GOLDEN & AREA A'S
VitalSigns®

Issue Area: Economy

Digging a little deeper

On our website and in the summary report for Vital Signs, we have provided a number of statistics for each of our areas. Following is much more detailed data and sources for each statistic.

Overview

The economy includes measures related to the overall economic viability and sustainability of a community including the role and contribution that the local economy plays in the broader regional and provincial context. Measures related to the economic growth as well as structural measures such as the economic base of a community are some of the potential areas to consider. Expected growth or change in the local economy as well as the quality and nature of the employment opportunities can also play a role in promoting economic well-being and vitality. (SPARC BC, 2011)

Our isolated community is challenged by seasonal factors, high input costs and few locally-controlled businesses.

The Economy is important to our community because Golden & Area A is relatively isolated, but greatly influenced by railway and highway activity and the business and visitors that come to Golden on them.

The quality of life for Golden residents is directly related to the strength of the economy and local business, so that residents and households can earn a sustainable wage. Every dollar spent in our community helps to sustain the local economy.

Our community is struggling to find the balance between its traditional forest-based economy and the more recent push to grow tourism visits and business, while both are heavy pressured from external forces. We feel challenged to compete with and differentiate ourselves from other mountain resort communities sometimes growing too quick or, other times, lagging behind. Communication to address these issues is particularly challenging.

A strong economy enables improvements in our other Issue Areas. A weak economy limits what can be done locally to improve other Issue Areas.

Insight

While there are many businesses in Golden & Area A, their potential is not realized partially due to a lack of communication and cooperation between them. While organizations like the Kicking Horse Country Chamber of Commerce, Tourism Golden, the Town of Golden, and industry associations exist to help their members and licensees, cooperation from members and non-members is lacking.

Our proximity to the Alberta border and their lack of sales tax makes it especially challenging for all businesses. The 7% increase in sales tax (HST) on most goods and services, causes savvy travellers to stock up in advance or make due until they leave our community; and pushes local residents plan their major shopping and gas fill-ups when they are out of the community, and often in Alberta.

Progress

Work-life balance

Golden & Area A is touted as a good place to strike a balance between work and family life. However, that balance is becoming harder to achieve with more residents moving away to earn a living, coming back to Golden when they have time off.

Recent Improvements

- Improved directional signage
- Whitewater Amenity Hub

Opportunities for Cooperation & Improvement

- Increased usage of the Kicking Horse Country Chamber of Commerce online community calendar
- Coordination between Golden Area Initiatives, Kicking Horse Country Chamber of Commerce and Tourism Golden
- Increased communication from major businesses to reduce the circulation of rumors
- Increased cooperation with Recreational Tenure Licensees/Lessees and Adventure Activity Providers
- Local adventure activity provider communication with public and partners (MechSki in the winter and Kicking Horse River Outfitters Association in the summer)
- Improved understanding of local non profits
- Coordination of non-motorized trail user groups (hiking, biking, active transportation, horseback riding, Nordic skiing, snowshoeing)
- Development of a community forest
- Formation of a local Builder & Developer Association

Future Data Collection & Analysis

The lack of Stats Can data for our community of Golden & Area A is not new. Unfortunately, without sound data and it becomes very difficult to make the right policy decisions in business, across industry, through all levels of government and for non-profit organizations. While significant changes are expected when the 2011 Census data is released in 2013, it is not expected that this data will improve for our community. Therefore, it is hoped that the Vital Signs report will support a new impetus for tracking and sharing locally captured statistics and trends for the benefit of the local economy and the entire community.

Challenges (please see Appendices in the accompanying Excel file)

XIII-1: GDP in Millions of Chained 2002 Dollars by Selected CMAs, CAs, and CSDs, 1996 – 2010

Real GDP in the town of Golden reached $264 million in 2010, up 8.0 per cent from its 2009 level. This change was higher than the region's average annual GDP growth rate of 4.7 per cent over the 2001-2009 period. By comparison, real annual GDP growth over the same period averaged 2.3 per cent in British Columbia and 1.7 per cent nationally. Golden accounted for 0.2 per cent of the real GDP of British Columbia in 2010.

XIII-1: GDP in Millions of Chained 2002 Dollars by Selected CMAs, CAs, and CSDs, 1996 – 2010

Real GDP in Columbia-Shuswap (CD), which includes Golden and Columbia-Shuswap A (RDEA), reached $1,325 million in 2010, up 5.6 per cent from its 2009 level. This change was higher than the region's average annual GDP growth rate of 2.2 per cent over the 2001-2009 period. By comparison, real annual GDP growth over the same period averaged 2.3 per cent in British Columbia and 1.7 per cent nationally. Columbia-Shuswap (CD) accounted for 0.9 per cent of the real GDP of British Columbia in 2010.

XIII-4-a: Consumer Bankruptcies

In the economic region of Thompson-Okanagan, which includes Golden and Columbia-Shuswap A (RDEA), there were 1,402 consumer bankruptcies. Consumer bankruptcies increased 0.3 per cent from 2000, compared to an increase of 23.4 per cent at the national level and an increase of 5.3 per cent at the provincial level.

- There is no data for Golden & CSRD Area A.

XIII-4-b: Business Bankruptcies

In the economic region of Thompson-Okanagan, which includes Golden and Columbia-Shuswap A (RDEA), there were 41 business bankruptcies in 2010. Business bankruptcies decreased 76.2 per cent from 2000, compared to declines of 59.5 per cent at the national level and 76.6 per cent at the provincial level.

- There is no data for Golden & CSRD Area A.

