

# Cranbrook Tourism

AGM 2024



# THE BOARD - 2024



# NEW DIRECTORS



Jamie Curiston  
Wildstone Golf Course



James Neve  
Fisher Peak Performing Artists

# THE BOARD - 2024

- Glenn Dobie - Chair
- Heidi Romich - Vice Chair
- Crystal Scott - Treasurer
- Tristen Chernove - Director
- Lynn McCreadie - Director
- Garry Anderson - Director
- Ron Popoff - Appointed Director -The City of Cranbrook
- Janice Alpine - Appointed Director - Ktunaxa Nation
- Deborah Carty - Appointed Director - College of the Rockies
- Aleitha Harvey, - Appointed - Cranbrook Chamber of Commerce
- Jamie Curiston - NEW Director
- James Neve - NEW Director

# THE TEAM



Kristy Jahn-Smith  
Executive Director



Sven Sloeserwij  
Marketing Coordinator



Shaun Penner  
Visitor Services Manager



Holly Gauvin  
Administrative Assistant

# THE VALUE OF TOURISM

## Tourism Economic Impact at a Glance



2022 ANNUAL REVENUE  
**\$18.5 Billion**

Source: BC Stats



**+44.9%**  
real GDP growth

Source: BC Stats

JOBS IN 2022

**154,366**

=

**+94.5%**

increase over 2021

Source: BC Stats



**25 M**

YVR passengers in 2023

Source: YVR



**69%**  
occupancy rate in BC  
hotels in 2023

Source: STR Data Tabulations



**\$16.3 B**

total in restaurant  
receipts in 2023

Source: Statistics Canada



**4.9 M**

international overnight  
visits in 2023

Source: Statistics Canada



EXPORT REVENUE  
**\$3.3 B**  
in 2022

Source: BC Stats

## 2022 GDP By Primary Resource Industry

Tourism

\$7.2B

Mining

\$5.4B

Oil & Gas

\$4.5B

Agriculture  
& fishing

\$3.4B

Forestry &  
Logging

\$1.7B

Source: BC Stats



# 2023 YEAR IN REVIEW

- Continued growth of MRDT/  
Occupancy/Visitors/web
- Record grant funding
- Event Strategy
- Cranbrook Place DNA



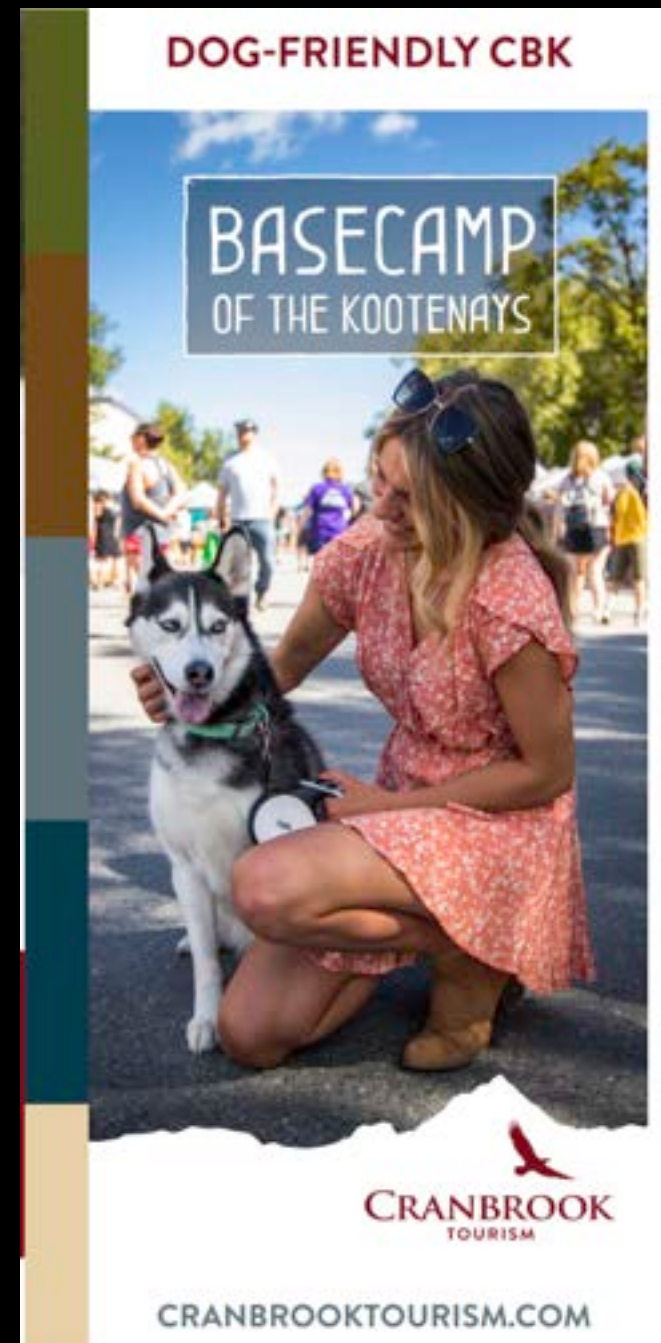
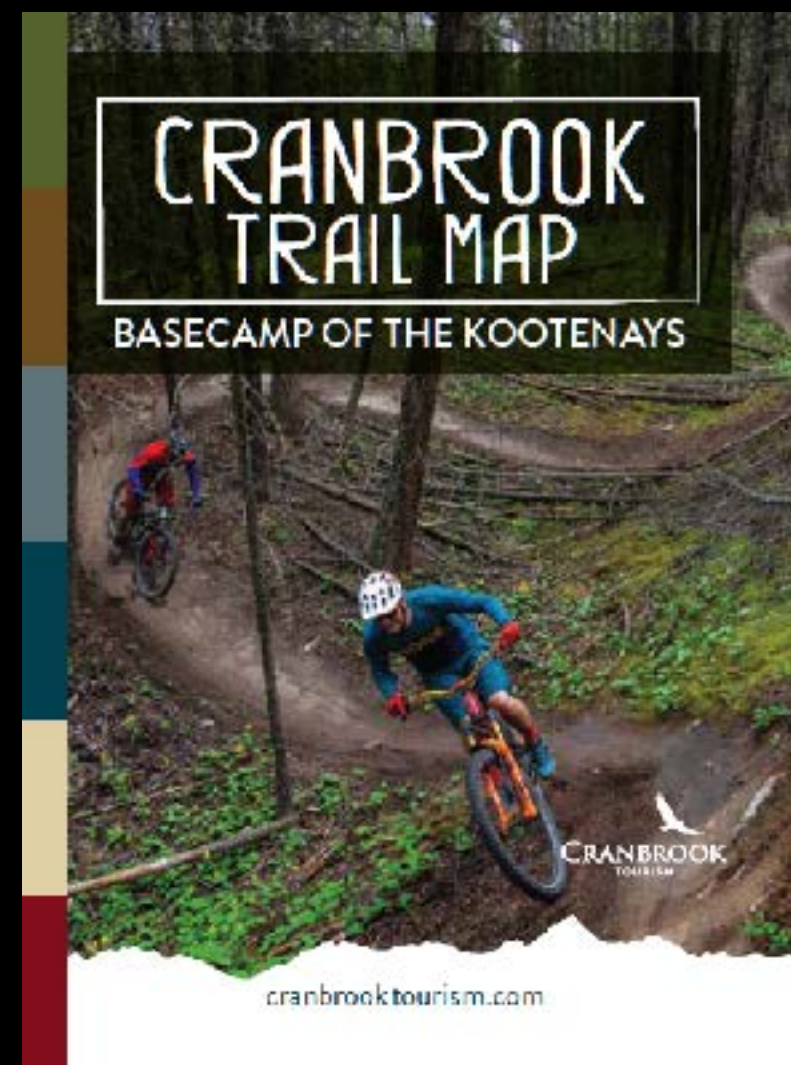
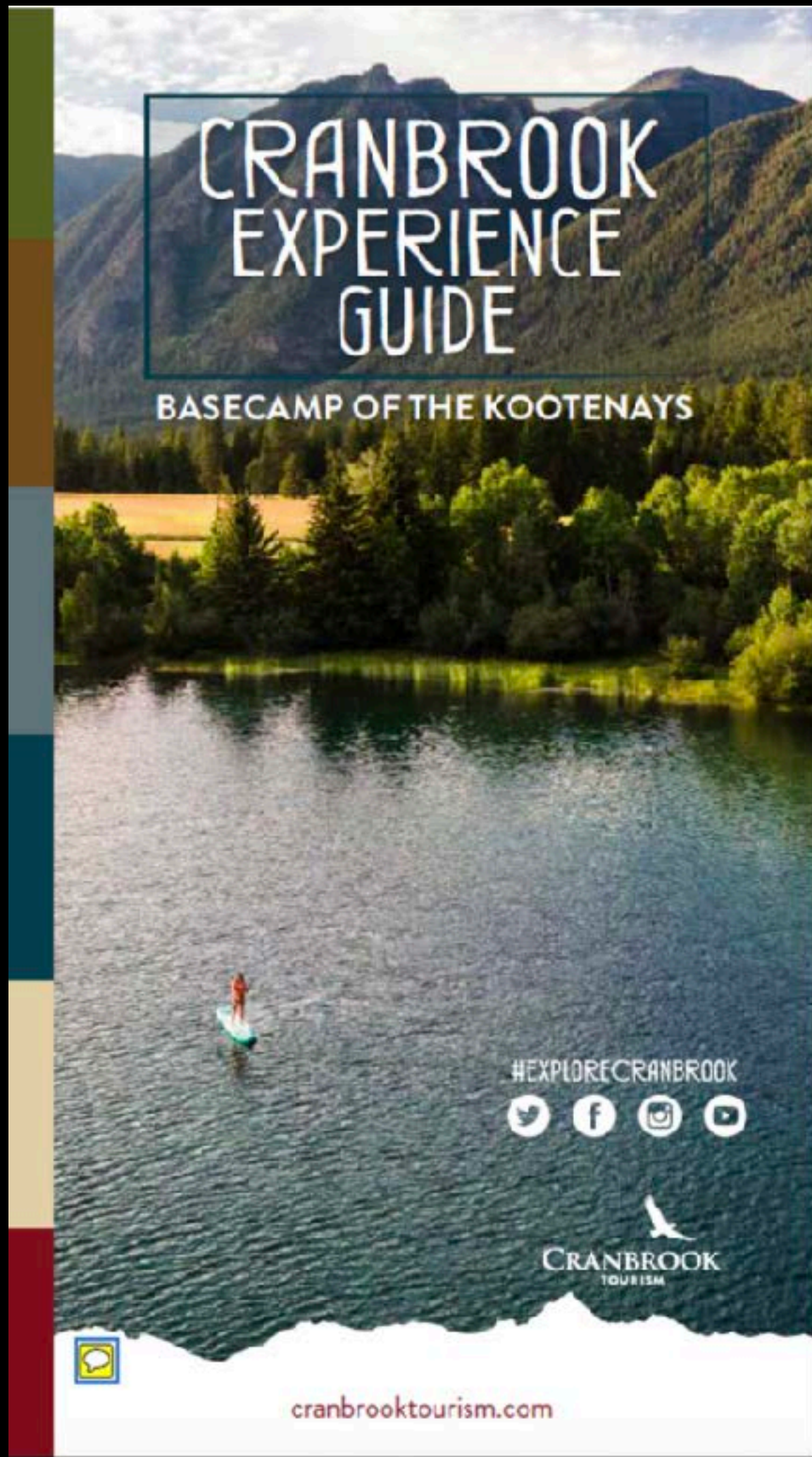
# BY THE NUMBERS

|                             | 2018      | 2019      | 2020      | 2021      | 2022      | 2023      | YOY Change    |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|
| Website Visits<br>*sessions | 31,366    | 99,711    | 191,549   | 175,647   | 195,732   | 240,908   | <b>23.08%</b> |
| Visitors Served             | 5,355     | 8,345     | 3,618     | 3,873     | 9,473     | 12,443    | <b>31.35%</b> |
| Passenger Volume Yxc        | 173,977   | 184,973   | 56,901    | 58,965    | 138,700   |           |               |
| Occupancy                   | 42.9%     | 44.5%     | 38.1%     | 41.7%     | 61.2%     | 58.3%     |               |
| MRDT Revenue                | \$348,048 | \$370,027 | \$253,097 | \$362,425 | \$506,863 | \$586,109 | <b>15.63%</b> |

