three churches and the opportunity for a variety of recreational activities, Clinton is an ideal place to live and work. Reasonable real estate prices, low crime rate, transit services, an arena, curling rink and fitness facility, along with many parks and trails combine to make Clinton a great community in which to raise a family, start a business or retire.

Suffice to say, there is something for everyone in the vibrant community of Clinton. Plan a visit and see for yourself what a unique place Clinton really is. The Village is open to new business, ventures and marketing ideas.

Location & Proximity

Located in the southern interior of British Columbia, only four hours from Metro Vancouver, Clinton is located between the two full-service communities of 100 Mile House and Kamloops. Clinton offers a unique, rural lifestyle with the services of larger centres "next door", just a 45-minute drive away. This proximity provides the assets that many rural communities do not have including an airport, hospital, and additional services. Closer communities with additional recreation, events, and amenities are Ashcroft and Cache Creek, both approximately 30 minutes away and can be reached by the Ashcroft-Cache Creek-Clinton Transit System.

Demographic Snapshot

641 / 5,142
Stable population of 641 and a regional population base of 5,142

280 / 2,115
Labour force of 280 and a regional labour force of 2,115

50%
Half of the population has post-secondary education

14%
Fourteen percent are self-employed

275k
\$275,000 average home price and cost of living 33% lower than BC average

25% / 34
One-quarter of the population is under the age of 34

Destination	Kilometres (mi/km)	Travel Time
Kamloops, BC	123 (76)	1 hr, 23 min
Kaluma, BC	281 (174)	3 hr, 9 min
Vancouver, BC	382 (237)	4 hr, 11 min
Prince George, BC	404 (251)	4 hr, 20 min
Seattle, WA	515 (320)	6 hr
Calgary, AB	740 (460)	8 hr



**BUILDING
A CREATIVE
COMMUNITY**

**CASE FOR SUPPORT
2022**



Our Mission

The Lake Country Art Gallery informs and builds community through enriching and sometimes challenging exhibitions. It offers diverse and inclusive programming and gives space to artists in varied artistic practices. It is accessible, engages the local community and beyond, and fulfills its role with a strong, contemporary voice.

Our Values

COMMUNITY- Build and support a local art audience and encourage cultural citizenship. **COLLABORATION-** Seek out and initiate collaborations with other community groups. **CULTURAL VITALITY-** Ensure the inclusion of the unique voices, artists, ethnicities, heritages and interests of the Lake Country community. **INCLUSION-** Create a welcoming and supportive atmosphere in the gallery that encourages and fosters interaction and dialogue with art. **INTEGRITY-** Operate with integrity, professionalism and transparency within the scope of available financial and human resources.

CONNECT

“ Inclusive, friendly and creative. ”
2022 Community Survey

We reach out and engage our community through highly accessible, diverse and responsive programming.

EXHIBITIONS

We present artwork that demonstrates a high level of excellence; that engages, challenges and enriches our community by bringing new artists and artwork into the gallery from other regions, as well as by supporting and showcasing the work of artists that live and work within our community and beyond.

PROGRAMS

We offer innovative, educational and accessible public programming that may integrate with our exhibitions, or stand alone. We present classes, workshops, events and gatherings that inspire, engage and appeal to a broad range of interests, age groups and skill levels.

“ Provides a welcoming space for people to meet and explore art. ”
2022 Community Survey

INNOVATE

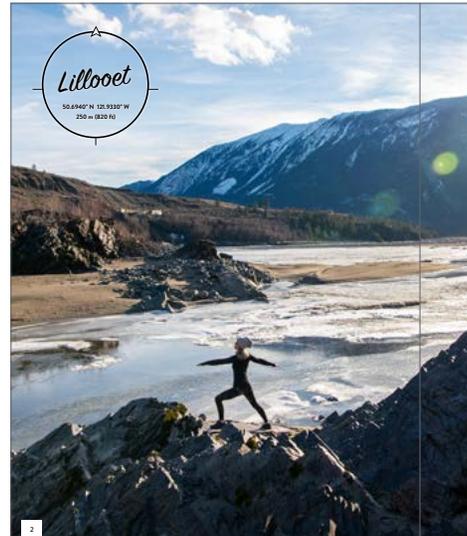
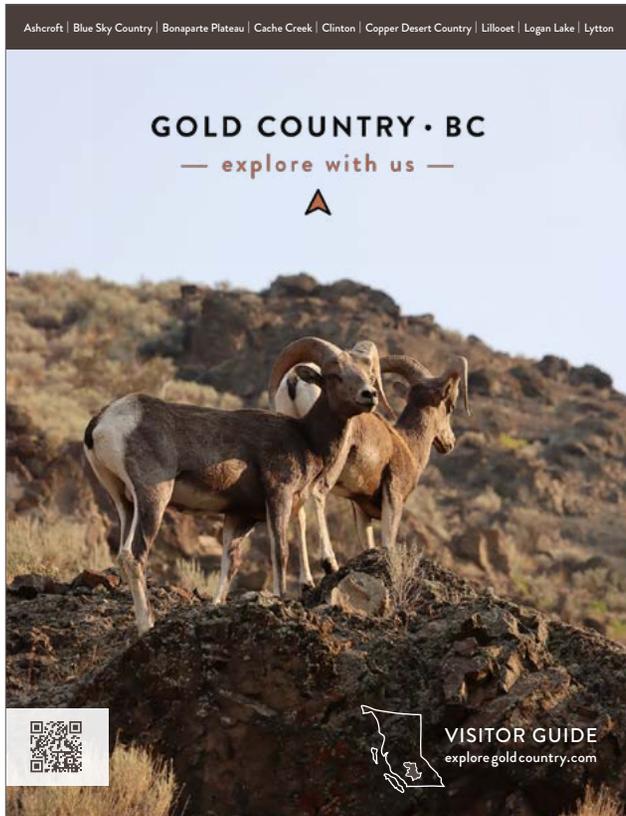
“

We are a non-profit destination marketing organization that has worked with Susie and her team for many years. Their team has provided design services for our popular Visitor Guides, Trail Guides and our website. Studio2 is consistent with their turnaround time and continually wows us with their graphic design. They are great at understanding our concepts and executing the design. We enjoy their flexible nature and competitive rates. Working with Susie is a pleasure and I look forward to working with her and her team whenever the opportunity arises.

”

Brandy Cooper Chardon

MARKETING MANAGER
GOLD COUNTRY COMMUNITIES SOCIETY



Enjoy the charming scenery overlooking the mighty Fraser River, majestic snow-capped mountains, peaceful farmlands, subalpine forest and semi-arid desert.