XIII-10-i: Total Employment Insurance Benefits Beneficiaries

In 2010, total employment insurance benefits beneficiaries in Columbia-Shuswap (CD), which includes Golden and Columbia-Shuswap A (RDEA), numbered 1,850. This is a 13.8% decrease from 2,147 beneficiaries in 2009 and a 29.3% increase from 1,431 beneficiaries in 1997.

XIII-10-v: Regular Employment Insurance Benefits Beneficiaries
In 2010, regular employment insurance benefits beneficiaries in Columbia-Shuswap (CD), which includes Golden and Columbia-Shuswap A (RDEA), numbered 1,408. This is a 13.7% decrease from 1,630 beneficiaries in 2009 and a 15.6% increase from 1,218 beneficiaries in 1997.

Recession Aftermath

GDP Growth

- Since 2002, Golden's annual GDP growth has been stronger than the BC and national averages, posting a 4.7% compounded average annual growth rate between 2001-2009; which is more than twice as strong as the CSRD's 2.2% in the same time period. (CMS & CA, Table XIII-1)
- *Real GDP in the town of Golden reached $264 million in 2010, up 8.0 per cent from its 2009 level. This change was higher than the region's average annual GDP growth rate of 4.7 per cent over the 2001-2009 period. By comparison, real annual GDP growth over the same period averaged 2.3 per cent in British Columbia and 1.7 per cent nationally. Golden accounted for 0.2 per cent of the real GDP of British Columbia in 2010. (XIII-1: GDP in Millions of Chained 2002 Dollars by Selected CMAs, CAs, and CSDs, 1996 – 2010)*
- *Real GDP in Columbia-Shuswap (CD), which includes Golden and Columbia-Shuswap A (RDEA), reached $1,325 million in 2010, up 5.6 per cent from its 2009 level. This change was higher than the region's average annual GDP growth rate of 2.2 per cent over the 2001-2009 period. By comparison, real annual GDP growth over the same period averaged 2.3 per cent in British Columbia and 1.7 per cent nationally. Columbia-Shuswap (CD) accounted for 0.9 per cent of the real GDP of British Columbia in 2010. (XIII-1: GDP in Millions of Chained 2002 Dollars by Selected CMAs, CAs, and CSDs, 1996 – 2010)*
- After negative growth in 2009, both Golden and CSRD posted a strong turnaround in GDP growth in 2010 (from -0.5% and -3.0% to 8.0% and 5.6%, respectively. (CMA & CA, Table XIII-1-b)
- Of the other 2011 Vital Signs communities, only Squamish has posted a higher 2010 GDP growth than Golden (16.0%). (CMS & CA, Table XIII-1)
- Provincially, Golden has increased its share of Provincial GDP from 0.14% in 2001 to 0.17% in 2010, while the CSRD has fallen from its peak of 0.88% in 2006 to 0.86% in 2010. (CMS & CA, Table XIII-1-d)
- However, Golden's share of national GDP has remained steady at 0.02% since being tracked in 2001. (CMS & CA, Table XIII-1-c)
- The next smallest 2011 Vital Signs community, Powell River, posted a 2010 GDP of 0.33% - almost double Golden's 0.17%. (CMS & CA, Table XIII-1-d)

- In 2006, the last year stats were recorded for Golden and the CSRD, they posted a GDP per worker of $80,007 and $79,470, respectively. Both Golden and the CSRD had greater GDP than the BC ($68,347) and national ($78,185) averages. In 2010, both BC and national GDP per worker stats have fallen below 2006 levels. (CMA & CA, Table XIII-2)
- In 2006, GDP per worker as a proportion of the national rate (100%) was greater in Golden (102.3%) and the CSRD (101.6%). (CMA & CA, Table XIII-2-b)
- Note: The data for Vital Signs communities reflects employment by place of work (EPOW). The advantage of EPOW estimates is that they show where jobs are as opposed to where workers live; this is a change in methodology from last year, which explains discrepancies between this year's and last year's estimates of GDP per worker. Provincial and national data are actually based on place of residence as opposed to the EPOW methodology; this is a very small inconsistency as there are few people that work in a province but do not live there or live in Canada but work elsewhere.

- Golden and the CSRD were not included in research and development rankings for both corporate and university categories (Research Infosource, 2006, Table XIII-3-I,-II,-III).

Consumer Bankruptcies

- *In the economic region of Thompson-Okanagan, which includes Golden and Columbia-Shuswap A (RDEA), there were 1,402 consumer bankruptcies. Consumer bankruptcies increased 0.3 per cent from 2000, compared to an increase of 23.4 per cent at the national level and an increase of 5.3 per cent at the provincial level. (Industry Canada, 2010, Table XIII-4-a-i)*
- Consumer bankruptcies increased 23.4% across Canada, from 2000 to 2010, but only increased 5.3% in BC and 0.3% in the Thompson-Okanagan, of which Golden & Area A is a part of. While that may seem very positive, Alberta's bankruptcies actually decreased 7.9% in the same period. (Industry Canada, 2010, Table XIII-4-a-i)
- Consumer bankruptcies per 1,000 persons (18 years and older) increased 41.1% across Canada, from 2000 to 2009, but only increased 2.3% in BC and decreased 2.8% in the Thompson-Okanagan, of which Golden & Area A is part of. While that may seem very positive, Alberta's bankruptcies per 1,000 persons actually decreased 5.9% in the same period. (Industry Canada, 2010, Table XIII-4-a-ii)