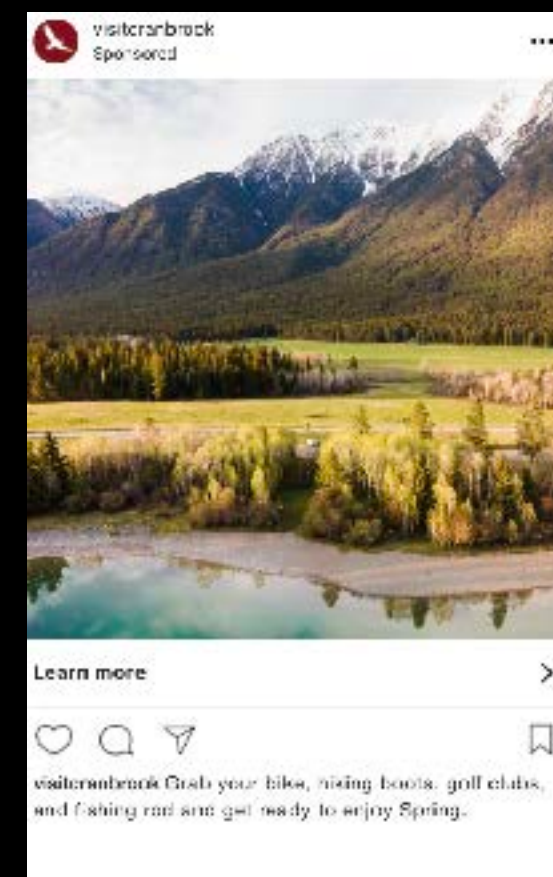
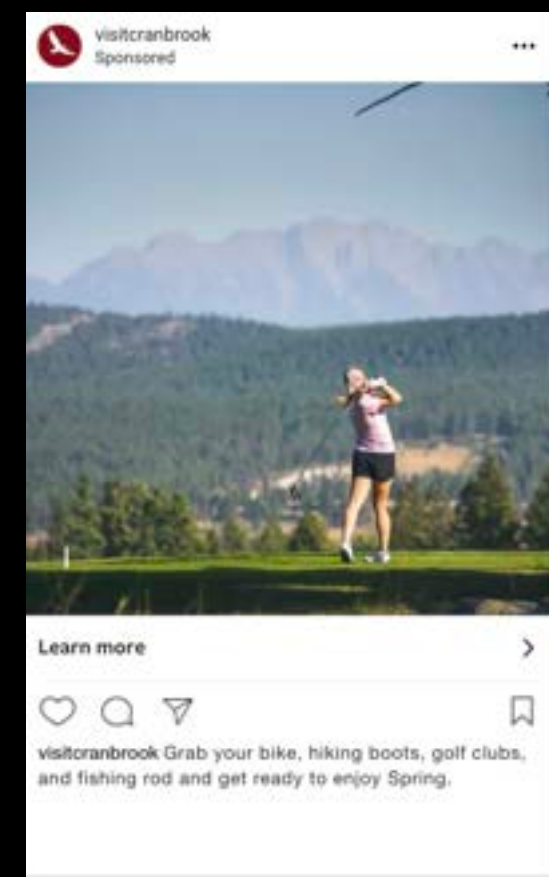
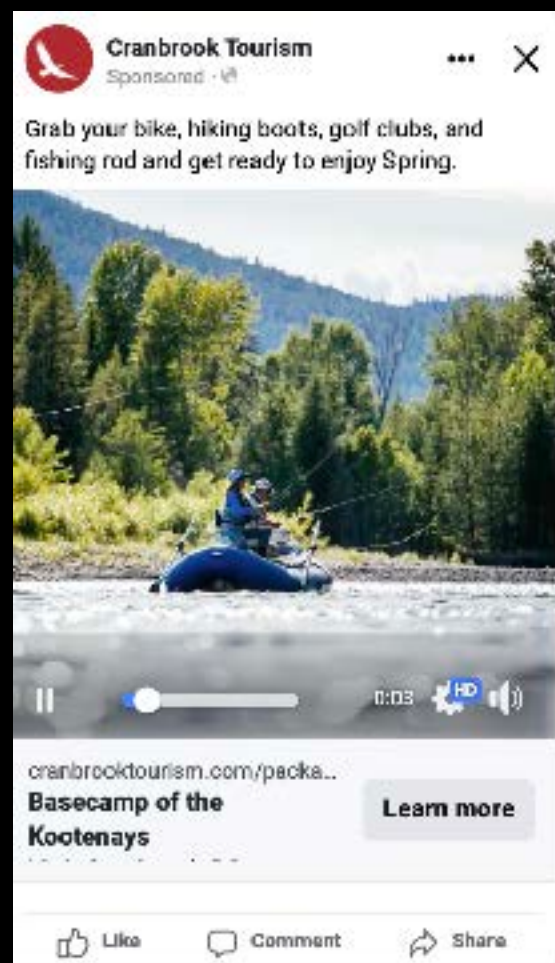
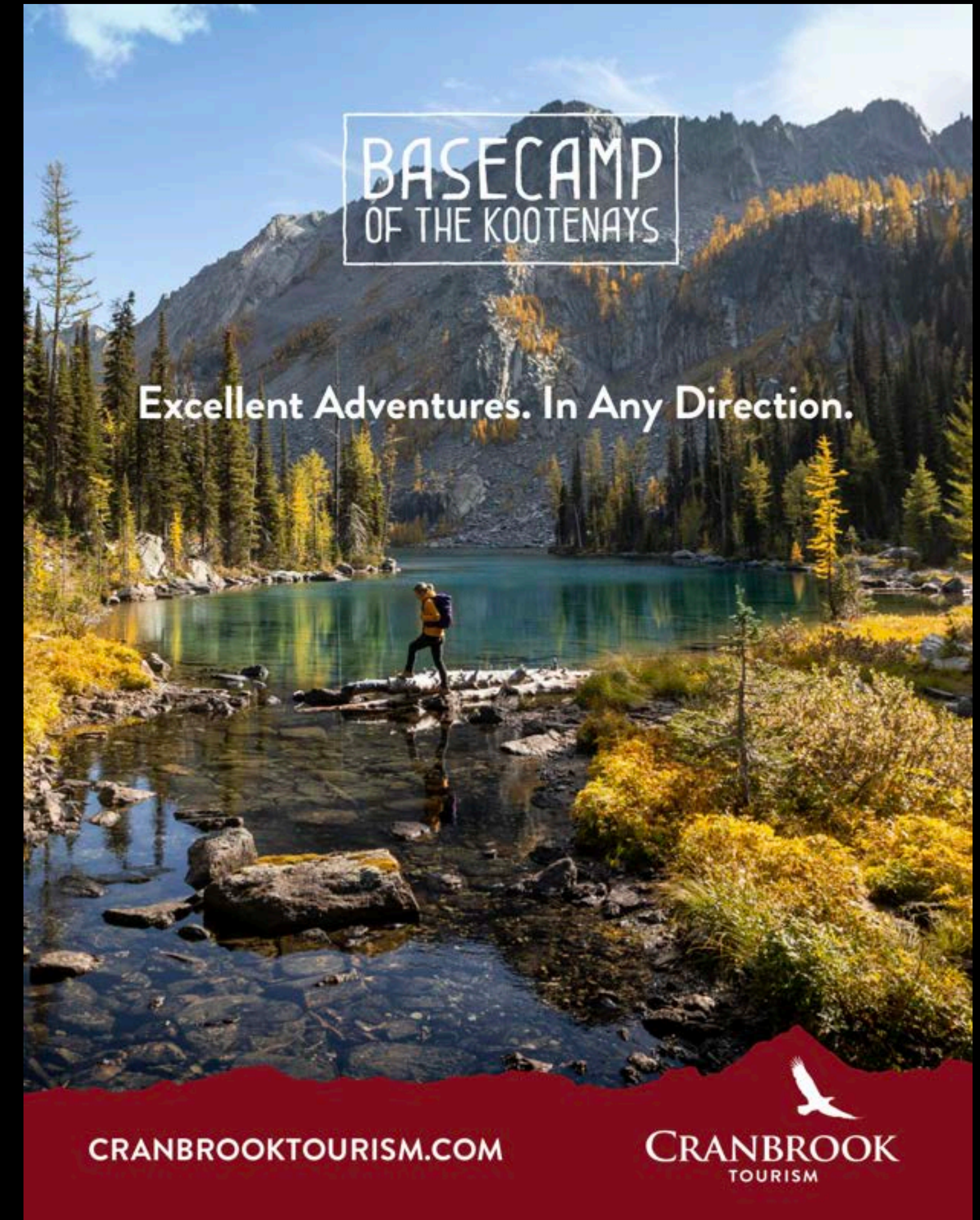
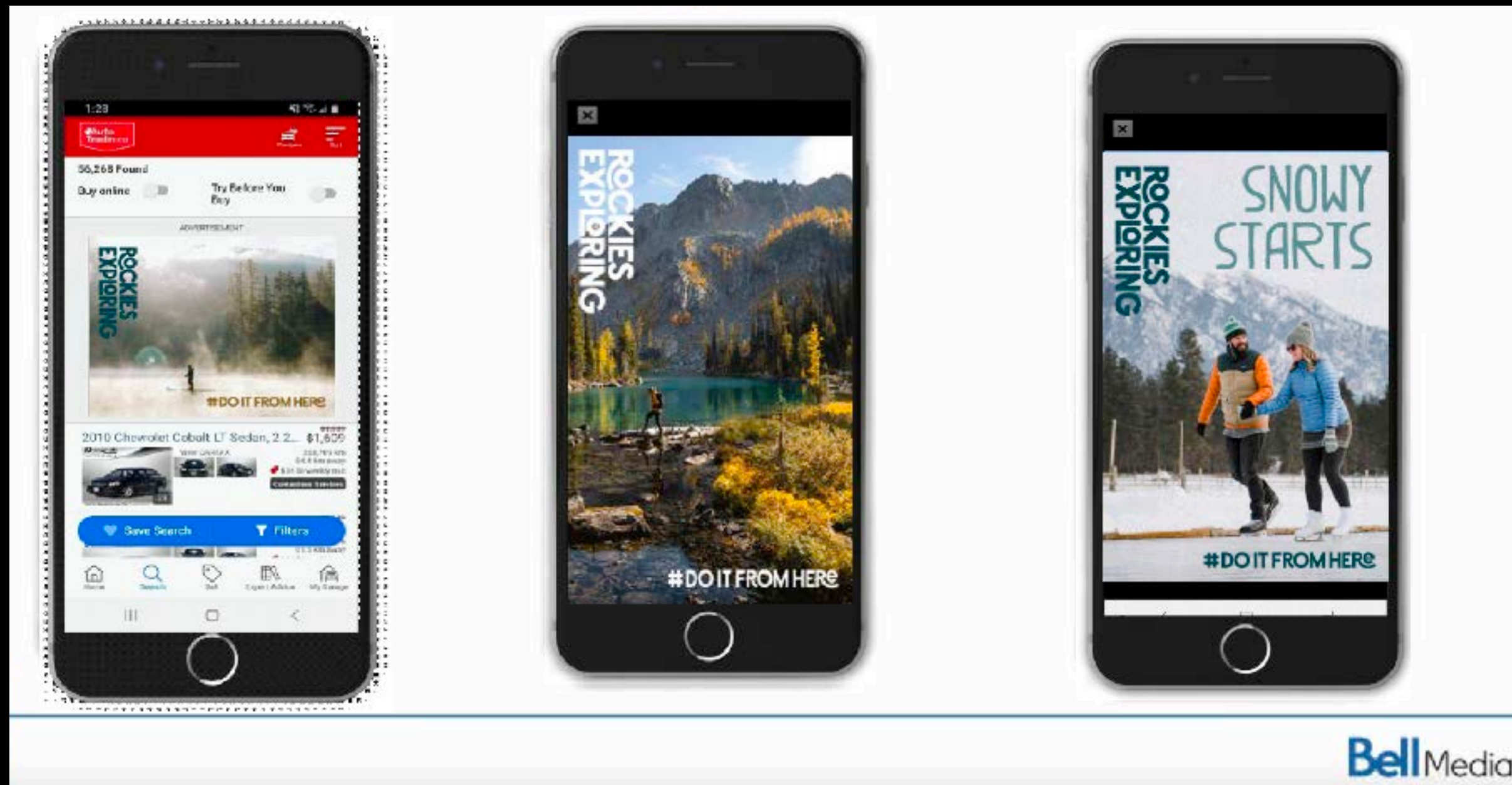
Gyro Park



# MARKETING- PRINTING & DISTRIBUTION



# MARKETING-ADVERTISING



# MARKETING-EMAIL



## Spring Wildflowers Around Cranbrook

Sometimes the smallest wonders shine the brightest, even in the shadow of some of the most spectacular mountain scenery around. The Cranbrook area is blessed with a rolling carpet of wildflowers that slowly works its way from the open grasslands up through the forested meadows to a final, riotous display of colours and smells in the alpine sky meadows.