Lillooet is located between the eastern edge of the Coastal Mountain foothills and the western edge of the interior desert landscape. Many locations in Lillooet and along the highway offer beautiful views of the Fraser canyon. Lillooet is the ideal place for every outdoor adventurer. There are many ways to access biking and hiking trails in the area that are suitable for beginners to experts such as the Fraser River Loop Trail or the Red Trail and Lillooet Gond. Nothing beats the thrill of fishing. Lillooet's rivers and lakes have plenty of fish from rainbow trout, salmon, steelhead, you can even take a sturgeon fishing boat tour! If you're a golfer, you'd want to check out the naturally mined Deep River Golf Course. In Lillooet there is no shortage of outdoor activities, many events and festivals throughout the year, and there's much to learn about the Lillooet Nation culture and history.

The Lillooet Nation have called this territory home for thousands of years and it is considered one of the oldest continuously inhabited places in Canada. They embrace and work to preserve their culture, language, history and land that remains strong to this day. Lillooet was formerly known as Cayoosh. The area was later renamed Lillooet in 1860, after the Lillooet First Nation people. In addition to Lillooet's rich native culture, they are linked to the Gold Rush era and is also the gold capital of British Columbia. The original Mile O' on Lillooet on the Caribou-Puritan Road. The roadhouses of 1858 and up to now of 70 Mile and 100 Mile House take their distance from Lillooet. Many miners travelling up the Hornum, Lillooet, Anderson, and Sema Lakes to Lillooet where they were outfitted to travel north to the gold fields. This was the original road until 1863 when the Caribou Road from Yale to Clinton was commissioned which is when Yale obtained the status of Mile O'. Lillooet is the gold capital of British Columbia, gold from the town of Engelen and Boulder can be found on the shores of rivers and surrounding mountains to this day. The early Chinese immigrants were attracted to find gold here and some made a living sending gold back to China for carving. The local First Nation people have used jade to make tools and ceremonial figures and for trade. There are many sites throughout Lillooet where you can learn about the people and events that shaped Lillooet's history.

Rest Relax & Replenish

ABUNDANCE ARTISAN BAKERY

77 8th Avenue | 250-456-8756

The Abundance Artisan Bakery has an excellent variety of fresh baked goods made from scratch using organic flour and eggs. This bakery sells artisan organic coffee, artisan sourdough bread, uses locally sourced produce and meat whenever possible for their baked goods and lunch items.

REYNOLDS HOTEL

1237 Main Street | 250-256-4302

Built in 1941, Reynolds Hotel captures the turn of the century mood and offers unique historical themed rooms with modern amenities to enjoy. Reynolds has a restaurant and pub with delicious home cooked meals.

Rest Relax & Replenish (cont.)

HOTEL VICTORIA
667 Main Street | 250-256-4022
Hotel Victoria is located on Main Street within walking distance of the Lillooet Museum & Info Centre, and the Mizuki House. There is a restaurant and bar located right downstairs to replenish yourself after a long day.

HOTEL DEORO
639 Main Street | 250-256-2955
Located at the heart of downtown Lillooet, most restaurants and attractions are less than a 5-minute walk away. Hotel Deoro is the newest hotel in Lillooet and provides a fully equipped kitchen facility for registered guests to make full use of, available daily.

CANADA'S BEST VALUE INN MILE O MOTEL
606 Main Street | 250-256-7001
The Mile O Motel overlooks the mighty Fraser River and is just 1 kilometre from the Deep River Petro-Golf Course. On Fridays the local farmers market is right in the next parking lot to stock up on fresh produce and baked goods for a day out.

RETASKET LODGE & R.V. PARK
1264 Buena Vista | 866-456-2090
Enjoy the stunning views above Lillooet in this relaxed location that's just a one mile walk away from town. A full kitchen and patio including a BBQ are available, perfect for cooking out on a summer night.

A PINES MOTEL
108 - 8th Avenue | 250-256-4247
This cozy and quiet hotel is located conveniently in downtown Lillooet with newly renovated rooms. Explore many nearby activities right at your fingertips. Be sure to check out the Abundance Bakery down the street for fresh coffee and baked goods.

CAYOOSH CREEK CAMPGROUND
100 Cayoosh Park Road | 250-256-4180
Located below Lillooet, Cayoosh Creek Campground has beautiful views of the mountains and offers all the amenities you need for a great camping trip. Keep an eye out for wildlife as they make their way down to the nearby Fraser River and Cayoosh Creek.

FRASER COVE CAMPGROUND
1234 Davis Road | 250-256-8797
Fraser Cove Campground offers spectacular views and a peaceful location. This campground is on a waterfront setting beside the historic suspension bridge where the local history lives that's worth checking out. The Fort Berens Winery and the Old Mill Plaza are both within walking distance.

FRASER CANYON RIVER RANCH RESORT
12 km S of Lillooet on Hwy 12 | 250-256-1923
Located between Lillooet and Lytton, this is the perfect place for you to enjoy an unforgettable fishing experience and majestic fire glamping. Enjoy the solitude of the canyon and take a fishing tour at the fisherman's paradise for monster rainbow trout and beautiful cutthroat trout. After a long day of fishing you can unwind at their private beach or at the nearby.

WILLOW CAMPGROUND
5440 Hwy 12 South | 250-256-0429
Easy to access, this campground offers full service to no service rv sites with a great view of the river at affordable prices. Located in a rural location, you can often spot wildlife catching fish or walking along the mountain side.

LILLOOET INN RESTAURANT
691 Main St | 250-256-0028
All day Breakfast, Western Food, Sushi, night Wed, Thu, Fri, Sat.

THE KITCHEN AT FORT BERENS
1881 BC 99 | 250-256-7788
Seasonal menu with locally sourced produce and meat from Berens and produce in BC. Excellent wine selection.

LILLOOET'S COOKHOUSE RESTAURANT
690 Main St | 250-256-0335
A mixture of Western, Greek, and Italian. Patio dining available.

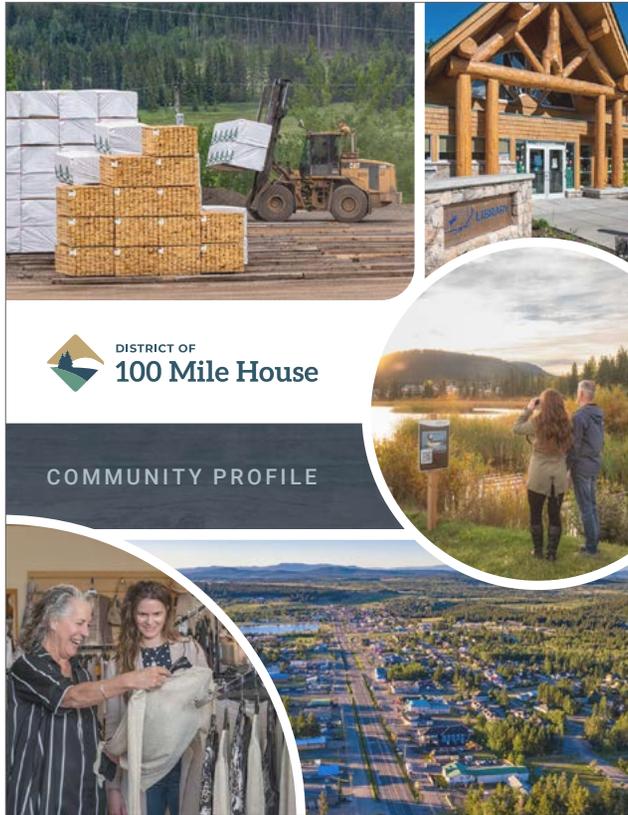
TOTEM CHINESE RESTAURANT
1289 Main St | 250-256-7771
Chinese Western food.