Business Bankruptcies

- *In the economic region of Thompson-Okanagan, which includes Golden and Columbia-Shuswap A (RDEA), there were 41 business bankruptcies in 2010. Business bankruptcies decreased 76.2 per cent from 2000, compared to declines of 59.5 per cent at the national level and 76.6 per cent at the provincial level. (Industry Canada, 2011, Table XIII-4-b-iii)*
- Business bankruptcies decreased in the Thompson-Okanagan from a high of 92 in 2008, down to 41 in 2010 – a 37.9% decrease from 2009. This improvement is slightly worse than the 39.7% improvement across BC in 2010, but much better

than the 24.9% decrease across Canada. (Industry Canada, 2011, Table XIII-4-b-iii)

Construction

- The scope and nature of issuing building permits is an important indicator of the growth of the local economy and the community as a whole. New construction is limited by availability of lots and market growth assessment increases.
- In the Town of Golden, there was one housing start in the first half of 2011, down from 9 in the first half of 2010. (Town of Golden, 2011)
- Total building permits for the Town of Golden were down from 56 and $2,240,750 in the first half of 2010 to 47 and $747,460 in 2011. That's a decrease of 16.1% in permits and 66.6% in total value of construction. (Town of Golden, 2011)
- There are no stats kept or building permits required for construction in the CSRD.
- Non-residential building permit values in current dollars fell 3.9% in 2010 across BC, but have grown 44.5% since 2000. This is much lower than the national change from 2000 to 2010 of 75.4% and the Alberta change of 97.1%. (Statistics Canada, CANSIM Table, 2011, Table XIII-5-i)
- There are three members of the Canadian Home Builders Association from Golden & Area A (Kamloops, Sea to Sky & Rocky Mountain chapters).
- Quarterly non-residential building permit values in current dollars have fallen 29.9% in BC between 2007 Q1 and 2011 Q1, which is in stark contrast to Canada's and Alberta's increase of 7.3% and 16.9% respectively. (Statistics Canada, CANSIM, 2011, Table XIII-5-ii)
- The total value of the Columbia Valley Transmission Project, stretching from Invermere to Golden, is projected to be between $132M and $209M, starting in summer 2011 and completed by August 2012. (BC Hydro, 2011)
- Highway construction projects on the nearby TransCanada Highway will hit $335M by the end of 2012, with an additional $650M expected to be budgeted for completion of the Kicking Horse Pass.
- Once complete the Kicking Horse Canyon and Donald Bridge projects will cost over $1B (Kicking Horse Canyon Project, 2011).

Retail Sales

- Retail sales projections are up 59.0% from 2000 to 2010 in BC, compared to a rise of 123.9% in Alberta and 61.2% across Canada. (Financial Post, 2011, Table XIII-7-a)
- Retail sales increased 3.5% from January 2009 to January 2010, or 5.6%, seasonally adjusted. This number was lower than the national average for the same period (5.8% and 5.6%, seasonally adjusted) but higher than Alberta's 0.3% and 1.5%, seasonally adjusted. (Statistics Canada, CANSIM, 2011, Table XIII-7-b-iii)
- The overall competitiveness index for BC fell in 2010 to 95.7, from a high of 101.4 in 2006. (KPMG, 2010, Table XIII-8)

- The consumer price index for BC, where 2002 = 100, has risen every year since, up to 113.8 in 2010. However, the climb of CPI in BC has not been as steep as the national (116.5) and Alberta (122.7) scores. (Statistics Canada, CANSIM, 2011, Table XIII-9-i)
- Since 1998, BC's annual inflation peaked in 2002 at 2.4%, had a low of 0.0% in 2009 and was 1.0% in 2010. (Statistics Canada, CANSIM, 2011, Table XIII-9-ii)
- The consumer price index for BC was 116.5 in June 2011, up 2.73 from a year earlier (where 2002 = 100, and seasonally unadjusted). BC's CPI is below Canada's (119.8), Alberta's (125.3), Nova Scotia (122.5), New Brunswick (120.2), Ontario (119.2), and Quebec (118.2). (Statistics Canada, CANSIM Table 3260020, 2011, Table XIII-9-iii)
- As of June 2011, year over year annual consumer price index inflation in BC (2.7) was lower than Canada (3.1), but above Alberta (2.1). (Statistics Canada, CANSIM Table 3260020, 2011, Table XIII-9-iv)

Employment Insurance Benefits Beneficiaries

- In 2010, total employment insurance benefits beneficiaries in Columbia-Shuswap (CD), which includes Golden and Columbia-Shuswap A (RDEA), numbered 1,850. This is a 13.8% decrease from 2,147 beneficiaries in 2009 and a 29.3% increase from 1,431 beneficiaries in 1997. Employment Insurance Statistics survey, CANSIM Table 276-0009, 2011, Table XIII-10-i)
- Total annual employment insurance benefits beneficiaries in the CSRD have increased 29.3% between 2007 and 2010. This is smaller increase than the total BC change of 36.1%, and slightly higher increase than Canada's 26.7%, but much lower than Ontario's (63.9%) and Alberta's (94.2%). (Employment Insurance Statistics survey, CANSIM Table 276-0009, 2011, Table XIII-10-i)
- Total quarterly employment insurance benefits beneficiaries peaked in the CSRD with 2,460 in 2009 Q1, and has bounced up from a recent low of 1,450 in 2010 Q3 to 1,680 in 2010 Q4. The lowest total quarterly employment insurance benefits beneficiaries was 903 in 2007 Q3. (CMA & CA, Employment Insurance Statistics survey, 2011, Table XII-10-ii)
- The data shows that the CSRD's total quarterly employment insurance benefits beneficiaries increased 12.2% between 2007 Q1 and 2010 Q4, but have fallen 18.2% between 2009 Q4 and 2010 Q4, compared to BC's, which increased 34.5% between 2007 Q1 and 2010 Q4, but have fallen 10.8% between 2009 Q4 and 2010 Q4. However, this rate of decrease in beneficiaries is slower than Alberta's (23.6%), Ontario's (18.2%) and Canada's (13.0%). (CMA & CA, Employment Insurance Statistics survey, 2011, Table XII-10-ii)
- On a monthly basis over the last twelve months, total employment insurance benefits beneficiaries were lowest in the CSRD in September 2010 (1,300) and highest in January 2011 (2,210). January was also the highest reporting month in 2010 (2,540). (CMA & CA, Employment Insurance Statistics survey, 2011, Table XII-10-iii)
- From April 2010 to April 2011, the CSRD's total employment insurance benefits beneficiaries were down 11.8%, compared to -16.7% in BC, -21.2% in Alberta, -