[Learn More](#)



## Stunning Courses, Stunning Views: Golf Courses Opening Dates

Day dreaming... we encourage it. Especially when it comes to golf!

When staying and playing in Cranbrook, you can visit seven of BC's best golf



## Get ready for an unforgettable summer in Cranbrook BC

Get ready for an unforgettable summer in Cranbrook, BC! This summer Cranbrook is buzzing with exciting events and festivities for everyone to enjoy. Experience the vibrant atmosphere, indulge in delicious local food, and create lasting memories. Don't miss out on the hottest summer events – check out our event calendar and plan your ultimate Cranbrook adventure today!

[Learn More](#)



## The Most Photo Worthy Places In Cranbrook

In and around Cranbrook, there is no shortage of scenes and subjects you can shoot. Regardless of when or where you go, you always seem to find interesting



## Great Canadian Beer Festival is Coming to Cranbrook BC on September 23!

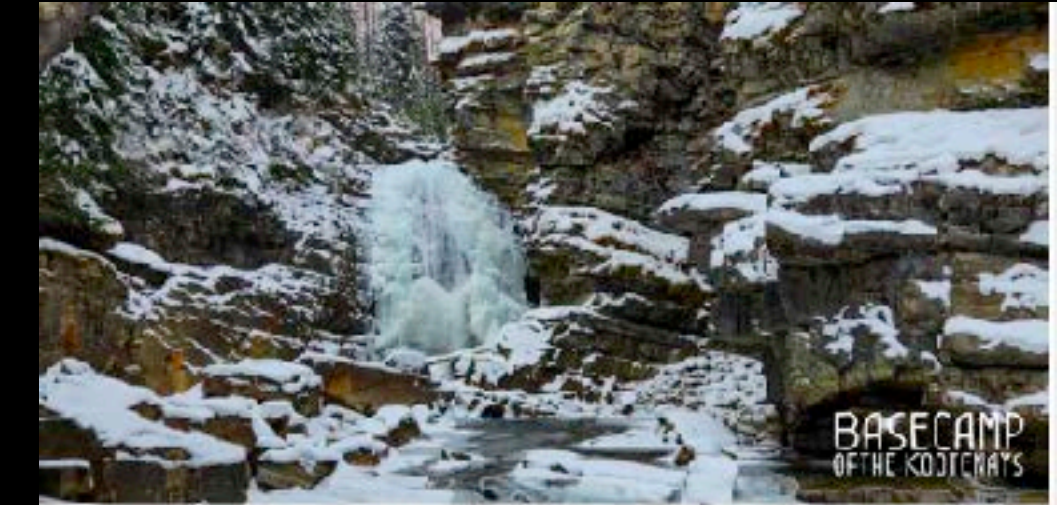
Get ready for a fantastic beer experience in Cranbrook, BC, with the Great Canadian Beer Fest on Tour. Indulge in a diverse selection of craft beers from breweries from Canada.. This lively event promises delightful flavours, exciting entertainment, and a vibrant atmosphere.

This September, Canada's oldest beer festival is going on tour! The Great Canadian Beer Festival On Tour, presented by the BC Ale Trail, is coming to Cranbrook, BC on Saturday, September 23. For 29 years this festival has taken place in Victoria, BC, and for the first time you'll be able to experience tasting Canadian craft beer from coast to coast in the basecamp of the Kootenay Rockies. The Great Canadian Beer Festival On Tour, September 23 at Balmett Park in Cranbrook, BC from 12pm – 5pm.

Tickets: \$45/per person

Your Ticket Includes: Entrance to the Festival, Souvenir Branded Tasting Cup, and 10 Drink Tokens. [Check out the FAQs](#) for more answers to your questions.

[Get Tickets Now!](#)



Cover image: Myrtle/Lumbermen Falls by ianbauerphoto

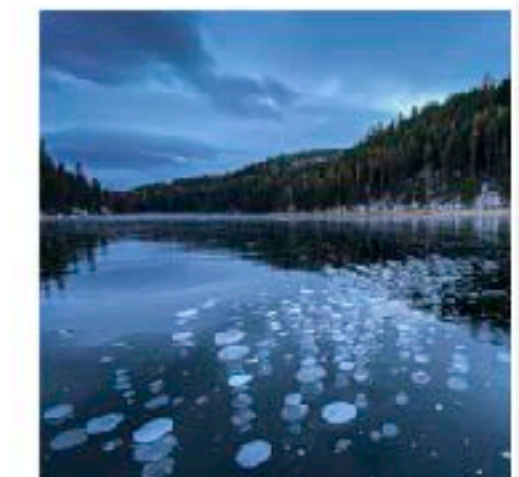
## Frozen Waterfalls and Where to Find Them

Here in Western Canada we are blessed with an abundance of mountains, streams and snowfall. The combination of these adds up to a collection of waterfalls that flow year-round. While most will wait until they return to a roar during the spring runoff or take refuge near one during the heat of the summer, a frozen waterfall in the wintertime is truly a sight to behold.

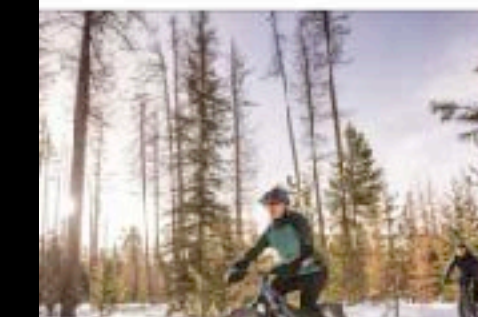
[Learn More](#)

## Skate On Frozen Lakes

Winter is here, lakes are freezing and there's no better time to sharpen your skates and get ready to glide. Cranbrook and the surrounding area has plenty of lakes and ponds that freeze over creating picturesque natural outdoor rinks to satisfy your skating needs.



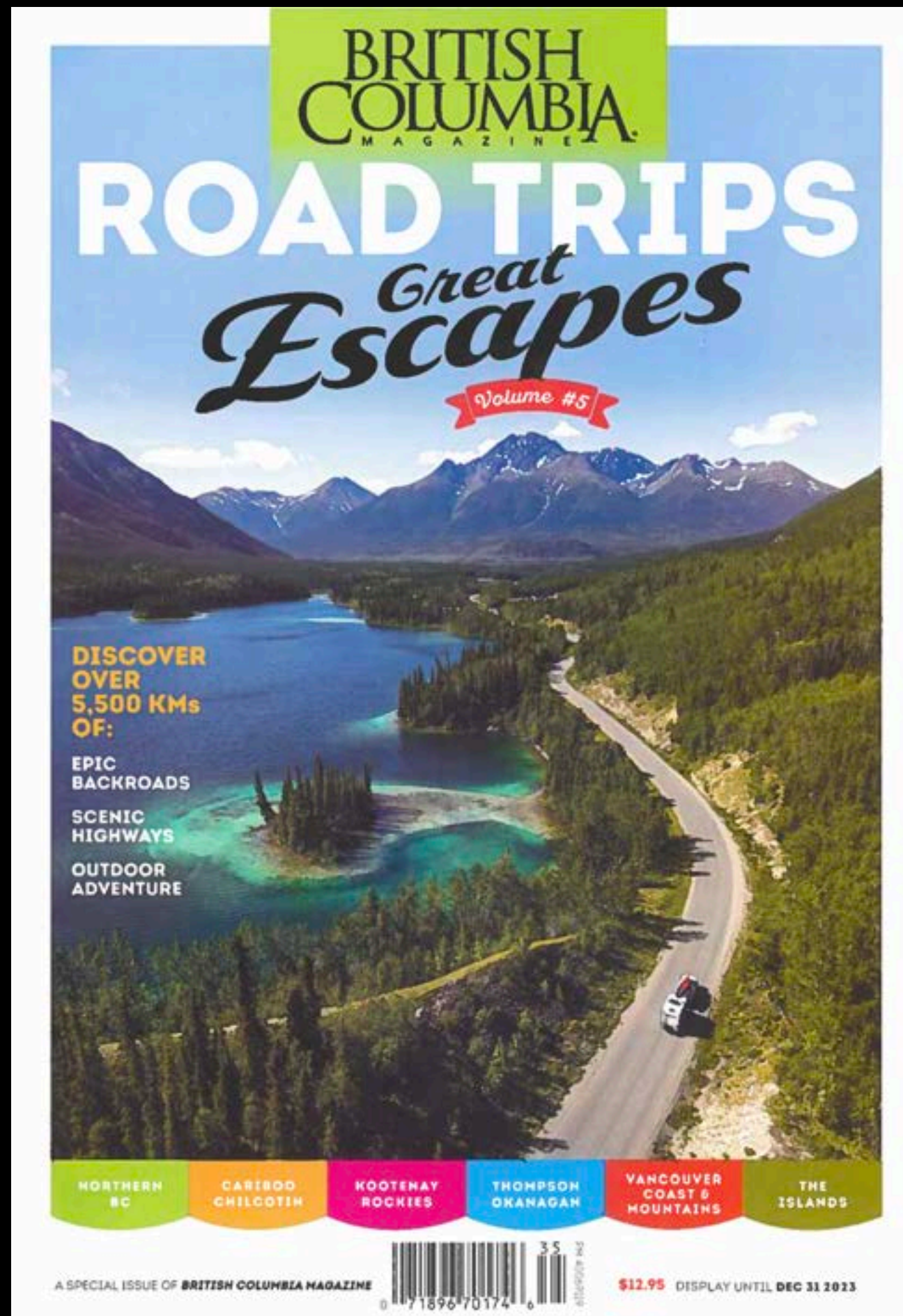
[You can learn more here!](#)



## Hit Snowy Trails

As the temperature drops and the champagne powder dusts the ground, a new world emerges around Cranbrook. Fields of grass and wildflowers are replaced with the glistening sparkle of snow. Trees