LILLOOET'S WHEEL HOUSE
824 South Main St | 250-256-7073
Homemade food from soups to sandwiches and cinnamon buns.

MILE O PIZZA
194 Main St | 250-256-4411
Pasta and Italian food.

REYNOLDS HOTEL RESTAURANT
1237 Main St | 250-256-4302
Home cooked meals and desserts.

Municipal Design COMMUNITY PROFILE



Housing & Income

Housing Types
100 Mile House

430	70	95	185	120
Single Detached Homes	Semi-Attached Dwellings	Townhomes	Apartments	Movable

Average Housing Value

100 Mile House	\$315,000
Kamloops	\$567,000
Kelowna	\$850,000
Metro Vancouver	\$1,728,000

69% lower housing cost than the national average (2019 measurements)

Annual Income

34% have a household income exceeding \$100,000

Transportation

Highways

- Central service hub due to our strategic highway access
- Our highway location provides access to expansive services and amenities

Airports

- Williams Lake and Kamloops are the nearest commercial airports
- Connections to major cities in Canada and the US

Rail and Freight Services

- Freight service provided by Canadian National Railway (CN)
- Transport trucking and specialized hauling
- Full-service couriers

Nearest Ports

- Ashtabk Terminals (inland port and intermodal facility) - 123 km
- Port of Vancouver - 450 km

100 Mile Municipal Airport | Downtown
South Cariboo Regional Airport | 12 km
Williams Lake Airport | 50 km
Kamloops Airport | 120 km
Kelowna International Airport | 345 km
Vancouver International Airport | 470 km

Businesses looking to expand in 100 Mile will find exceptional transportation infrastructure.

Economic Sectors & Opportunities

100 Mile has all of the commercial and business amenities you would find in a larger urban centre. Agriculture, forestry and tourism are a few of our primary industries but we have many opportunities in other sectors to explore. Businesses looking to expand in 100 Mile House will find exceptional transportation infrastructure and affordable operating costs. Our strong tourism industry is supported by franchise and independent accommodations and restaurants. Our downtown thrives with a mix of retail uses and we are attracting families and entrepreneurs who are looking for more flexible work options.

100 Mile is recognized as the *Handcrafted Log Home Capital of North America*

FORESTRY

Since the 1940s, 100 Mile has been a key location in the South Cariboo region for a thriving forest industry. The industry has evolved over time, but the community is home to a community forest, multiple woodlots, and globally recognized log-home building companies known for their quality homes. The community also has a well-established service sector, supply chain, and skilled labor force experienced in wood products manufacturing that supports the industry. Serving the South Cariboo, the Province of BC's Natural Resource District office manages approximately 1.24 million hectares, is located here.

Opportunities

- Bioenergy projects
- Value-added manufacturing
- Residual fibre processing
- Service sector

AGRICULTURE

We take pride in our long history of supporting the agriculture industry and it continues to thrive, with a new generation of farmers choosing a rural lifestyle. 100 Mile boasts a diverse farming industry focused on food security, livestock raising, and hay crop production. Innovations in backyard and hobby farming, small-scale food production, and young people choosing to live closer to the land are helping to expand the sector. In the summer months, locals and visitors buy locally produced goods, creating new opportunities for agri-food processing and agritourism ventures.

Additional information on investment in 100 Mile can be found at: 100milehouse.com/investing-here

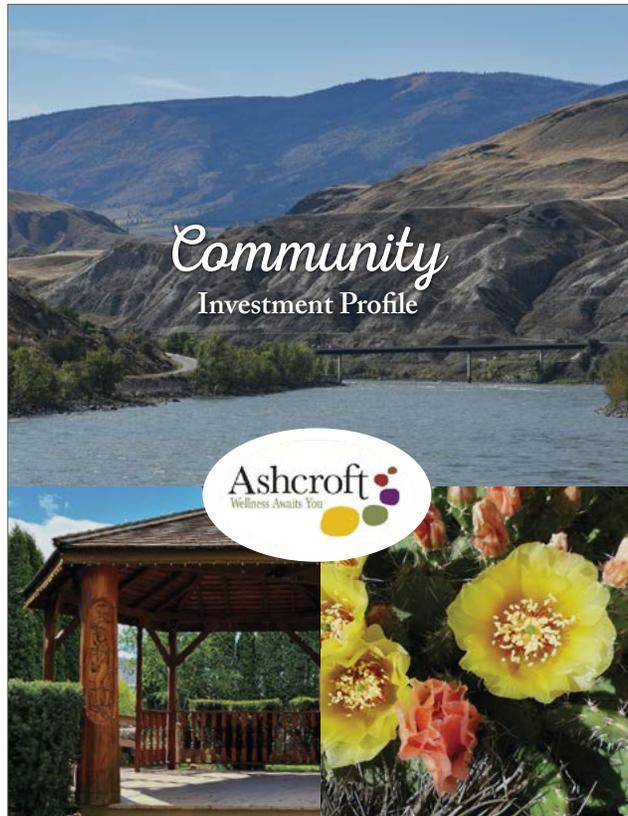
“

I have worked with Susie on multiple projects, including municipal key economic development foundational pieces for 100 Mile and Ashcroft. She is highly skilled and very creative. Always quick to respond to requests and consistently delivers high-quality work. I am pleased to recommend her and look forward to our next project together.

”

Colleen Bond

PARTNER
EDCD CONSULTING



Community Investment Profile

Ashcroft
Wellness Awaits You

TABLE OF CONTENTS

- 4 Our History
- 7 Quick Facts
- 12 Five Reasons to Invest
- 14 Our Economy
- 20 Doing Business
- 22 Services
- 24 Quality of Life



Welcome

THE RIGHT PLACE FOR BUSINESS

Residents of Ashcroft have always known that this is a wonderful community in which to live, work, and play. We have a four-season climate that is second to none, with hot, dry summers, mild winters, and year-round opportunities for outdoor activities to suit every taste.

The village is located just an hour from Kamloops, two-and-a-half hours from the Okanagan, and four hours from Vancouver. It means that we're close to major cities and centres, but far enough away to provide a peaceful, small town community atmosphere where you're guaranteed to get friendly smiles and a warm welcome wherever you go.

Ashcroft has all the services you need, including full-service grocery, hardware, and drug stores; banking and insurance services; high-speed internet; a wide range of restaurants; and many unique local businesses. Community Futures Sun Country is available to help businesses and entrepreneurs with their needs.