17.3% in Ontario and -13.2% across Canada. (CMA & CA, Employment Insurance Statistics survey, 2011, Table XII-10-iii)

- Regular employment insurance benefits beneficiaries peaked in January 2010 at 2,030; were lowest in September 2010 at 890 and realized a decrease of 10.4% month over month between April 2010 and April 2011. The CSRD change in regular employment insurance benefits beneficiaries was not as strong as BC (19.5%), Alberta (27.7%), and Canada (12.8%) over the same period. (CMA & CA, Employment Insurance Statistics survey, 2011, Table XII-10-iv)
- *In 2010, regular employment insurance benefits beneficiaries in Columbia-Shuswap (CD), which includes Golden and Columbia-Shuswap A (RDEA), numbered 1,408. This is a 13.7% decrease from 1,630 beneficiaries in 2009 and a 15.6% increase from 1,218 beneficiaries in 1997. (CMA & CA, Employment Insurance Statistics survey, 2011, Table XII-10-v)*
- Regular employment insurance benefits beneficiaries in the CSRD increased 15.6% between 1997, when the beneficiaries were 1,218, and 2010, when the beneficiaries were 1,408. The CSRD's 15.6% is slightly higher than the Canada's 13.1% and much lower than Alberta's 63.7%. (CMA & CA, Employment Insurance Statistics survey, 2011, Table XII-10-v)
- The new housing index has fallen in BC from a benchmark high of 100 in BC in 1997 down to 97.9 in 2010. This is not as a large a fall as Alberta's 92.2, while Ontario (106.1) and Canada (103.2) have increased in the same period. (New Housing Price Index, CANSIM table 327-0046, 2011, Table XII-11)
- Composite construction union wage rate index has increased in BC from a benchmark of 100 in 2007 to 111.1 in 2010 – a 39.7% increase. This follows the national increase (44.8), but lags the Calgary (CMA) increase of 76.8%. (Construction Union Wage Rate Index, Cansim Table 327-0045, Table XII-12-i)
- Monthly composite construction union wage rate index has remained flat with 111.5 between May 2010 and May 2011. (Construction Union Wage Rate Index, Cansim Table 327-0045, Table XII-12-i-Monthly)
- The construction union wage rate for BC has grown 46.0% between 1992 and 2010, up to $29.58 in 2010, remaining flat between May 2010 and May 2011. (Construction Union Wage Rate Index, Cansim Table 327-0003, Table XIII-12-ii-Monthly)

Municipal Revenue

- Sources of municipal revenue per household for the Town of Golden in 2008 breakdown as follows (Frontier Centre for Public Policy, Local Government Performance Index 2009, Table XIII-14-i and XIII-14-ii):

Sources of Municipal Revenue	Per Household ($)	Per Household (%)
Total Revenue	$5,719	100.0%

Net Taxes	$2,798	48.9%
Other Government Grants	$1,679	29.4%
User Charges	$1,093	19.1%
Development Contributions	$0	0.0%
Other	$149	2.6%

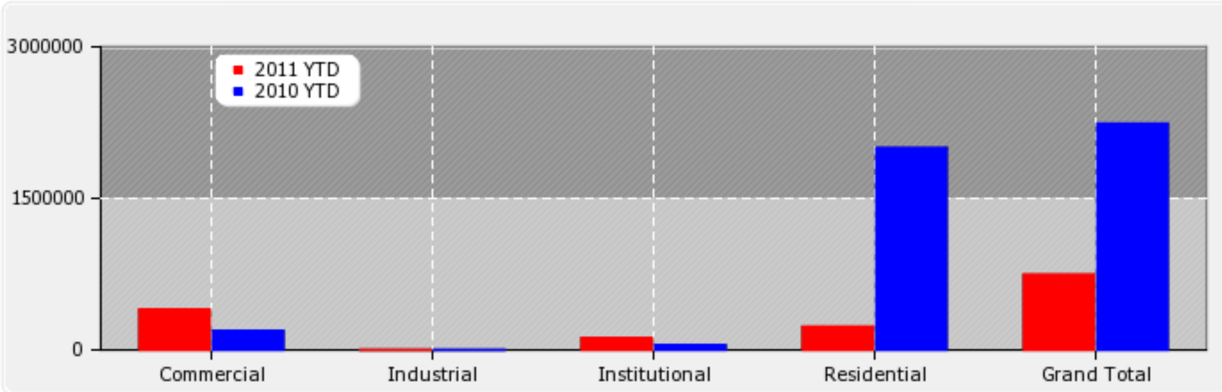
- There is no data available from the CSRD for municipal revenue splits per household. (Jarman, 2011)
- The Town of Golden's potable water comes from local wells and water usage has fallen 5.6% between 2006 and 2010. Between 2006 and 2010, 2008 saw the lowest water consumption across all months except October.
- The Resort Municipality Infrastructure program will bring $2.5M to the Town of Golden between 2011 and 2016. (Town of Golden, 2011)