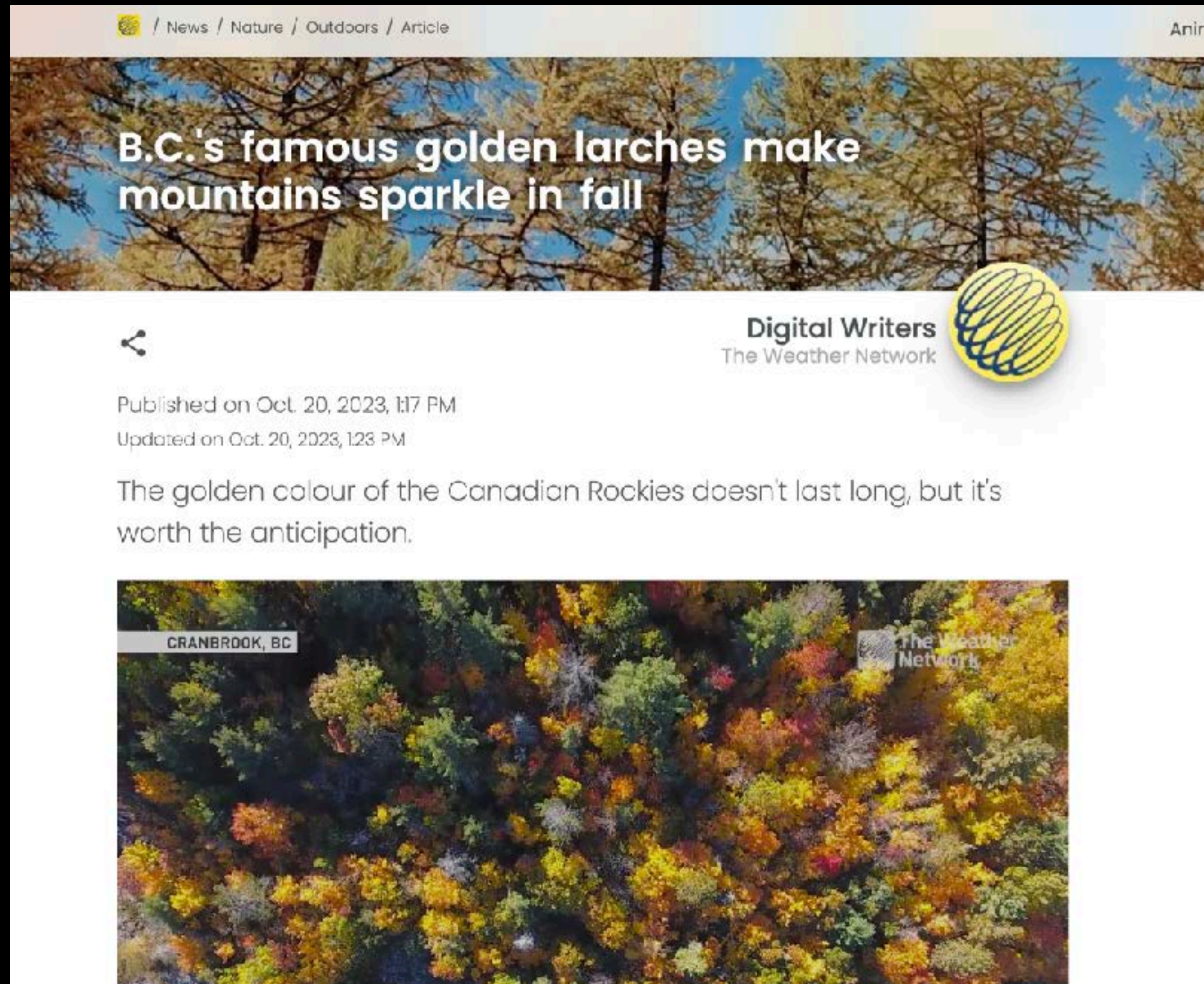
# MARKETING - MEDIA RELATIONS



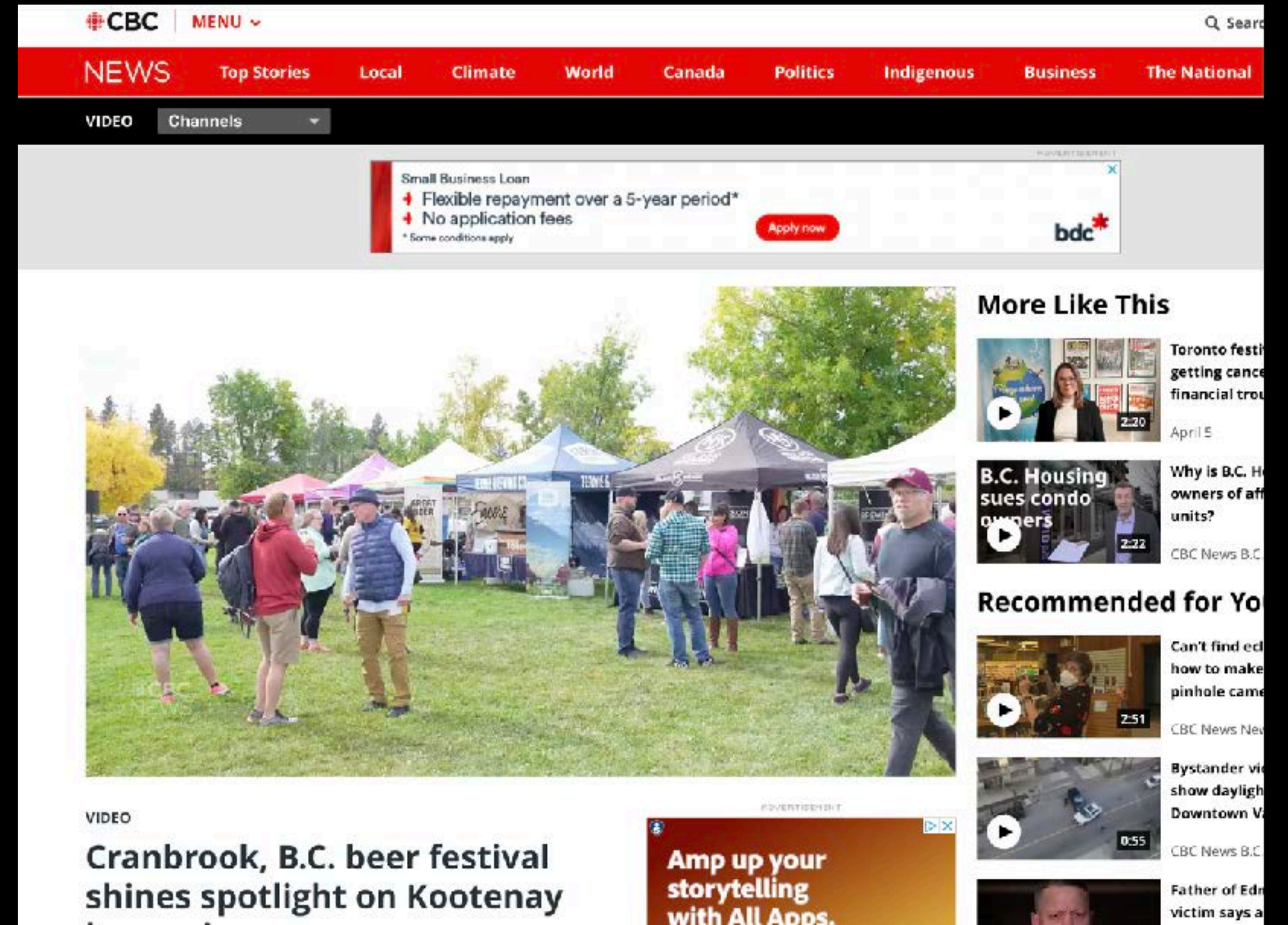
BRITISH COLUMBIA MAGAZINE

SEE MORE EXAMPLES >>

# MARKETING- MEDIA RELATIONS



THE WEATHER NETWORK



CBC

SEE MORE EXAMPLES >>

# MARKETING- MEDIA RELATIONS

**Globe Guide**  
SAVVY TRAVEL ADVICE FOR EXTRAORDINARY ADVENTURES ✈

DESTINATIONS • TRAVEL HACKS • BLOG • ABOUT

NORTH AMERICA

**Unique accommodations in Cranbrook, BC**  
BY TAMARA ELLIOTT • SEPTEMBER 14, 2023

Imagine sleeping in a glammed-out train car, with real railroad tracks just steps away from your front door. Or, stepping outside your cozy log cabin, and saddling up to go for a morning horseback ride through the woods. How about waking up in a Victorian-era village, and watching an authentic steam train roll by?

These are all things that guests can experience when staying at one of the unique accommodations in [Cranbrook, BC](#).

MEET TAMARA

SEARCH FOR INSPIRATION

INSTAGRAM @GLOBEGUIDE

[GLOBEGUIDE.CA](http://GLOBEGUIDE.CA)

**Extend or Get a Jump on the Season in Cranbrook**  
An extensive trail network and the Southern B.C. Interior climate offer many months of top riding

by Tim Banfield

Several years ago, I rarely heard of people from Calgary and Edmonton going to Cranbrook, B.C., to ride. Now, most weekends in the late fall and spring, I often have one or two friends heading to the singletrack in the southern interior when our local riding is shut down because of weather, or because trails that haven't thawed from winter snows yet. The Cranbrook area is often one of the first locations in Canada where you can ride early in the season.

I went to Cranbrook for a quick visit to see what all the hype was about and was not disappointed. To the northeast of the city, there's Cranbrook Community Forest. Its 2,000 hectares of Crown land with close to 100 trails

48 HOURS

**The Details**  
How to get there  
Where to stay  
Where to eat  
Where to shop

When you're riding Cranbrook from the east, this spot is also the most convenient trailhead from which to make your departure for your trip home. Currently, a few new trails are being created in Cranbrook. College of the Rockies is installing a new short jump trail and will ride in the Community Forest that brings you back down to the campus area. The Community Forest trail plan also proposes four new routes to be constructed at the Kager Lookout area—two machine-built green trails and two handbuilt trails. It will add up to a time less than 20 km of new singletrack in the area's extensive, and fantastic, network of trails.

Cranbrook is the local hub for riding in the Southern B.C. Interior. It's a little more than an hour's drive to Fernie and about four hours to Calgary. Cranbrook is usually one of the first places to have mountain biking options in Canada because of its warmer temperatures and dry climate. If you can't live within driving distance, the international airport in town is always an option.

There are a couple of places to camp in Cranbrook, including Regency Park RV Resort and Campground, not far from the Community Forest. If that place is full, you can head to several sites just outside town, such as Meyer Lake Provincial Park, Hunsford Lake Provincial Park and the Fort Steele Campground. If a hotel is your thing, the Frontage Rock Mountain Resort is the closest location.

Cranbrook has changed in the past several years with the downtown core becoming quite a trendy location. There are fantastic spots to grab a coffee before riding and restaurants for the après-like scene. For a morning coffee, check out Hot Shots Cafe ([hotshotscoffee.com](http://hotshotscoffee.com)). Once you come off the trails, head to the Fire Hall Kitchen and Tap ([firehallkitchen.com](http://firehallkitchen.com)). So for the Hobo burger, it's excellent. The Fire Hall even has its own mountain bike jersey. If you want a souvenir from your trip, are you traveling with kids? There's the Little Dinosaur Store. One dollar from each sale of this club helps support underprivileged kids to attend Blue Lake Camp.

Some other standout fueling options are the Heli Out Restaurant and Brewery ([heliout.com](http://heliout.com)) and the Himalayan Spice Bistro ([himalayan-spicebistro.com](http://himalayan-spicebistro.com)) nearby. For a treat, grab some frozen yogurt at Twisted Peaks ([twistedpeaks.ca](http://twistedpeaks.ca)).

For things bike-related, check out Northstar Bicycle Co. ([northstarbicycle.com](http://northstarbicycle.com)) near the Community Forest or Gerick Sports ([gericksports.com](http://gericksports.com)).



CANADIAN CYCLING MAGAZINE

SEE MORE EXAMPLES >>



# MARKETING-PROGRAMS

Hootlet

## CRANBROOK & KIMBERLEY TASTING PASSPORT

**Rockies Exploring with Golden Views and Epic Brews**  
As summer turns to fall in the Kootenays, autumn's golden larches will entice you to paddle calm waters against the backdrop of golden views, hike trails hugged in amber warmth, drive along windy roads through the caramel-kissed countryside, and sip seasonally-inspired brews.