Ashcroft prides itself on the wide range of

"extra-curricular" activities available for residents, with an outdoor pool, arena, curling rink, skateboard park, softball diamonds, parks and playgrounds, and soccer fields. There are dance groups, yoga and Zumba classes, a Sea Cadets Corps, two chess (over and handball), an arts and theatre group, horse club, and more. Desert Sands Community School provides preschool to Grade 12 education, and the Ashcroft HUB and its full-service gym has dozens of activities, from art classes and after-school programs to a full-line-up of camps all summer long.

Ashcroft is full of opportunity, and we would welcome a chance to show you around so that you can see why many people who come here for a short time end up staying for a lifetime. Please contact us for more information or to arrange a visit.

We look forward to meeting you!

Barbara Rubin
MAYOR

Our Economy

AGRICULTURE

100 HRS SUNLIGHT ANNUALLY

Ashcroft and the surrounding region are well known as a consistent and reliable supplier of high-quality agri-food products and livestock. Ashcroft benefits from an ideal climate that allows for profitable agricultural businesses. We receive over 2600 hours of sunlight per year. The abundant sunlight and warm temperatures make Ashcroft the ideal climate for growing. Production in our region is diverse and includes dairy, poultry, vegetables, fruits, floriculture, and nursery products, along with cattle and other livestock. We are a significant economic contributor and an important piece of our Province's agricultural identity. The increasing public concern about food security has created an opportunity for businesses to turn innovative ideas into reality. No question, the quality of the local fruits and vegetables helps increase the exposure of Ashcroft as a destination for those looking to purchase farm-fresh produce. We are home to many agriculture businesses, including Bearbar Farms, Blue Grass Cattle Company and Desert Hills Ranch. There are many investment opportunities to explore including hops, small-scale vegetable crops, vineyards, agri-tourism and value added processing.

DIVERSIFIED AGRICULTURAL PRODUCTS

BUSINESS SPOTLIGHT

Desert Hills Ranch

Desert Hills takes great pride in the over 47 products we grow. Starting 27 years ago we found that with the soil and climate in Ashcroft we could grow at Desert Hills what couldn't be grown in many places in Canada. The ability to cultivate these products is combined with our priority for environmental responsibility. We are dedicated to using technology and innovation to be on the leading edge of agriculture sustainability. In addition to growing, we are proud to be a sought out agri-tourism business, too. Come visit and spend a day at our farm market and greenhouse and visit the variety of baby animals. We also have special events held throughout the season including our annual Mother's Day celebration and fall pumpkin patch.

14

Quick Facts

LOCATION

- 1hr - Kamloops
93 km / 57 miles
- 1.2hrs - Merritt
104 km / 64 miles
- 2.5hrs - Kelowna
230 km / 142 miles
- 4hrs - Vancouver
385 km / 239 miles
- 5hrs - Prince George
440 km / 273 miles

TRANSPORTATION

- Strategically located 6.5 km from Hwy 1 on Hwy 97C
- Trans-modal Inland Port servicing CN and CP Rail Mainlines, Ashcroft Terminal
- Airco Transport Terminal and Tractor Trucking

CLIMATE

- Warm summers (average July temperature 29°)
- Mild winters (average December temperature 2°)
- Average yearly rainfall 215 mm
- Average yearly snowfall 30 cm

British Columbia
Canada

PRINCE GEORGE

QUEBEC

ASHCROFT

KAMLOOPS

MERRITT

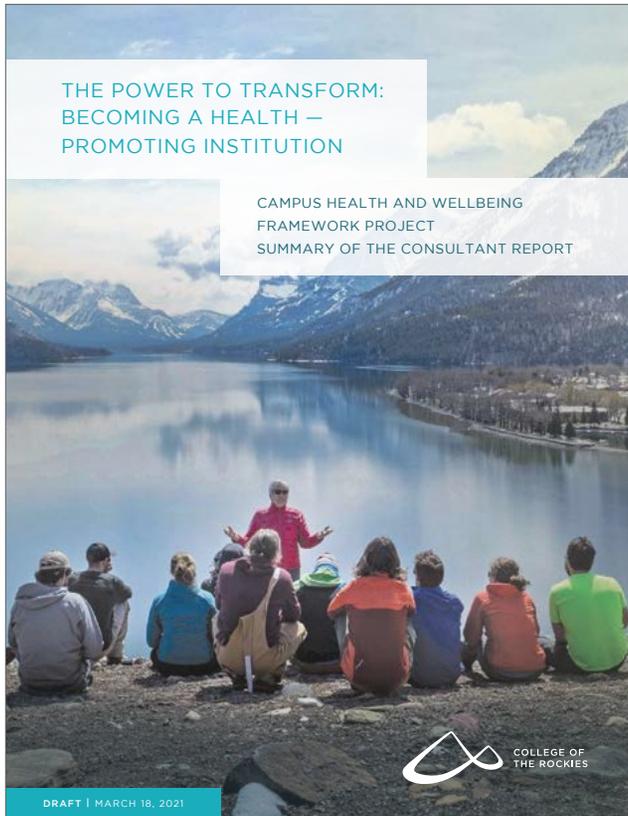
KELOWNA

VANCOUVER

SEATTLE

Washington
USA

7



STRATEGIES AND OUTCOMES

The following **settings-based strategies** and **anticipated outcomes** are based on health-promoting actions prioritized by students, employees and community stakeholders. They are aligned with the promising practices in the Framework and are intended as examples of potential actions that could be implemented in the short- and medium-term by leadership teams and health and wellbeing "champions" throughout the College.

These are followed by a set of **foundational strategies** recommended as next steps to build organizational capacity and create the necessary institutional commitments and structures to guide the work for the long-term.

1. PHYSICAL ENVIRONMENTS
The **physical environment** includes the built environment, transportation, natural environments, food systems and housing. Not surprisingly, students identified the physical environment as an essential support for their wellbeing. They identified the new campus housing, the Gathering Place and the gym as important physical spaces for supporting work-life-study balance, social support, health and safety. Students talked about leaving active, eating well and staying connected with friends and how the campus and wider physical environment helped with this.

Student focus group participants called for more organized study groups, more supportive spaces for relaxing and sleeping, improved food on campus, longer hours for the Gathering Place, and stress reduction supports like dogs on campus during exams.

Employee focus group participants talked about the importance of the design of physical spaces to support students to "drop-in" and enable private conversations as necessary. The environmental scan data emphasized the importance of accessibility through extended hours (e.g., the Gathering Place, gym), and improved healthy food options at more locations, including social and study space that allows food.

Taking an integrated approach to addressing the interconnected elements of a healthy built environment also supports the College to meet its **operational sustainability, climate** and address the wider equity issues of poverty and housing that require a community-wide approach.

"FOOD IS IMPORTANT ... IT CREATES A SENSE OF COMMUNITY"
- Student Focus Group

"BEING NEAR THE COMMUNITY FOREST IS A HUGE ADVANTAGE ... WE SHOULD USE IT MORE!"
- Student Focus Group

DRAFT | MARCH 18, 2021 13

Figure 2: Campus Health and Wellbeing Framework

VISION: As a health-promoting college, we envision a campus that supports the greatest health and wellbeing, and a campus community that contributes to the wellbeing of people, places and the planet.