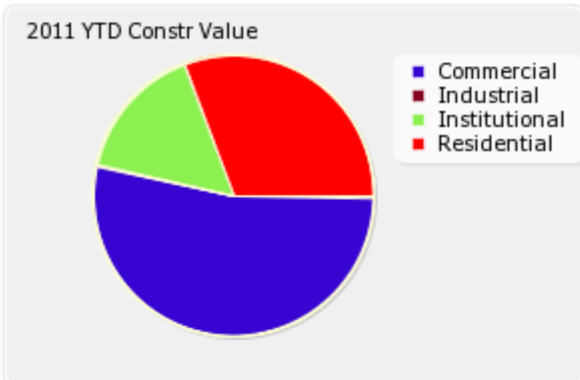
Residential Real Estate

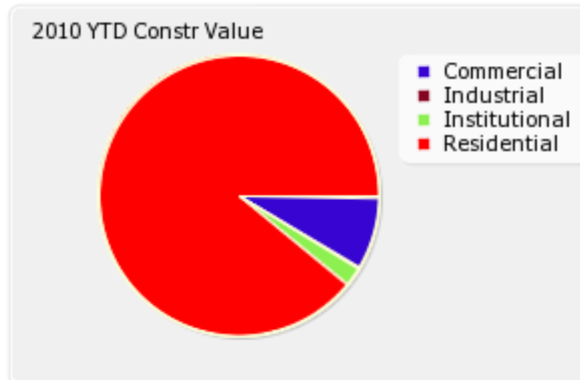
- Housing starts in the Town of Golden have decreased 14% between 2009 and 2010, compared to a 64.9% increase in BC and 27.4% increase in Canada. (Town of Golden, 2011; CMHC, 2011, Table XIII-6-i)
- Housing starts between 1998 and 2010 have increased 32.9% in BC, decreased 0.1% in Alberta and increased 38.2% across Canada. (CMHC, 2011, Table XIII-6-i)
- Housing starts were up 30.3% in BC in May 2011 compared to May 2010; starts in Canada and Alberta were down 1.3% and 7.5%, respectively, over the same period. (CMHC, 2011, Table XIII-6-ii)
- Total residential housing sales have increased 18.8% between 1990 and 2009, while Canada (89.3%), Alberta (74.7%), Ontario (98.7%), Nova Scotia (65.0%) and New Brunswick (111.2%) have increased more. (CMHC, 2010, Table XIII-13)
- Total residential sales volume in the Town of Golden has increased 152% between 2000 and 2010 (Hern, 2011). During that same period, unit sales have decreased 40.6% and the median price has increased 117.0%. (Landcor, 2011)
- The Town of Golden's total residential unit sales peaked in 2007 at a 150 units, slowing down to 60 units in 2010. (Landcor, 2011)
- Median prices for all residential sales and detached residential sales have increased ~4 fold since 1995 – from $70,300 to $277,750 and from $72,500 to $285,000, respectively. This increase in median price has outpaced the CSRD, Thompson-Okanagan and all of BC. (Landcor, 2011)
- Average Actual Values of Single Family Dwellings: (BC Assessment Authority)

Community	2009	2010
Golden	$288,921	$304,371
Area A	?	?

Building Permits: Town of Golden Construction Value







Employment & Training

- The Columbia Basin Trust's Training Support Fee Program provides a one-time training bursary ($500 has grown to $800) to all Columbia Basin residents who are referred from local employment services offices and are either unemployed or underemployed. The Program peaked in 2009 with 98 participants from the Golden & Area A catchment, with a low of 23 in 2007. Up to August 15th, there have been 44 participants in 2011. (Golden Employment Services, 2011)
- Job postings through Golden Employment Services have fallen from 510 in 2006 to 330 in 2010 – down 54.5%. On average each year, 75% of the job postings are for seasonal positions; split evenly between part-time and full-time positions. Postings in hospitality (servers, cooks and housekeeping) are about 80% of the jobs posted. (Golden Employment Services, 2011)

Local Business

- Small companies dominate the business community in Golden & Area A, with 76% of all business establishments having fewer than 5 employees and 97% having fewer than 25 employees.
- New business licenses issued by the Town of Golden have increased from 30 in 2006 to 53 in 2010 – up 51.4%. Since 2005, there were 266 business licenses issued (up to June 30th, 2011; Town of Golden, 2011)
- There are records for 537 businesses in Kicking Horse Country; 129 of them are members of the Kicking Horse Country Chamber of Commerce. (KHCCC, 2011)
- Sales for BC Liquor Store #16 Golden rose 8.5% between 2006-07 and 2010-11, from $4,883,384 to $5,299,098. Volume stayed relatively flat, increasing 0.4%

between 2007-08 and 2010-11, from 648,921L to 651,586L. (BC Liquor Stores Annual Reports, 2010, 2011)
- Sales between 2009-10 and 2010-11 bucked the local trend and increased 0.6% in Golden, while they fell 3.9% in Fernie, 3.4% in Invermere and 0.1% in Revelstoke. (BC Liquor Stores Annual Reports, 2010, 2011)
- There are a total of 55 current Crown Land tenures in Golden & Area A: 50 licenses, 4 leases, and 1 permit. (BC Government, 2011)
- Golden & Area A has local operations for 13 of the "Top 120 Kootenay Employers 2010" according to Kootenay Business magazine.
- Golden & Area A has local operations for 7 of the "Top 50 Kootenay Businesses 2010" according to Kootenay Business magazine.