**BCAleTrail.ca** #RockiesExploring #ExploreBC #BCAleTrail #BCCraftBeer

### FILL YOUR PASSPORT TO WIN!

From September 16 - October 16, 2022, visit any of the participating businesses listed below and ask for a stamp with purchase. Once you have collected unique stamps from six different locations, hand in the passport at a local Visitor Information Centre to receive a custom enamel mug and get entered in the draw for a chance to win the Grand Prize package, a 2-night stay at the Prestige Rocky Mountain Resort, including a Picnic on the Peak, provided by Eclipse Helicopters and The Heid Out & Fisher Peak Brewing. Multiple entries encouraged!

|   |   |
|---|---|
| <p><b>Cranbrook</b></p> <p><b>The Blind Pig</b><br/>21 Cranbrook St N</p> <p><b>Ella's</b><br/>1019 Cranbrook St N</p> <p><b>Fenwick &amp; Baker Public House</b><br/>1017 Baker St</p> <p><b>Fire and Oak</b><br/>209 Van Horne St S</p> <p><b>Firehall Kitchen and Tap</b><br/>37 11 Ave S</p> <p><b>The Heid Out &amp; Fisher Peak Brewing</b><br/>821 Baker St</p> <p><b>Hot Shots Café</b><br/>1924 8 St N</p> <p><b>St Eugene Resort</b><br/>7777 Mission Road</p> <p><b>Visitor Information Centre</b><br/>800C Baker St</p> | <p><b>Kimberley</b></p> <p><b>Biscuit: A Place To Sup</b><br/>180 Spokane St</p> <p><b>Bohemian Spirits</b><br/>215 Mark St</p> <p><b>Grist &amp; Mash Brewery</b><br/>345 Wallinger Ave</p> <p><b>Overtime Beer Works</b><br/>136A Wallinger Ave</p> <p><b>The Hourglass</b><br/>130 Spokane St</p> <p><b>Visitor Information Centre</b><br/>270 Kimberley Ave</p> |
|---|---|

Find local breweries on the BC Ale Trail App

Download on the App Store  
GET IT ON Google Play

Contest Period: Sept 16 - Oct 16, 2022  
See prize details at [bcaletrail.ca/cranbrook-kimberley-passport](http://bcaletrail.ca/cranbrook-kimberley-passport)

Name \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
 I would like to subscribe to e-newsletters from the BC Ale Trail, as well as Cranbrook and Kimberley Tourism.




# MARKETING-PROGRAMS

## SIP AND STAY PACKAGES



**The Baker Hotel**

**Get 15% off with your Ticket!**

The Baker Hotel is a beautifully restored landmark featuring the signature art-deco style of the era in which it was originally built.

**Offer includes:**  
15% off on regular-priced rooms  
(2) cans of beer from Fisher Peak Brewing  
(2) 100th Anniversary collectable branded Baker Hotel beer glasses  
\$25 voucher for the Held Out Restaurant and Brewhouse  
\$25 voucher for Encore Brewing  
Complimentary Parking  
Swag Bag!

Available for stays between September 14th – 28th 2023. Valid for stays booking a minimum 2-night stay.

Book by phone at 250-903-7898 and use the promo code Beerfest23. Or book online with the link below and add the promo code in the message box.

[Book Now!](#)

**SIP & STAY VOUCHER**

**ENCORE BREWING**  
1400 4 ST N, Cranbrook

**VALUE \$25**

**CRANBROOK TOURISM**  
BCAleTrail.ca  
CranbrookTourism.com

Redeemable for \$25 towards your purchase at Encore Brewing. Not redeemable for cash, no change will be given. Expires September 30, 2023.



**THE BC ALE TRAIL** **Great Canadian BEER FESTIVAL** **ON TOUR**  
CRANBROOK, BC


**SEPTEMBER 23, 2023**

**KOOTENAY ROCKIES**  
BRITISH COLUMBIA

CANADA'S OLDEST **BEER FESTIVAL** IS GOING ON TOUR TO **CRANBROOK** BRITISH COLUMBIA

**BUY TICKETS**  
and check out our Sip & Stays at [CRANBROOKBEERFEST.COM](https://cranbrookbeerfest.com)

[@Greatcanadianbeerfest](#) [@BCAleTrail](#) **CRANBROOK**



**Prestige Hotel & Resort**

**Get 15% off with your Ticket!**

Conveniently located just off the main highway in Cranbrook, the Prestige Rocky Mountain Resort offers guests a comfortable and sophisticated stay with many amenities nearby. The hotel features 112 rooms with a solid mix of standard rooms, Kitchensettes, and Designer Suites. You can even spend the night in a train car! Your perfect home-base for your Cranbrook explorations!

**Offer includes:**  
15% off on a regular-priced room with proof for your GCBF On Tour Ticket  
\$25 voucher to Held Out Restaurant & Brewhouse  
\$25 voucher for Encore Brewing  
Swag Bag!

Available for stays between September 20th – 26th 2023. Valid for stays booking a minimum 2-night stay.

Book directly to get your savings: 250-417-0444

[Book Now!](#)





# MARKETING-COOPERATIVES

**FISHING BC**

DRY FLY RIVER FISHING IN CRANBROOK

A RIVER DRIFT WITH KELLY AND KAREN FROM ST. MARY ANGLER

Every summer, anglers from around the globe find their way to the southwest corner of British Columbia in pursuit of one of the province's most prolific dry-fly fisheries. Just outside the quaint

**MOUNTAIN BIKING BC** FIND YOUR RIDE EXPLORE BC EVENTS & BLOG SUPPORT THE TRAILS

ride RESPECTFULLY It's important to respect other trail users and support the organizations that maintain the trails where ever you ride. Tips on how to ride safely and responsibly.

KOOTENAY ROCKIES  
**CRANBROOK**

SINGLETRACK STATE OF MIND

Sunny days and mild winters mean that **Cranbrook** is one of the first to see the trails clear of snow come spring. Located in the Rocky

Let's Ride BC: Cranbrook 2020

Let's Ride BC: Fernie 2020

**INTO THE ZONE**

**CRANBROOK, BC**

**FIRST TIMERS, FAMILIES, AND FUN IN THE SUN**

Terrain: 50km of groomed trails, 3 riding areas.

BC's sunniest and community! Cranbrook is a great basecamp to soak up the sun and explore new trails with the ones you love.

LET'S RIDE CRANBROOK

**MY KOOTENAYS** Home Kootenays Communities Plan Your Road Trip

Home / Communities / Cranbrook

**CRANBROOK**

**BASECAMP OF THE KOOTENAYS**

The East Kootenay's largest municipality is home to a historic downtown surrounded by a fantastic network of trails for hiking or biking accessible to all ages and ability levels. The converted rail bed between Cranbrook and Kimberley is an easy and fun 28km paved trail to explore. The area is dotted with many quaint lakes and streams and highlighted by the Elizabeth Lake Wildlife Sanctuary. After you've spent the day in the great outdoors enjoy the Kootenay's most extensive selection of live theatre, cultural attractions, and a diverse array of culinary delights.

**TRAVEL OFFERS**

**Cranbrook - Package Offers**  
View Cranbrook Offers

**Fairmont Hot Springs - Spring Stay & Save 50% on 4+ nights**  
View Fairmont Hot Springs Offers

**Fernie - Book 3 nights & save 50% on 3rd night at Snow Valley Lodging**  
View Fernie Offers

**Invermere/Panorama - Stay 3 nights & receive 50% off your 3rd night at Copper Point Resort**  
View Invermere/Panorama Offers

**Kimberley - Travel Offers**  
View Kimberley Offers

**Radium - Stay & Soak Special, stay 2 nights and receive 2 free passes to the Radium Hot Springs Pools**  
View Radium Hot Springs Offers

**St Eugene Resort - Spring Swing Golf Package Special**  
View St Eugene Offers

KOOTENAY BC ROAD TRIP [PART 2 OF 31] - CRANBROOK

**THE BC BIRD TRAIL** Field Notes Birds Trails Experiences Get the App

THE COLUMBIA VALLEY BIRD TRAIL  
**CRANBROOK**

Cranbrook is known as the true crossroads of the Kootenays, as you'll only ever be a few minutes from experiencing incredible lakes, rivers and adventure. Plus, it routinely reports the most sunshine hours of any city in BC, so it's best to plan for a lot of time spent outdoors.

**ROCKIES EXPLORING**

SEASONS ITINERARIES GETTING HERE KOOTENAY

New season. New experience. Discover Kimberley & Cranbrook.

Suggested itineraries:

- EXPLORE **FAMILY ADVENTURES** 3-4 ACTION PACKED DAYS WITH YOUR CREW
- EXPLORE **REJUVINATE & RENEW** HOW TO HAVE THE ULTIMATE WELLNESS WEEKEND
- EXPLORE **SNOW PLAY AND APRES** COME FOR THE MOUNTAINS. STAY FOR THE POSSIBILITIES.
- EXPLORE **SNOWY STARTS & QUALITY ARTS** 3 PERFECT DAYS IN THE KOOTENAYS
- EXPLORE **SHOULDER SEASON PAIRINGS** LOCAL HIGHLIGHTS WITH OUR FAVORITE CUPPA SPECIALS

# VISITOR CENTRES

- More growth through mobile outreach
- Ambassador program launching in 2024
- New popup visitor centre/bike in 2024

|                  | 2020  | 2021  | 2022  | 2023  |
|------------------|-------|-------|-------|-------|
| Visitors to VIC  | 3,618 | 3,873 | 5,671 | 7,372 |
| Mobile (NEW)     | -     | -     | 3,802 | 5,071 |
| Live Chats (NEW) | -     | -     | 153   | 230   |



Elizabeth Lake Visitor Centre

# MOBILE VISITOR SERVICES

**Fort Steele Heritage Town**  
August 2 · 🌐

We want to give a special shout out to Cranbrook Tourism (@vis.tcranbrook) for hanging out with us on Wednesdays and greeting our visitors! They've been an incredible resource in helping our guests plan their stay in Cranbrook and surrounding areas! They have the best local tips, and even if you ARE a local, we bet they know a spot or event you haven't checked out yet, so be sure to say hello!