PHYSICAL ENVIRONMENT

- Built Environment
- Transportation
- Natural Environments
- Food Systems
- Housing

SOCIAL ENVIRONMENT

- Community
- Culture
- Safety and Security
- Wellbeing
- Inclusion and Diversity

LEARNING ENVIRONMENT

- Faculty Development
- Instructional Design
- Student Support
- Assessment
- Quality Improvement

WORKING ENVIRONMENT

- Professional Development
- Employee Wellbeing
- Safety and Security
- Inclusion and Diversity
- Quality Improvement

OUTCOMES

- Wellbeing, Health and Safety
- Local Active Transportation
- Food and Nutrition
- Green and Sustainable
- Affordable and Accessible Housing
- Inclusion and Diversity
- Quality Instructional Practices
- Faculty Development
- Employee Wellbeing
- Safety and Security
- Inclusion and Diversity
- Quality Improvement

LONG TERM OUTCOMES

- Improved health and wellbeing for students and employees
- Improved safety and security for students and employees
- Improved inclusion and diversity for students and employees
- Improved quality and wellbeing for students and employees

DRAFT | MARCH 18, 2021 11

Proposed strategies:

- 1. Universal Design** assessment of campus spaces, to support identification of priority areas for improvement. Include consideration of the use of design to support inclusion, social engagement and privacy for students and employees.
- 2. Bike to Campus** recognition program and supports for increasing access to active transportation for students and employees.
- 3. Trail Map** of existing walking and recreation paths, and areas for development of future paths, explore partnerships with municipal/regional government to prioritize trails for improved accessibility and development.
- 4. Campus Food Policy** initiative to assess opportunities to strengthen procurement policies around local food and healthy vending/meeting policies, including consideration of the availability of culturally appropriate food.
- 5. Food Preparation** infrastructure assessment for both students and employees, including consideration of waste management and sustainability issues.
- 6. Undertake a Housing Assessment**, in collaboration with community stakeholders, for young adults in the community and promote campus-community partnership to strengthen research and advocacy. Link to the homestay program and community inclusion/diversity campaign (see Social Environment).

ANTICIPATED OUTCOMES:

- Increased accessibility of physical spaces and natural environments.
- Increased use of active transportation.
- Increased use of **social engagement** strategies (e.g., local food, compostable containers, purchased services from local-benefit businesses).
- Improved food security, including availability of culturally appropriate food.
- Improved availability of safe and affordable housing.

DRAFT | MARCH 18, 2021 13

"THE MAIN REASON IS GREAT ... I HEAR FROM SOME PEOPLE THAT THEY WOULD ALSO LIKE TO BE ABLE TO SEE A WOMAN FOR SUPPORT"
- Student Focus Group

"IN SOME CULTURES, IT'S NOT OKAY TO ASK FOR HELP... WE NEED TO LEARN THAT IT IS GOOD TO SAY, 'I'M NOT WELL TODAY'."
- Student Focus Group

"STUDENTS ARE BENEFITING FROM ONLINE COUNSELLING AND EDUCATION ADVISING ... THEY ARE NOT MISSING AS MANY APPOINTMENTS."
- Employee Focus Group

2. SOCIAL ENVIRONMENTS
The **social environment** includes provision of services, recreation opportunities, arts and culture programming, and informational/communication.

Overall, students confirmed the Canadian Campus Wellbeing Survey (CCW) findings about the positive and supportive nature of the campus and community context. Students commented on the availability of services like counselling and education advising, and programs like JumpStart and Student Services supports in general, as being valuable for supporting student health and wellbeing.

Students, employees and community stakeholder organizations did have suggestions for improvements, including an additional counsellor, decreased wait times, more flexibility around short appointments, and an on-campus primary care provider and/or service hub.

Improving services could also include strengthening online supports, based on the

positive impact of online services during the pandemic.

Employees and community stakeholder organizations also noted that care for students needs to be flexible and offered as stepped care, not all or nothing. And all programs, not just health care services, need to be trauma-informed and culturally safe.

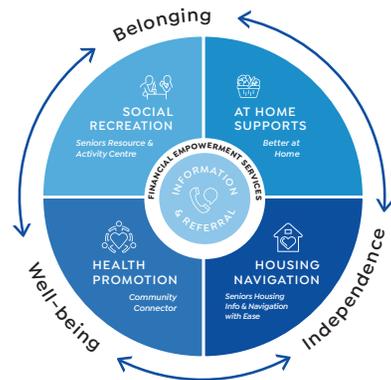
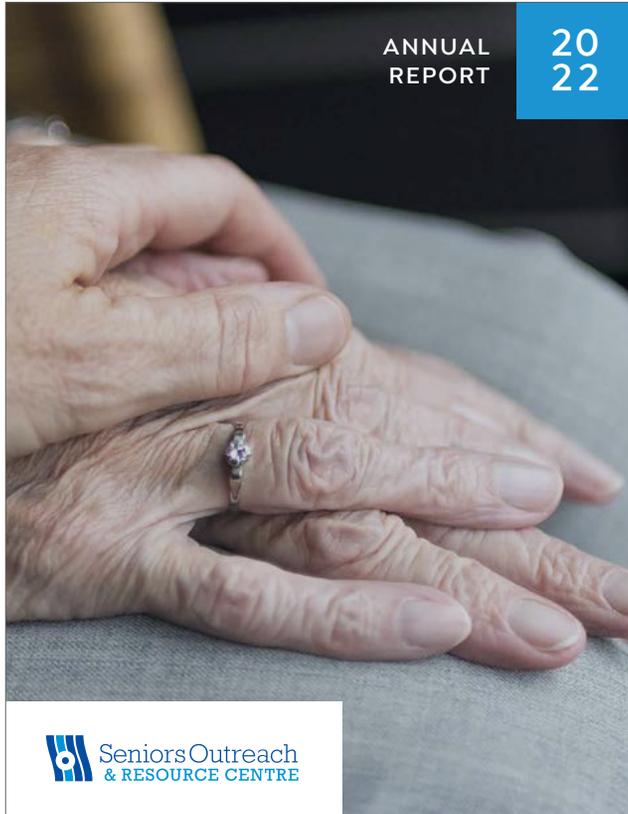
Student focus group participants recognized that the solution to improving care services may simply be ensuring students are aware of what is available, especially for the international students. This includes having the diversity of staff available to connect with the students.

Employee focus group participants noted that this means addressing the fact that some students experience explicit racism when working or shopping in the community. It also means recognizing that cultural norms related to health and wellbeing may be different. For example, students may never have been asked directly about how they are feeling and may need more support to have this conversation.

Participants in one student focus group acknowledged the importance of the wider community in this context.