- Number of Businesses: 423 (Source: http://www.kootenaybiz.com/golden/, accessed June 30, 2011).
- Town of Golden's Business Licenses (active accounts from May 11, 2011 – July 5, 2011 & KHCCC stats, 2011): 539
- Kicking Horse Country Chamber of Commerce Members: 129 (KHCCC, 2011)
- New Business Licenses Issued (2005 to June 2011): 266 (Town of Golden, 2011)

Highway Construction

- Most Golden & Area A roadways (not including municipal and strata streets) are owned and managed by the Province. As Provincial roads are on a regular maintenance schedule, there are two (2) major capital projects within Golden & Area A.
- The Kicking Horse Canyon Project and Donald Bridge projects on the Trans-Canada Highway east and west of Golden are major investments in the community. However, with major construction projects, some local residents and business owners have been negatively affected by this inconvenience.
- In the Kicking Horse Canyon Project's Phase 1 & 2 (completed between 2001-2008), the total project expenditure was $207 million; creating 1324 direct and indirect jobs.
- Phase 3 is under way (2008-2011) and the total estimated project expenditures are $120.89 million; creating 773 direct and indirect jobs (estimated).
- Phase 4 has yet to be scheduled, but the total estimated expenditure is $630.5 million; with 4,000 direct and indirect jobs predicted. (Jensen, 2011)
- To the west on Highway 1, the Donald Bridges and Approaches' Planning/Preliminary design phase expenditures were $860,000 between April 2003 and March 2008; $6.7 million for the Design Phase between April 2008 to January 2011.
- Currently, the Construction Phase is underway and runs to December 2012, with an estimated total expenditure of $53 million and 180 direct jobs.
- By the end of 2012, $335.45M will have been spent on the two major construction projects and over $1B upon the Kicking Horse Canyon Project's completion. (Corey, 2011)

Road Construction Stats:

- Most Golden & Area A roadways (not including municipal and strata streets) are owned and managed by the Province. As Provincial roads are on a regular maintenance schedule, there are two (2) major capital projects within Golden & Area A.
- The Kicking Horse Canyon Project and Donald Bridge projects on the Trans-Canada Highway east and west of Golden are major investments in the community. However, with major construction projects, some local residents and business owners have been negatively affected by this inconvenience.

Construction Wages:

- BC Hydro noted that their wage rate is the same across the province, and simply depends on the job description. Therefore, Golden & Area A would have the same rate as Vancouver or Victoria.
- To get an idea of union wages in our area – some of the highway projects both east and west, or the BC Hydro project would hire Union workers.
- For the housing starts - It's kind of funny – because no one would build homes using a union workforce, as the costs would be prohibitive. This only occurs in cities with mega-development projects.

Kicking Horse Canyon Project:

- Phase 1 & 2 (completed)
  2001-2008
  Total Project Expenditure: $207 million
  *Employment: 1324 direct and indirect jobs created
- Phase 3 (under way)
  2008-2011 (estimated)
  Total Estimated Project Expenditure: $120.89 million
  *Employment (estimated) 773 direct and indirect jobs created
- Phase 4 (future)
  Dates TBA
  Total Estimated Expenditure: $630.5 million
  *Predicted employment: 4,000 direct and indirect jobs created
- Source: Jon Jensen, Senior Project Manager, Kicking Horse Canyon Project

Highway 1- Donald Bridges and Approaches:

- Apr 2003- Mar 2008- Planning/Preliminary design phase – Expenditures $860,000
  Apr-2008 to Jan-2011 Design - $6.7 million
  Construction Phase Underway to December 2012 Estimated Total Expenditure

$53 million.
Estimated 180 direct jobs

- Source: Bob Corey, Project Manager, Ministry of Transportation and Infrastructure

Railroad Activity (CP trains):

- The CP facility is mainly here to service coal cars, traveling to the US coal power facilities and ports for shipment to China.
- CP Trains per year: unknown
- Trains/day: 15
- Rail cars/year: 5000-6,000
- Car shop: 60 mechanics and 20 locomotive staff
- BC Traffic Data Program http://www.th.gov.bc.ca/trafficData/index.htm

Tourism

- Golden & Area A has a very diverse and active outdoor recreation industry. In the winter local mountains are active with downhill skiers, snowboarders; heli and cat skiers, Nordic skiers, snowmobilers and snowshoers. In the summer, hikers, bikers, campers, rafters and kayakers take over.
- Additional Hotel Room Tax used to fund the destination marketing organization, Tourism Golden, has fallen 12.9% between 2007-08 to 2009-10. (Tourism Golden, 2011)
- Year to date (June) additional hotel room tax collected in 2011 has increased 36.6% over 2010.
- British Columbia Visitor Centre at Golden has seen total parties drop 9.6% from 18,415 to 16,641 between 2007 and 2010. (Tourism BC, 2011)
- British Columbia Visitor Centre at Golden has seen total visitation increase 2.9% from 46,314 in 2007 to 47,675 in 2010. (Tourism BC, 2011)
- In 2006, there were "approximately 238 direct tourism based businesses consisting of 126 providing accommodation, 30 adventure tourism and recreation providers, 7 attractions, 2 arts & cultural venues, 52 food and beverage, 8 transportation, 2 visitor services, 10 festivals and events and one travel agency."
  (Tourism BC/Community Tourism Foundations' Golden Kicking Horse Country Situation Analysis – November 2006, page 3).
- There are approximately 30,000 rafter days on the Kicking Horse River each year; with business remaining flat for the last few years. (Pleym, 2011)
- Landings at the Golden Airport increased 70.2% between 2009 and 2010, from 84 to 143. (Town of Golden, 2011)

Local Ski Industry

- Golden & Area A's Mechanized Ski companies have seen no growth (-0.4%) between 2001-2 and 2010-11, compared to all of Heli Cat Canada members decrease of 8.3% (Heli Cat Canada, 2011).
- Skier days in BC, Yukon and Alberta increased 12.4% between 2000-1 and 2010-11, compared to Manitoba's 40.1% increase and Saskatchewan's 2.5% decrease.