Farmers Market

Cranbrook Gravel Grind

Lynnette Wray, Shaun Penner and 87 others · 8 comments · 5 shares

# MOBILE VISITOR SERVICES



# VISITOR CENTRE INDIGENOUS LEARNING GRANT



# VISITOR CENTRE INDIGENOUS LEARNING GRANT



CRANBROOK EVENT STRATEGY

ANIMATION  
ATTRACTION  
VIBRANCY



# EVENT PROJECT

- SEED NEW EVENTS
- RESEARCH
- RECOMMENDATIONS AND TOOLS

Cranbrook Gravel Grind



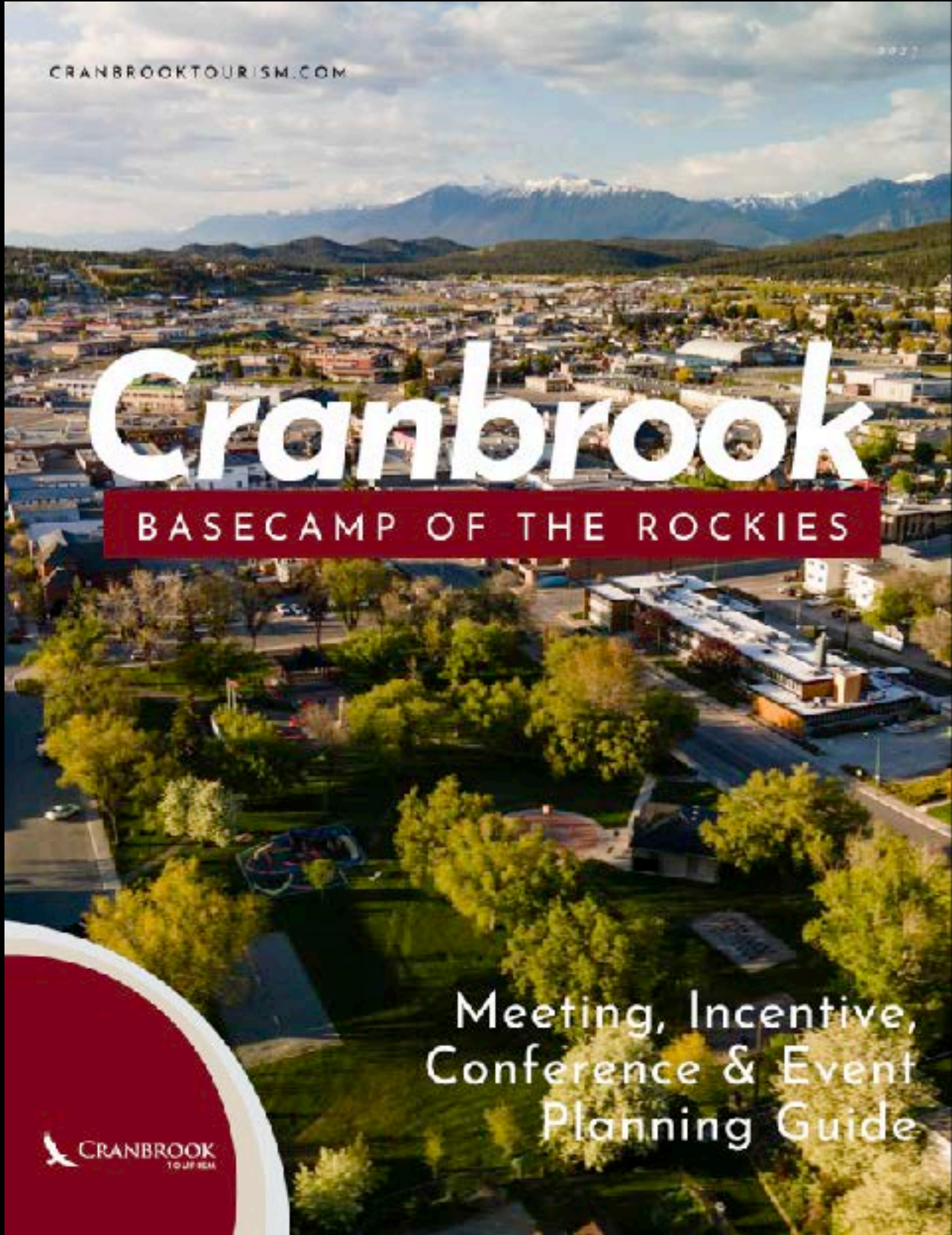
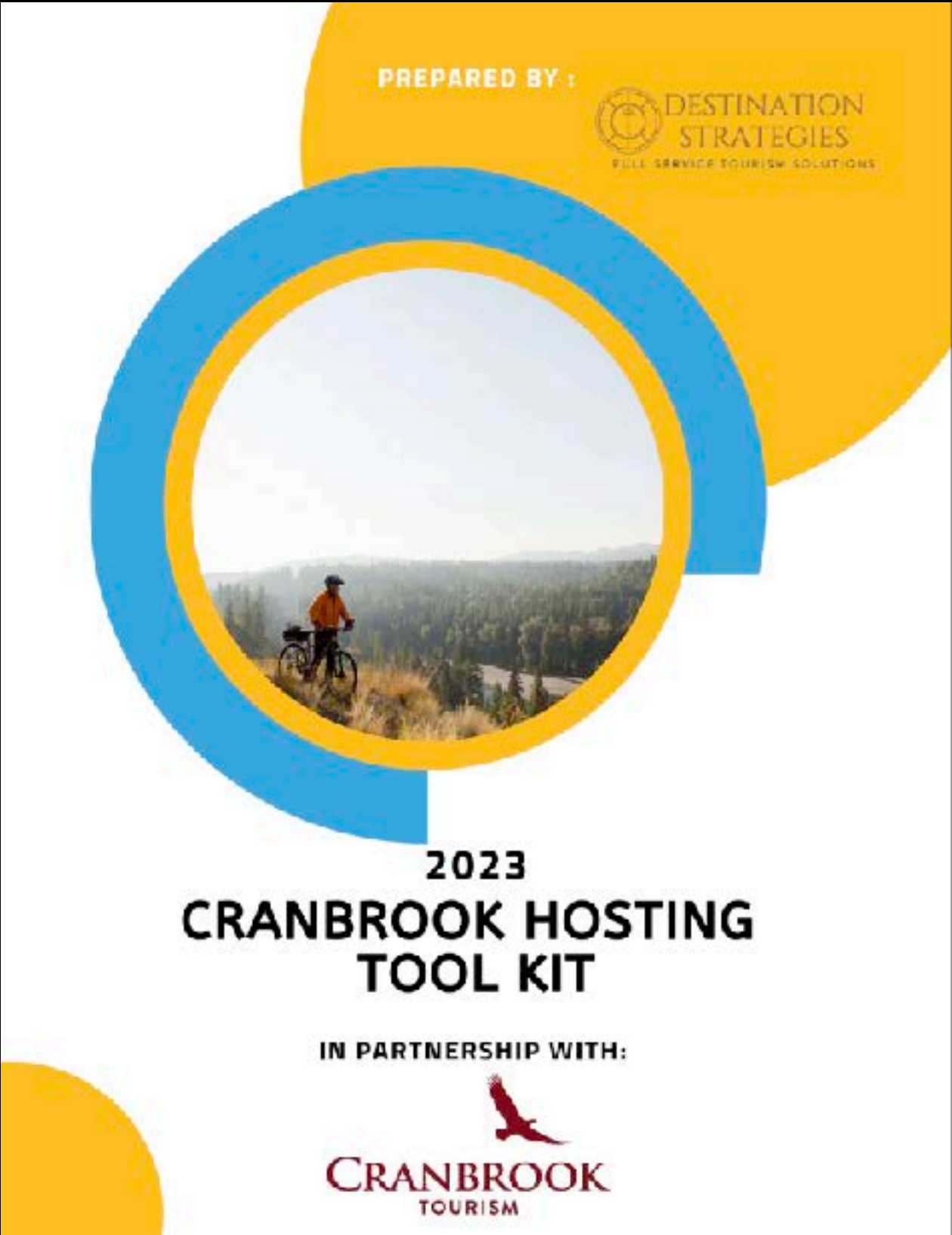
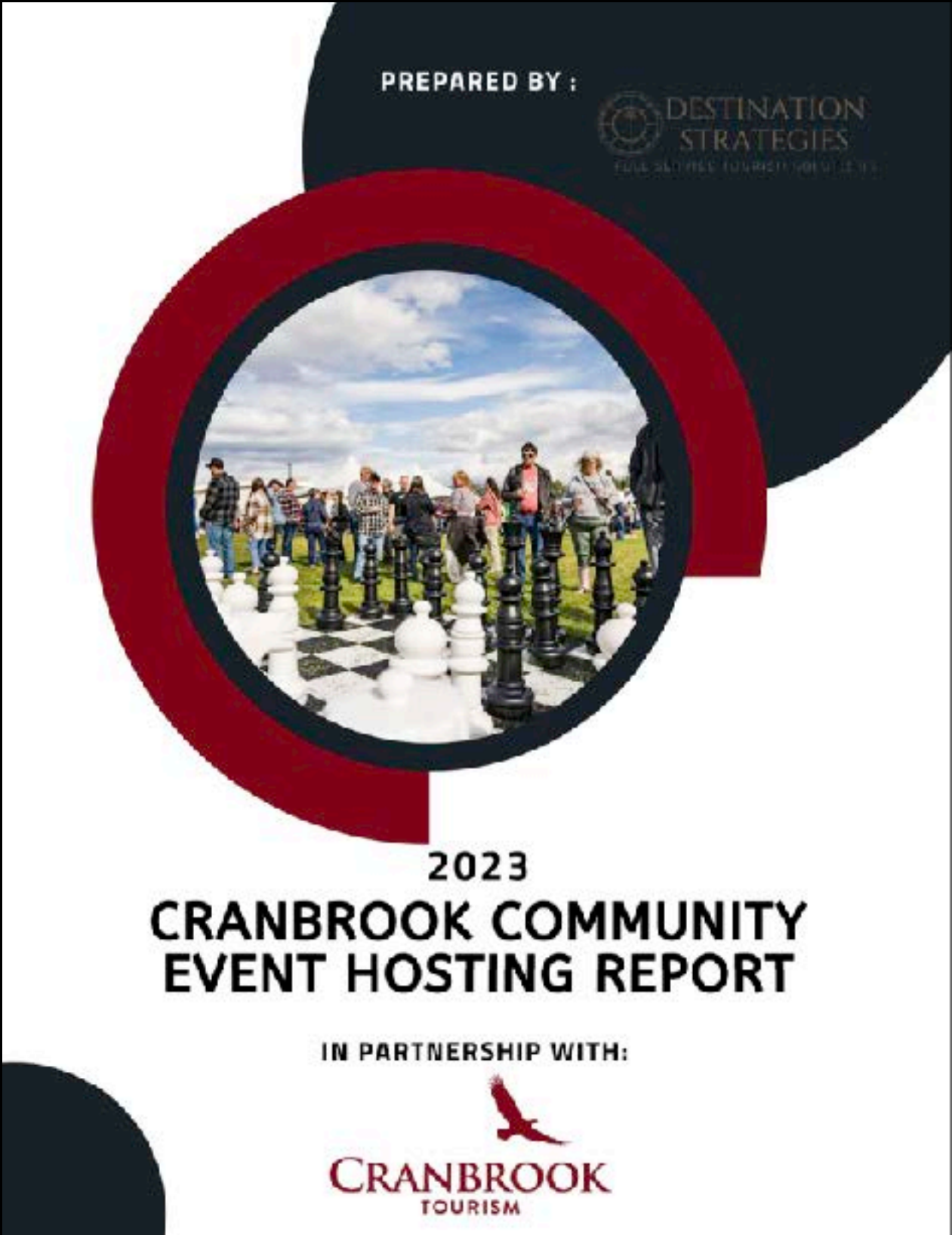
# EVENT STRATEGY

- \$100,000 federal grant to kickstart the project
- Focus on growth in Festivals, Sport and Meetings
- Roles and responsibilities of Cranbrook stakeholders
- Economic impact assessments for events
- Sustainable funding for events



Cranbrook Beerfest

# EVENT STRATEGY AND TOOLS



# EVENT PROJECT - ECONOMIC IMPACT ASSESSMENTS

## SUMMARY | BY THE NUMBERS

### 2023 Kootenay Rockies Gran Fondo – Key Facts & Figures

|   |  |  |  |
|---|--|--|--|
| <b>\$435,452</b><br>of initial expenditures           | <b>\$223,000</b><br>of visitor spending                        | <b>3.8</b><br>local jobs supported<br>by the event | <b>\$617,603</b><br>overall economic<br>activity in the province |
| <b>1,071</b><br>out of town visitors*<br>in Cranbrook | <b>\$147,129</b><br>of wages and salaries<br>supported locally | <b>\$298,362</b><br>boost to provincial<br>GDP     | <b>\$138,558</b><br>in taxes supported<br>across Canada          |

\* Visitors derived from attendance figures obtained from event organizers combined with results from the survey.



## THE EI RESULTS

The combined spending of out-of-town participants, staff, spectators and other people who visited Cranbrook for the Kootenay Rockies Gran Fondo, in combination with the expenditures made by the event organizers, totalled \$435,452, supporting just under \$618,000 in overall economic activity in British Columbia, including almost \$531,000 of economic activity in the Cranbrook area.

These expenditures supported over \$180,000 in wages and salaries in the province through the support of 4.3 jobs, of which 3.8 jobs and over \$147,000 in wages and salaries were supported locally.

The total net economic activity (GDP) generated by the 2023 Kootenay Rockies Gran Fondo was:

- \$375,433 for Canada as a whole
- \$298,362 for the province of British Columbia
- \$231,119 for the city of Cranbrook

The 2023 Kootenay Rockies Gran Fondo supported tax revenues totaling \$138,558 across Canada.

|                        | Cranbrook        | British Columbia | Canada           |
|------------------------|------------------|------------------|------------------|
| Initial Expenditure    | \$435,452        | \$435,452        | \$435,452        |
| GDP                    | \$231,119        | \$298,362        | \$375,433        |
| Wages & Salaries       | \$147,129        | \$180,402        | \$222,287        |
| Employment             | 3.8              | 4.3              | 4.9              |
| Total Taxes            | \$95,836         | \$113,915        | \$138,558        |
| Federal                | \$46,918         | \$55,346         | \$66,845         |
| Provincial             | \$39,835         | \$49,513         | \$60,173         |
| Municipal              | \$9,083          | \$9,056          | \$11,541         |
| <b>Industry Output</b> | <b>\$530,860</b> | <b>\$617,603</b> | <b>\$785,398</b> |



SEE MORE DETAIL >>

# CRANBROOK BEER FEST



|   |   |   |  |    |
|---|---|---|--|----|
| 2 | When Life Hands You Barrels, 6.6%<br>refreshing, Sicilian lemon, sour<br>AB             | 6 | Bellweiser, 4.8%<br>easy to drink pilsner<br>ON      | 10 |
| 3 | Queen Bee, 6.3%<br>dandelion honey Belgian blonde ale<br>AB                             | 7 | Grisette, 5.9%<br>herbal, floral, citrus notes<br>ON | 11 |
| 4 | You Can Buy This Beer Unless You Are Anish Kapoor, 5.7%<br>blackberry dark scison<br>AB | 8 | Je...<br>the OG, ju...<br>ON                         | 12 |



# MARKETING- EVENT SPONSORSHIPS



KEY CITY  
THEATRE





CRANBROOK DNA

BRAND AND  
DESTINATION  
ESSENCE

# WHAT IS CRANBROOK'S STORY?



WHAT IS THE STORY WE SHOULD BE TELLING THE WORLD?