"WE NEED A DOCTOR OR NURSE PRACTITIONER ON CAMPUS ... THEY COULD SERVE THE WIDER COMMUNITY AS WELL, BUT THE COLLEGE FIRST. IT WOULD ALSO PROVIDE A PRACTICUM PLACEMENT FOR HEALTH STUDENTS."
- Student Focus Group

DRAFT | MARCH 18, 2021 14



Our Impact

In 2022, our caring staff worked with community partners and 111 volunteers to improve the lives of 1,907 seniors.

LIGHT HOUSEKEEPING 2,476 services	YARD WORK 608 services	SNOW REMOVAL 378 services	TRANSPORTATION 1,440 services	FRIENDLY VISITING 2,620 services
GROCERY SERVICES 718 services	Seniors Outreach & RESOURCE CENTRE		MEALS & MEALS ON WHEELS 1,237 services	
INCOME TAX RETURNS 512 services	HOUSING SUPPORTS 1,279 services	SENIORS SAFETY CALLS 3,080 services	LINKED TOGETHER SUPPORTS 2,092 services	SENIORS CENTRE WITHOUT WALLS 5,382 services

IMPACT STORY

Every week, our oldest community members remind us how much we can learn from their wisdom and resiliency. Their stories also demonstrate the difference that timely social supports can make to help people bounce back from what life throws their way. People like Donna, who we met in the summer. At the time she was living in her care, as she was excited from her rental sale when the owner sold the property, Donna spent a career helping others as a Care Aide, but the wages from her work in the caring economy were modest. Like many people who walk in our door, she learned that BC Housing had a wait list of 2-3 years for social housing.

Our region's very low vacancy rate and rising rental costs posed challenges for a retiree on a fixed income. Living in a car also impacted her movement and hydration, and eventually she developed blood clots that needed hospitalization. Over the next five months, our Link Worker and Housing Navigator supported Donna to find a way forward, navigating medical services, emergency shelters, nutritional supports, and social services. We also assisted Donna with her search for housing and completing applications. In November, she secured a new home operated by another nonprofit organization that operates affordable rental housing. For someone who spent a lifetime caring for others, Donna observed a system of social care to help her when it was needed.

“ We are grateful to have the support of government funders, community foundations, charitable partners, service providers, friends, family caregivers, and more than 100 outstanding volunteers. ”

We all know that 2022 was another challenging year for all of us, and especially older adults in Kelowna and region. On the heels of the pandemic, came global inflation that made it very challenging for seniors on a fixed income to pay for rent, food and medications. While our services are open to all seniors, we have a strong focus on reaching isolated and low-income seniors who are too often struggling in silence.

Our staff, volunteers and partners were asked, yet again, to rise to the challenge to keep our seniors safe and connected. Our mandate to keep seniors healthy and independent is never easy, but for myself and for all of those listed on the pages of our Annual Report, the work of helping others to live more fulfilling lives makes it all worthwhile.

We are grateful to have the support of government funders, community foundations, charitable partners, service providers, friends, family caregivers, and more than 100 outstanding volunteers. Our social programs and outreach efforts would not be possible without your impactful contributions.

As we reflect on all that was accomplished in 2022, we are left feeling thankful and encouraged to press on to strengthen vital connections and social services for older adults and family caregivers in the year ahead, our Board and staff will be developing a new strategic plan to guide our priorities, partnerships, and projects. We look forward to hearing your feedback on what matters to you, and where we may be needed the most. Thank you for making this work, and all that is to come possible.

Brenda Josephs, Chairperson

Seniors Outreach & Resource Centre delivers a range of social programs that provide essential quality of life benefits to seniors in Kelowna and region. By providing social services and linking seniors to needed supports, we help vulnerable older adults to maintain their dignity, independence, and social connections. We have served older adults for 35 years as a community-based nonprofit agency and registered charity: 10796/622 RR0001

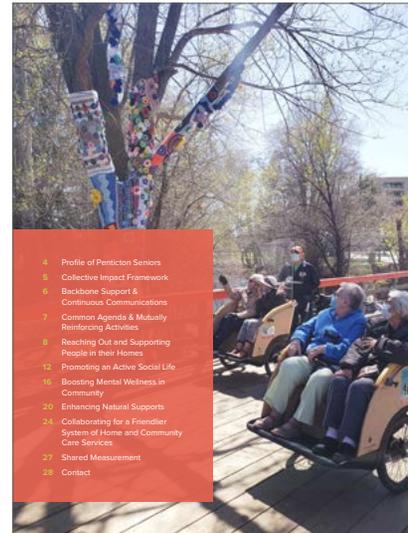
BOARD OF DIRECTORS	STAFF
Brenda Josephs, Chairperson Allair D Taylor, Vice Chairperson Dave McInerney, Treasurer Rodrigo Lima, Secretary Janine Karlson, Director Koren MacInnes, Director Jennifer Ann Scheuers, Director	Ian Gerberdt, Executive Director Shawna Farrell, Programs Manager Thea Wood, Volunteers Lonna Grange, Linked Together Rowanne Friesen, Senior Centre Without Walls Bobby Hillman, Housing Navigator
BETTER AT HOME SERVICE DELIVERY PARTNERS	
Westside Health Network Society Lake Country Health Planning Society Healthy at Home Senior Care Optimum Home Care	MD Home Support TLC Home Support ZeroWing Okanagan Mental Health Services Society
CONTACT US	ADDRESS
Phone: 250-861-6880 Email: info@seniorsoutreach.ca Hours: 9:00am to 4:00pm, M-F	Seniors Outreach & Resource Centre 19-2065 Benvoulin Court Kelowna, BC V1W 0A5
FOLLOW US	
#seniorsoutreach	seniorsoutreach.ca

“ We have worked with Susie for the last five years on various print and digital design projects, including the website development for our Aging Well Penticton initiative, and subsequent reporting documents. We are always impressed with her, and her teams', work and find them to be professional, reliable and creative. We highly recommend Susie and the team at Studio2 to those looking for print and website design. ”

Ian Gerbrandt

PREVIOUS DIRECTOR OF COMMUNITY SERVICES
ONESKY COMMUNITY RESOURCES

CURRENT EXECUTIVE DIRECTOR
SENIORS OUTREACH & RESOURCE CENTRE



- 4 Profile of Penticton Seniors
- 5 Collective Impact Framework
- 6 Backbone Support & Continuous Communications
- 7 Common Agenda & Mutually Reinforcing Activities
- 8 Reaching Out and Supporting People in their Homes
- 12 Promoting an Active Social Life
- 16 Boosting Mental Wellness in Community
- 20 Enhancing Natural Supports
- 24 Collaborating for a Friendlier System at Home and Community Care Services
- 27 Shared Measurement
- 28 Contact

Common Agenda & Mutually Reinforcing Activities

Aging Well Penticton is guided by a common mandate and strategic priorities.

After a series of monthly meetings and consulting with research, seniors, and caregivers - the Leadership Advisory developed a shared vision and defined strategic activities to help local seniors overcome different barriers that inhibit social connections. Key barriers to social inclusion that the initiative is striving to overcome include seniors' challenges with awareness of services, personal mobility, physical health issues, mental health struggles, ageism, cultural safety, limited income, complexity in our healthcare system and diminishing social networks.