Skier days reported through Heli Cat Canada decreased 2.1% in the same period.
- Skier days and projections at Kicking Horse Mountain Resort are available.

Forestry

- Started in 2009, *Healthy Forests-Healthy Communities: A conversation on BC forests* (HFHC) promotes discussion and debate about our forests. The HFHC group is non-partisan and volunteer-supported, and coordinated by registered professional forester Bill Bourgeois of Vancouver. The Vancouver Foundation is a partner of the HFHC province-wide initiative, while Columbia Basin Trust and the Columbia Woodlot Association (CWA) supported the Golden dialogue session, which followed the CWA Annual General Meeting.
- Currently, Golden's reserve has been cut substantially in the last year, down to 4,850m^3, and all of the Golden Timber Supply Area's AC has been allocated to existing loggers. If the government reallocates the allowable cut, then they would likely take from BC Timber Supply (BCTS), a Crown corporation. There are other ways to package the increased request, like how the community works with BCTS, and this arrangement could reduce other pressures for support off the government's shoulders.
- Key players in the local forestry industry include: LP, Tembec, Columbia Woodlot Owners Association, and the Golden Log Truckers Association.

Non Profits

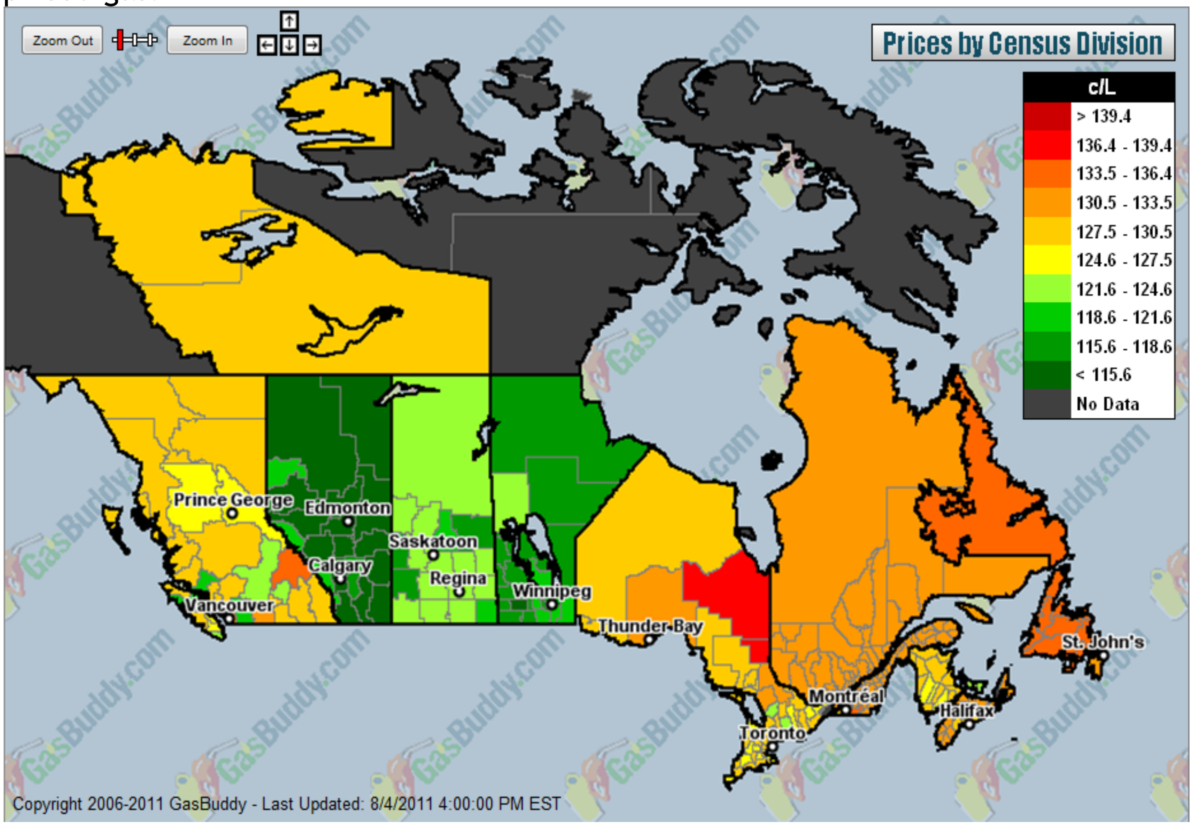
- There are ~174 non profit groups (including charities) operating in Golden & Area A; 113 registered with a Golden & Area A address.
- A study is underway to examine ways of helping non profits improve their resource efficiency.