# CRANBROOK DNA RESIDENT SURVEY

## RESIDENT SURVEY

From October 3 - November 10, 2023, a survey was distributed to collect residents' opinions about local life in Cranbrook. In total, 604 residents responded to the survey. The total number of respondents exceeded the survey demand quota for a population of 20,499 (2021 Census), assuming a normal distribution of 50%, a margin error of 5% and a confidence level of 95%. The survey was the first component of the Place Brand Discovery research. The following pages include the key learning from the survey.



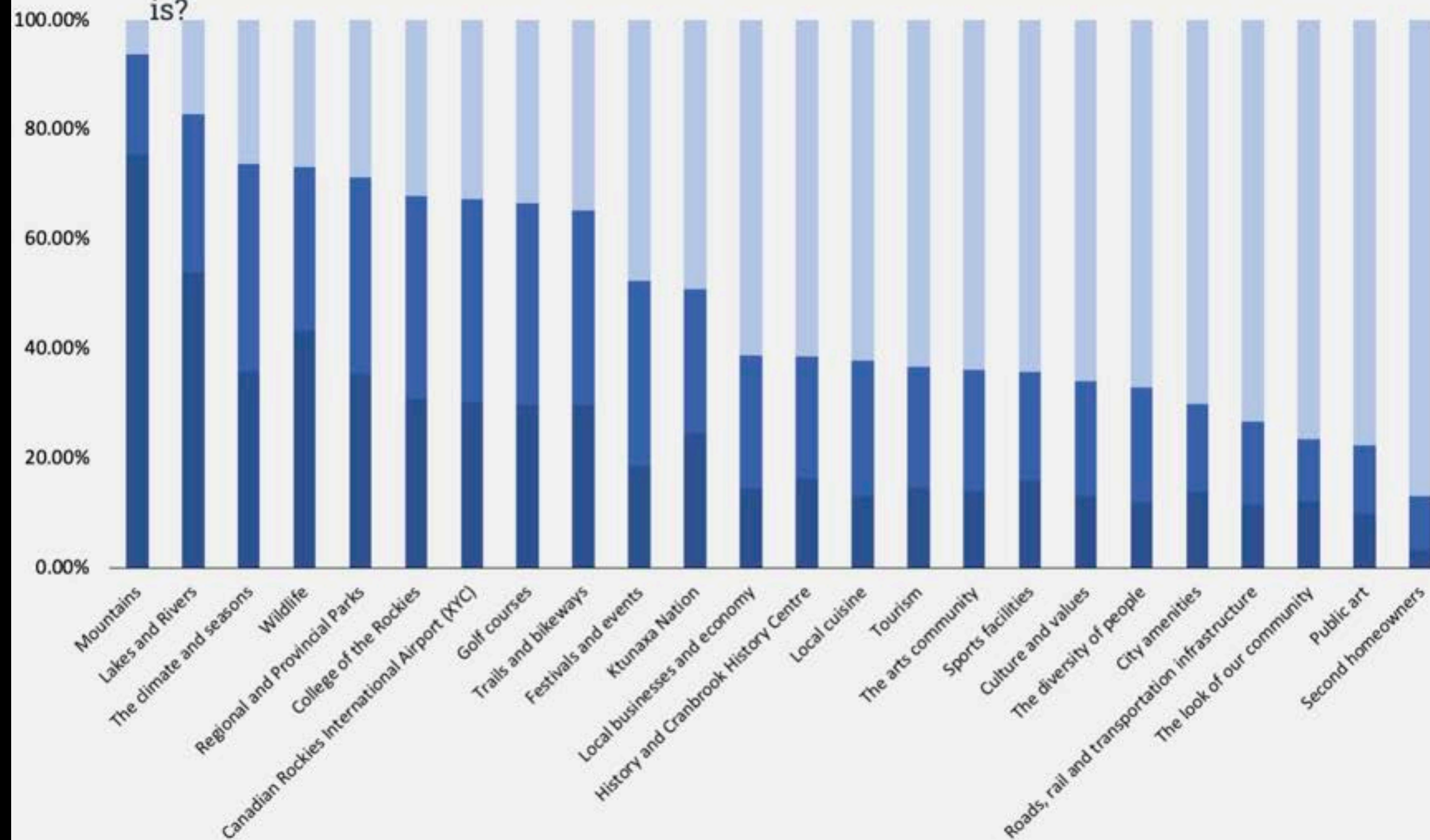
**604** Responses Collected



# CRANBROOK DNA RESIDENT SURVEY

## CRANBROOK DRIVERS OF PLACE

Q: What shapes the Cranbrook area? For each of the following, please indicate how much you feel each attribute contributes to making Cranbrook the community it is?



### MOUNTAINS, LAKES AND RIVERS, WILDLIFE, THE CLIMATE AND SEASONS, AND REGIONAL AND PROVINCIAL PARKS ARE THE MOST IMPORTANT ATTRIBUTES

The natural environment dominates the key drivers of place in Cranbrook. A distinctive nuance is that *mountains* and *lakes and rivers* are the most important factors, followed by *climate and seasons*, *wildlife*, as well as, *regional and provincial parks*.

*College of the Rockies*, and *Canadian Rockies International Airport (YXC)* also score high, a key indicator of the importance of the infrastructure Cranbrook has as the regional hub.

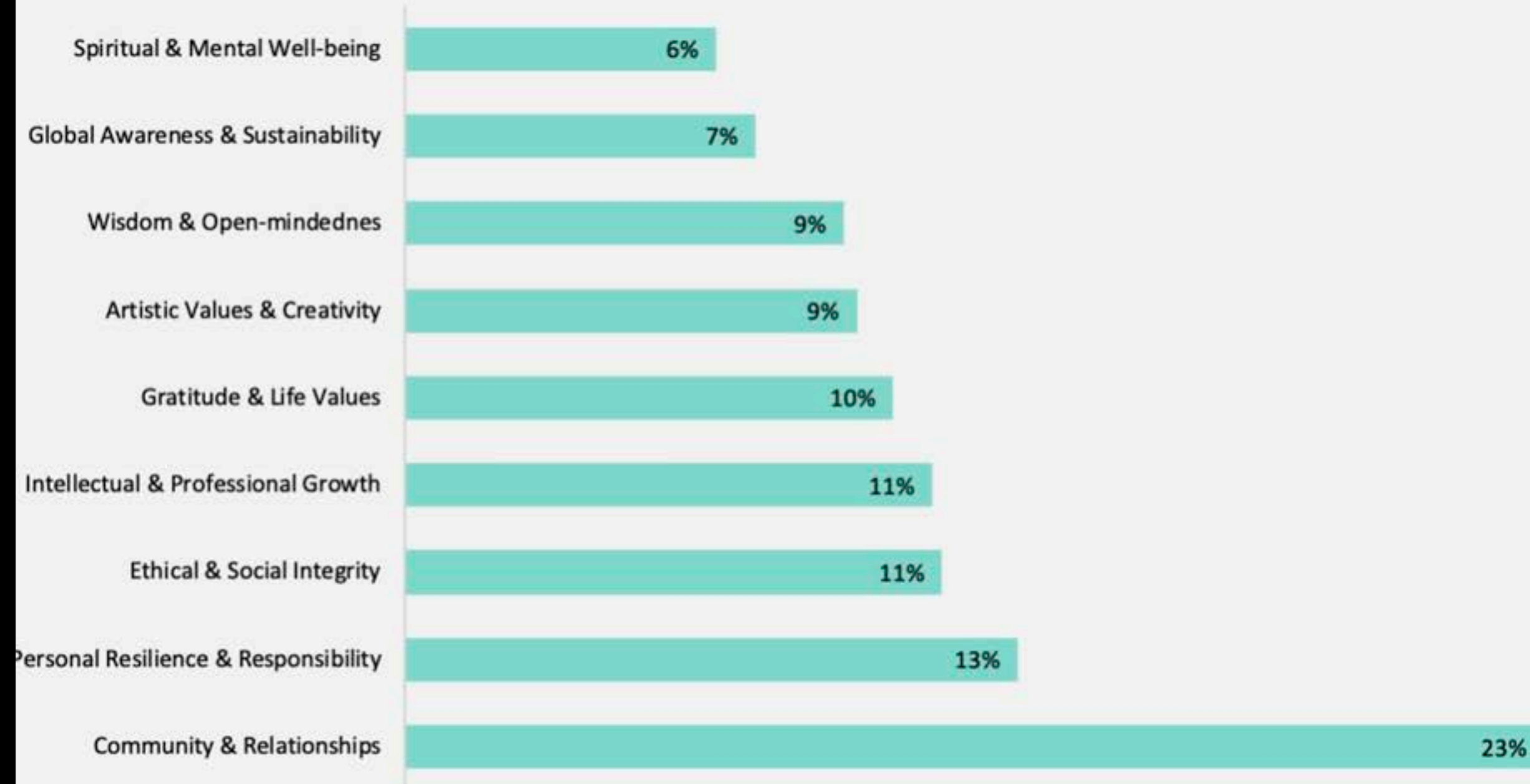
#### Top 10:

1. Mountains
2. Lakes and rivers
3. The Climate and Seasons
4. Wildlife
5. Regional and Provincial Parks
6. College of the Rockies
7. Canadian Rockies International Airport (YXC)
8. Golf Courses
9. Trails and Bikeways
10. Festivals and Events

# CRANBROOK DNA RESIDENT SURVEY

## VALUES

Q: In the list below, which three values are the most important in Cranbrook?



One value stood out from all the rest: *Community & Relationships*. Residents not only hold an unwavering regard for family but also place an immense premium on social connections. Although it's intriguing that only half of the residents feel Cranbrook currently possesses strong community ties, this underscores the collective aspiration to elevate interpersonal bonds and fortify community connections.

Amidst this shared commitment to fostering a tight-knit community, there lies a golden opportunity to shape Cranbrook into a haven of mutual support and connection. However, a critical observation emerged through further engagement – the absence of a community gathering place or square where residents from diverse backgrounds and interests can converge and interact. Rectifying this void could be the catalyst needed to transform Cranbrook into a vibrant locale, where individuals not only coexist but thrive in a shared sense of connection and support.

# CRANBROOK DNA RESIDENT SURVEY

## CRANBROOK IS SO MUCH MORE THAN...

"Its exterior appearance (old buildings that should be demolished and junky look of some places), the interior (heart) of Cranbrook is full of beauty and excitement."

"The strip and some of the ugly or dull streets. It has diversity of hidden treasures, including: people, businesses, sports, recreation, natural areas of wonder, and arts opportunities."

"Dirty, unattractive downtown core."

"What it looks like on the outside, our first impression here was ugly town, but there's a lot to do within 15 minutes / half an hour."

"A place to drive through on your way somewhere else."

"A shopping and service centre"

"An industrial town, it is a city of diverse people who work hard and strive to live happy lives with their families. We come for the work and stay for the living."

"Just a highway town."

"A small town, it is beauty in every direction, it is helping your neighbours and watching out for each other."

"Mountains and hockey."

"The East Kootenay hub. It is forever growing and improving with restaurants, events, culture and so much more."

"A conservatively minded little town."

"Just a place to work, it has diverse programs and facilities for all members of your family and many ways to enjoy the great outdoors."

# CRANBROOK DNA RESIDENT SURVEY

## IN WHAT WAYS DO YOU THINK THE CITY IS CHANGING?

"I think Cranbrook is changing for the better by incorporating more community events that aim to bring us together. A lot more young people are coming to our community for experiences."

"Diversity! Different cultures and people means different types of businesses (bubble tea hut for example), more cultures, more acceptance and awareness that our differences make us special."

"More concerts, festivals, music in the park, the farmers market, etc. More celebrations and events bringing people together as a community."

"We have seen a revitalization of our downtown over the last years that is incredible and a huge improvement."

"For the better with more trees planted throughout town and better restaurants (The Heid Out, Fire Hall, Encore, Allegra) and for the worse with the homeless people and crime rate."