Each collaborating partner undertakes specific activities at which it excels. The power of collective action comes from the coordination of these differentiated activities through a mutually reinforcing plan of action. Each partner's efforts fit into an overarching plan since the multiple causes of isolation and loneliness, and the components of their solutions, are interdependent.

Through a facilitated planning process,

the collaborative partners determined that our common agenda also described as our "north star", is to work towards creating a community where every senior feels connected and a sense of belonging.

To realize this vision for our community, the project identified five strategic pillars to focus our efforts, investments and collaboration.



Aging Well Collective Impact Report | 7



FOCUS STORY

Volunteers Helping Seniors through the Pandemic

During the health crisis, Better at Home set out to mobilize volunteers to help seniors meet their essential needs for food security and social connections. Ninety volunteers answered the call to support older community members who live in their own homes. More specifically, the project strived to reach isolated seniors who were facing challenges leaving home, by picking up and delivering groceries, delivering hot meals, and running errands for essential items.

David Pacey was one of those volunteers. He joined his wife Margaret Sack, to deliver groceries and hot meals each week to local seniors. They were already volunteering as pilots with the Cycling Without Age program when they heard of the need for volunteers to help seniors with groceries and meals.

"We feel it is important to pay it back," David explains. "We feel fortunate to live in this country and a beautiful place like Penticton, and to help seniors whose contributions helped make our community possible, is especially rewarding. I joke with people - I am selfish, because I get more in return with all the smiles, thank you's and the warm and cozy feelings from helping others."

The couple deliver hot nutritious meals prepared by the Penticton Seniors Drop-In Centre to a list of different people on Tuesdays and Thursdays, and then also deliver groceries 3-2 days a week. "For some people we visit, it's clear why this program is so wonderful for them. You see a person take a very long time to just hobble to the door to meet us, and they smile and say stuff like 'Thank you Mr. David for your kind service. Say hello to Mr. Margaret from me'."

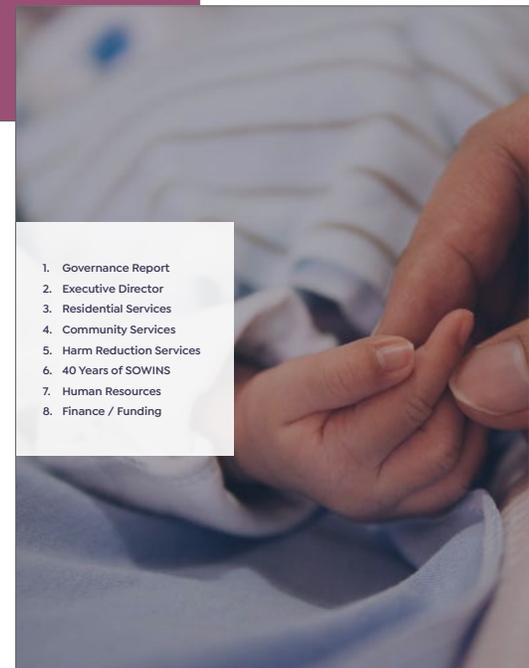
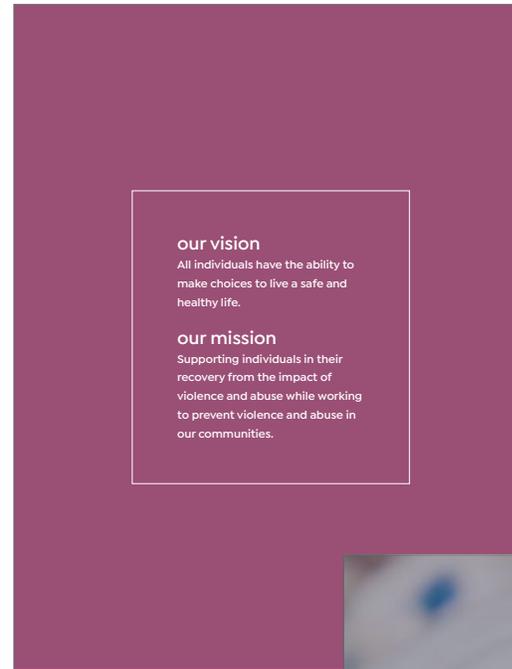
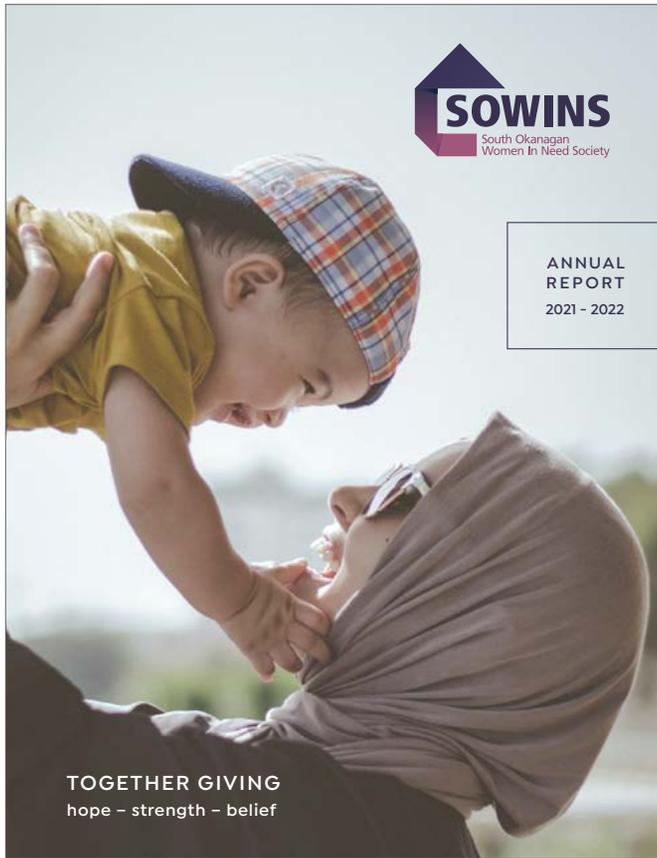
"Others are not so obvious, but you never know the barriers people face. I was struck recently with a woman who lived in a nice house. I could see a car in the driveway. And after a couple of visits and short conversations on the porch, I learned that she has major depression and is losing her sight. She likes to sit out on the bus and do some errands in community, but she really appreciates the extra support with hot, nutritious meals."

Other solutions with the initiative focus on calling people at home to see how they're doing. As needed, the program also provided transportation to medical appointments and links to other community resources like grief counselling or arts programs.

Soren is one of the many participants who has benefited from the program. "I still love to cook. I just miss no longer being that 100 year old and not a walker. I must thank the staff and volunteers who make sure my groceries are bought and delivered to my home. It's a wonderful project at a time when the coronavirus is in charge of our lives, curbing visits of family members and friends, and keeping us from so many other things we used to enjoy. The program is a lifeline for me."

10 | Aging Well Collective Impact Report

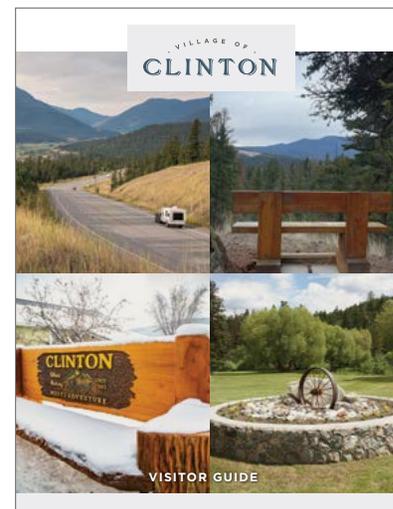
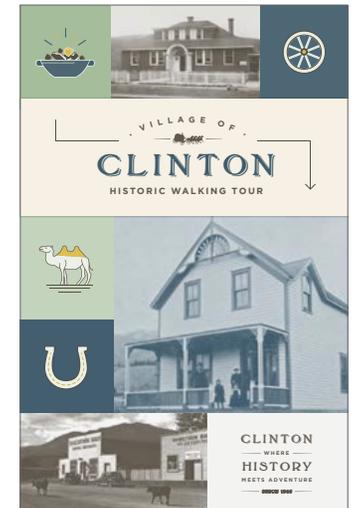
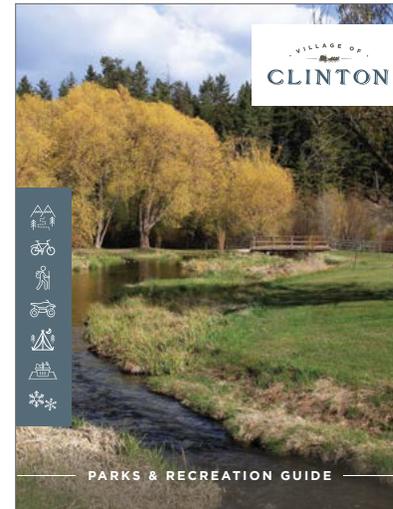
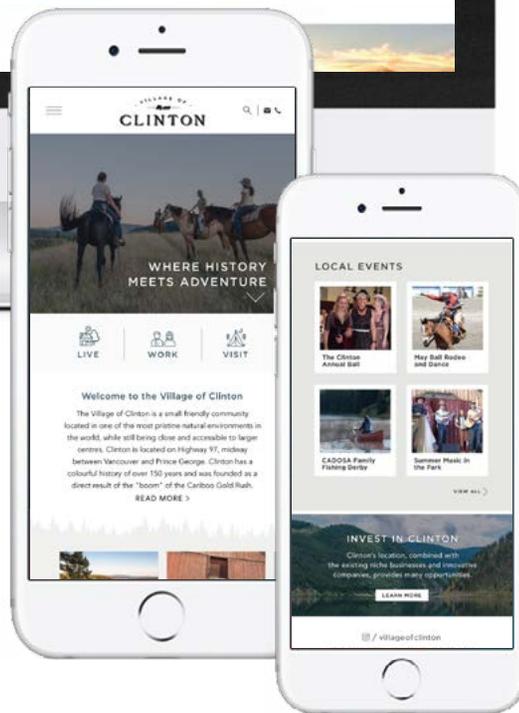
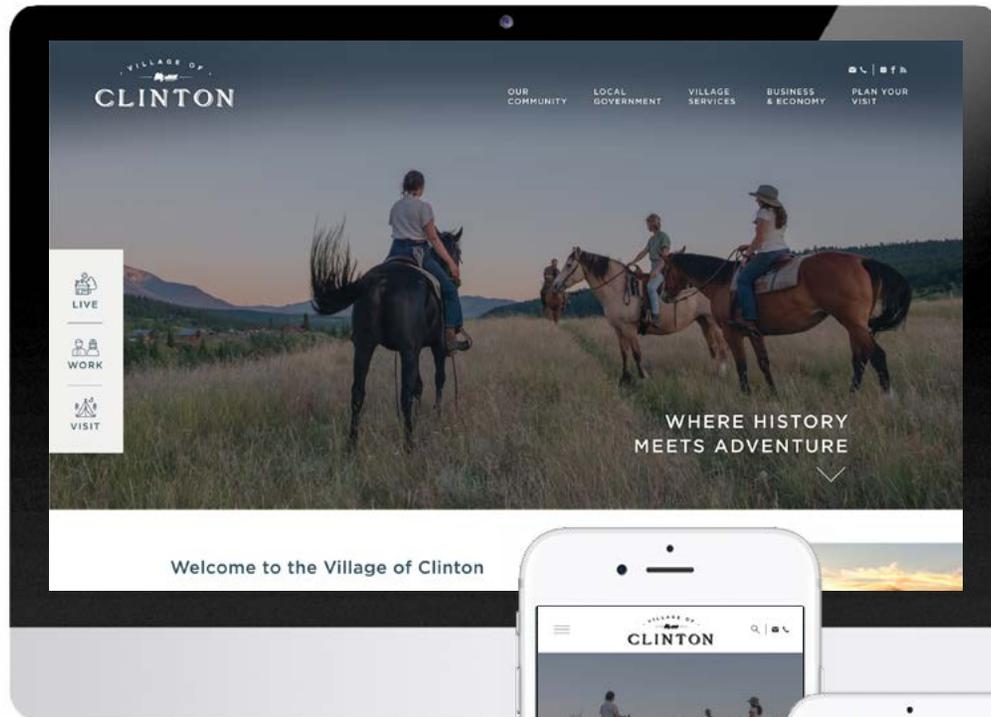
Aging Well Collective Impact Report | 11



“ Susie refreshed our logo, website and created campaign materials that align with our values, vision and programs. We appreciate Susie’s professional skills, her quick turn around and her willingness to support SOWINS. ”

Liz Wilson
BOARD CHAIR
**SOUTH OKANAGAN WOMEN
IN NEED SOCIETY**

Municipal Design
VARIOUS PRINT + DIGITAL



“

Susie and Studio2 are truly a dream to work with! Susie always takes the time to understand the background of each and every project she works on to display all the details through beautiful, clean design. I worked with her to create various marketing and investment materials for the Village of Clinton, and she fully refreshed and modernized the community's brand while encapsulating all components of the Village's rich history and nature. The results were attractive, enticing websites and related materials that both attract new businesses, residents, visitors, as well as impress long time locals, all while conveying the exact message we want to convey. On top of her stunning designs, Susie is extremely friendly, patient, organized and reliable. She always met deadlines and was clear on timelines, and is always available to help answer questions.

I highly recommend Susie and Studio2 Design.

”

Meghan Burrage

PREVIOUS COMMUNITY DEVELOPMENT COORDINATOR
VILLAGE OF CLINTON