"It is become more culturally diverse but it is much less affordable than before."

"I wish Cranbrook was changing faster. We seem to be considering a lot of change and asking about needs but I have not experienced anything tangible."

"It isn't (changing). Residents here are not open to change and innovation."

"Changing from industrial to tourism."

"The increasing crime rate has ruined the safety and quietness Cranbrook used to have. Cranbrook is losing touch with what the younger people want within their community, the city is too much of a retirement community, catering to seniors."

"For the worse, it's run down with little being done to improve the city for young families, tourists, and newcomers."

"Getting way busier, traffic has increased so much over the last four years."

"Too many big city folks with ideas for a small rural community."

# CRANBROOK DNA OPINION LEADERS SAID...

## RESIDENT AND KEY OPINION LEADER INTERVIEWS - QUOTES

“

“Cranbrook is the hub. People from Southeast BC come here for their services and everything they need. And we have the only airport.”

“Biggest small town you want to be.”

“There’s a big city versus small town mentality. We’re still small enough that we can work together.”

“People want to help you here. There is a roll up your sleeves and get it done mentality.”

“Do-it-yourself culture.”

“Rough around the edges.”

“Good ol’ Boys’ culture in Cranbrook.”

“We are the commercial hub of the area and have lots of people doing grab-and-go (fast food) as they go to work at the mines.”

“

“We have a symbiotic relationship with Kimberley, we don’t need to have a rivalry.”

“Residents don’t know what a jewel the Cranbrook History Centre is.”

“Small businesses are struggling with crime and petty theft.”

“I came here for the outdoors, it’s more affordable than other Kootenay towns.”

“Cranbrook has the six best fly-fishing rivers in North America.”

“There is no fine dining in Cranbrook, there is no population base for it, one person tried and couldn’t make it work.”

“Key City Theatre is a great kind of cultural venue.”

“I have never been somewhere that has this caliber of mountain biking, gravel biking and road cycling.”

“

“Want to see Cranbrook grow and expand tourism opportunities but not too fast.”

“I’m concerned about the readiness of both guests and those delivering the information about sensitive topics related to Indigenous experiences.”

“We’re balanced in Cranbrook, we’re not dominated by one culture or identity.”

“It’s a cultural experience going to a Bucks game.”

“We’re more conservative than Nelson. We have family values and are down-to-earth.”

“There are transportation challenges, some of our airlines pulled out, and buses are missing links between Kimberley, the airport, areas with recreation and to any attractions like Fort Steele.”

# CRANBROOK DNA

## PLACE DNA® ATTRIBUTES:

- Valley
- Sunshine
- Traditional
- Kimberley
- Unpretentious
- Community-minded

### **FAMILY-FRIENDLY KOOTENAYS**

- Hockey
- Events
- Micropolitan
- Arts & Culture
- Early & late season
- Airport
- Regional Service Centre
- Crossroads
- Highway 3
- The strip

### **REGIONAL CENTRE**

- Mountains
- Rivers
- Lakes
- Trails
- Backcountry
- Fisher Peak

### **A PLACE FOR ADVENTURE**

- Fort Steele
- Trains and rail
- St Eugene
- Colonial history
- Ktunaxa people & culture

### **STORIES OF HERITAGE**



## **KOOTENAY HEARTLAND**

*A DOWN-TO-EARTH HUB FOR FAMILY, ADVENTURE, HISTORY AND AMBITION*



# CRANBROOK DNA

**CRANBROOK:  
KOOTENAY HEARTLAND**



# CRANBROOK DNA

## Brand Framework

### Promise

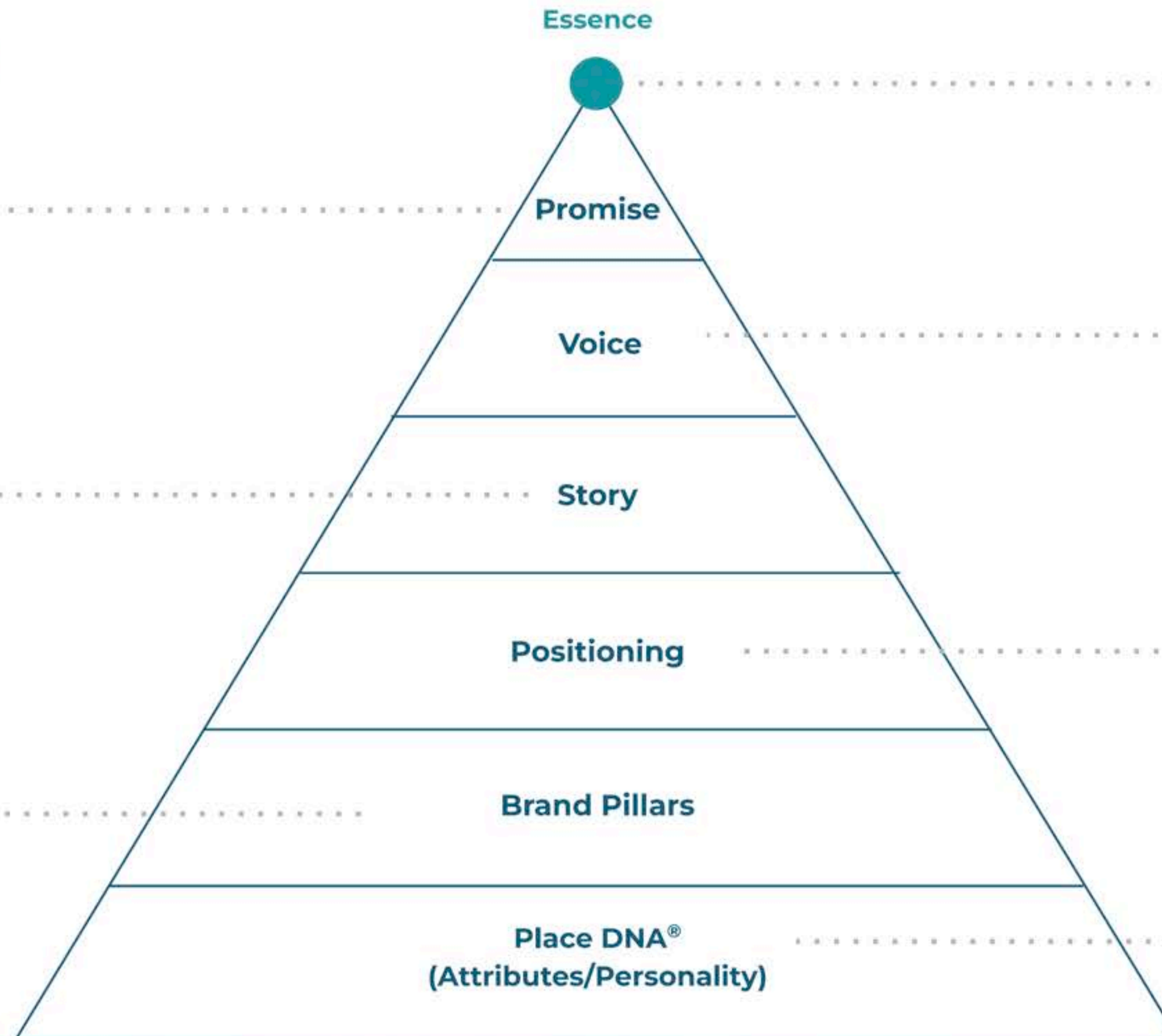
A guiding commitment to providing a distinct experience that will positively impact a person's life.

### Story

A cohesive articulation of the holistic experience that a destination provides through a person's interaction with the place that clearly conveys the distinctiveness.

### Brand Pillars

The Place DNA<sup>®</sup> attributes that serve as the foundation for the brand.



### Essence

The heart and soul of a brand.

### Voice

The distinct personality we adopt in our communication.

### Positioning

The distinct position that the destination occupies in a consumer's mind relative to other destinations.

### Place DNA<sup>®</sup> (Attributes/Personality)

The core identity, personality, and defining attributes of a place.



# WRAPPING UP

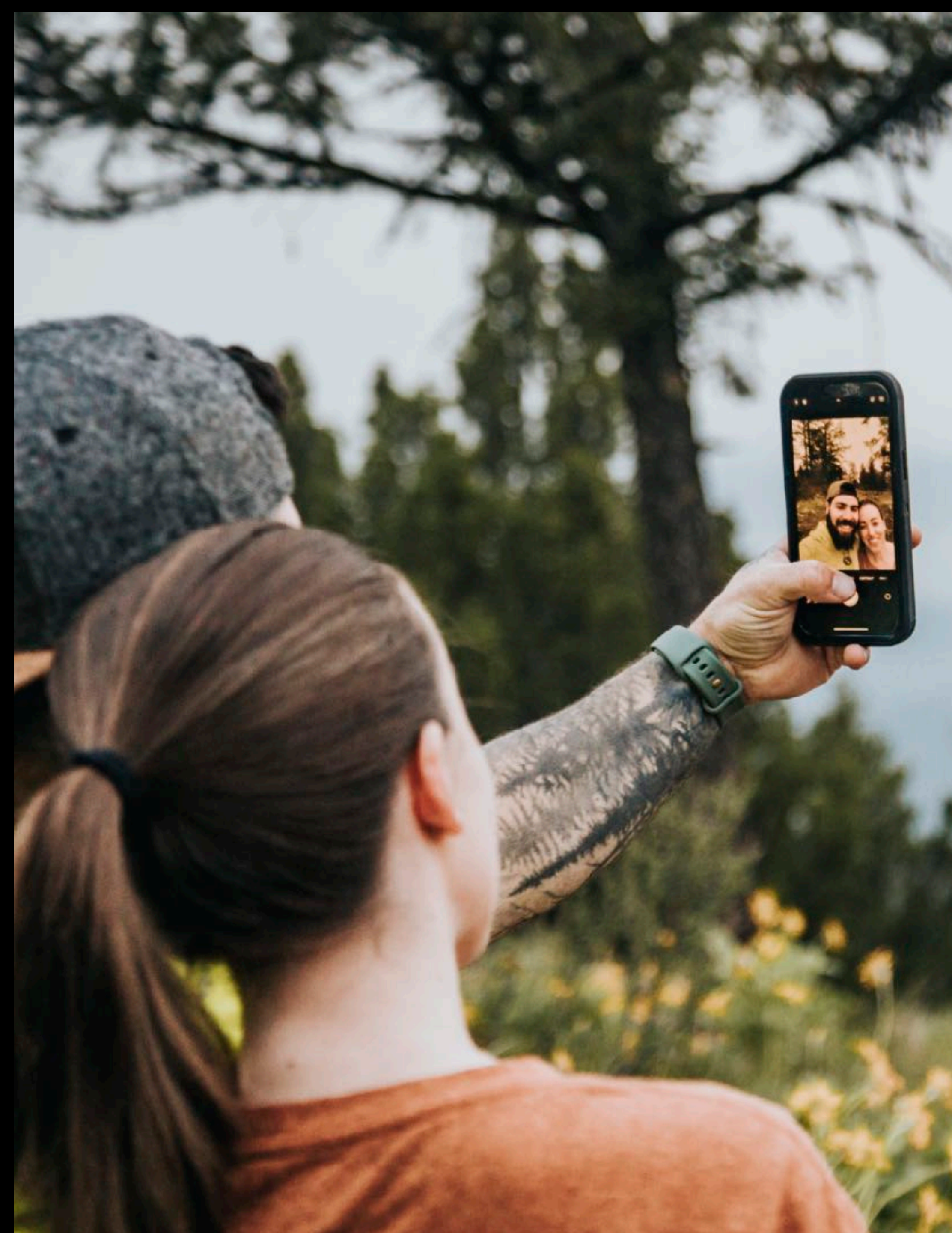


Tanglefoot Lake

Idlewild Park

# TOURISM MASTER PLAN RECOMMENDATIONS

- Invest in arrivals and gateways
- Resource and support a Ktunaxa cultural initiative
- Create a Cranbrook vibe downtown
- Invest in Trails and Connections
- Share the stories - Interpretive and way finding signage
- Pursue sport events and festivals - Invest in parks and venues
- Explore new iconic attractions



# A PERMANENT HOME FOR CRANBROOK TOURISM



THANK YOU



Tanglefoot Lake