Charities

- The number of Whitetooth Affordable Ski Program participants increased 94.4% between 2008-09 and 2010-11. (GDCF, 2011)
- There are 25 registered charities in Golden & Area A. The oldest date back to January 1st, 1967 and the newest was registered on June 15, 2009. (Imagine Canada, 2011)

Gas Prices

- Gas prices in and around Golden & Area A are regularly higher than the rest of BC and Canada. In fact, on the graph below, Golden & Area A are the only 'red' area on the price map west of Northern Ontario.
- Throughout the summer of 2011, gas prices in at Golden & Parson service stations were $1.339/L, 11.0% more expensive compared to $1.119/L in Revelstoke and 4.0% more than Brisco at $1.259/L.
- High gas prices are a deterrent to for visitors to stop in Golden & Area A. Visitors will either 1) buy just enough gas to get to a lower priced area or 2) not stop at all. Either way, they will likely develop a belief that Golden & Area A are expensive to shop in. Regular travellers from Alberta will likely plan to fill up before they cross the BC border.

- High gas prices produce a similar effect for local businesses and residents, who will often plan to fuel up when they are travel to communities with lower priced gas.
- 

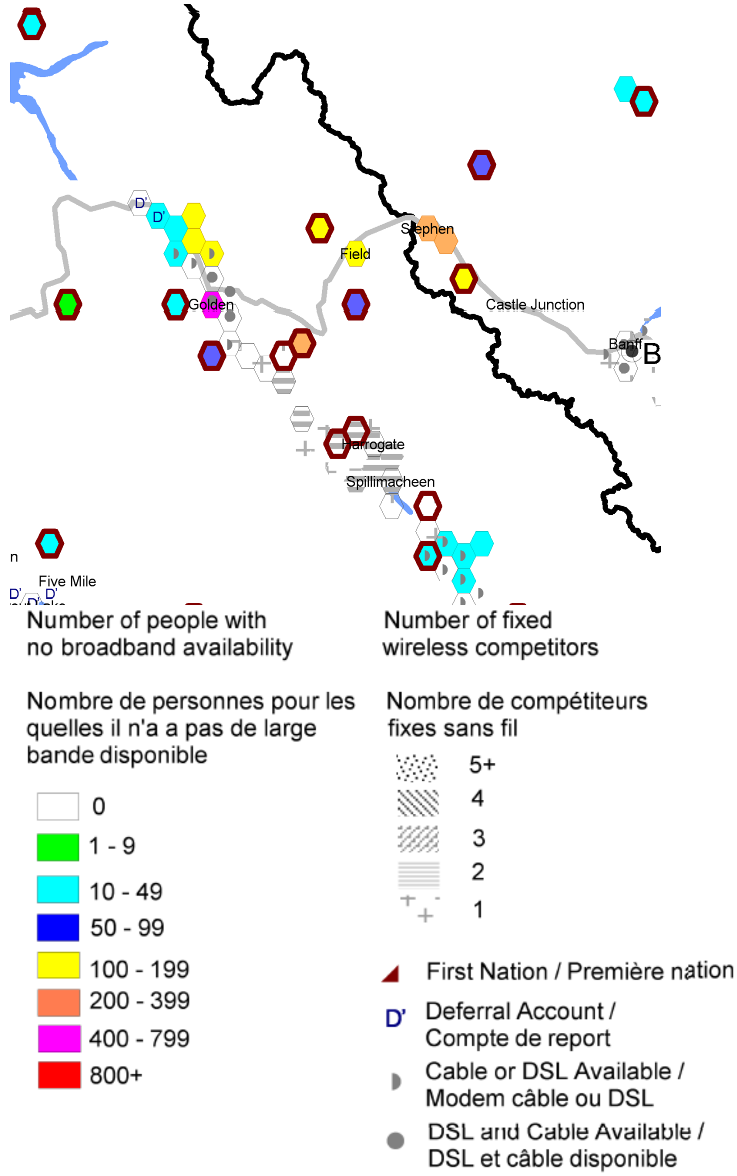
The Big Mac Index

- The Big Mac Index is mainly used for 2 things:
- Comparing the amount of time that an average person must work to earn enough to buy a Big Mac (For example in Toronto it's 14 minutes).
- Comparing currencies of different countries to determine whether the money of a certain country is overvalued or undervalued.
- The Big Mac was chosen as the foundation of the index because McDonalds is found in more than 120 countries across the globe and a Big Mac consists of pretty much the same ingredients everywhere. If you buy one from New Zealand it will taste the same as one from Finland. (http://www.financialjesus.com/fun/the-big-mac-index/. 2011)
- A Big Mac in at the McDonald's in Golden, priced at $4.80 including HST, is 1.5% more expensive than the Canadian average ($4.73); and 11.2% more expensive than a Big Mac in Canmore, AB.

Broadband Access

- Broadband access is critical to many businesses' success and residents' lifestyle.
- While much has improved, there are still many pockets of residents that have to rely on dial-up or satellite internet access.

- The National Broadband Maps were originally published on September 1, 2009 and updated in January 2010. Updated maps are now available which include coverage for Broadband Canada projects that are complete. These maps show the unserved / underserved households across Canada as of July 6, 2011 (BC South Region, http://www.ic.gc.ca/eic/site/720.nsf/eng/h_50010.html



Researcher: Ryan Watmough

References

Alpine Rafting, Valerie Pleym, valerie@alpinerafting.com

BC Liquor Stores Annual Report 2010-11, http://www.bcliquorstores.com/files/2010_11_ldb_store_sales_by_region.pdf

BC Liquor Stores Annual Report 2009-10, http://www.bcliquorstores.com/files/2009_10_ldb_store_sales_by_region.pdf

BC Liquor Store #16 Golden, Nola Milum

BC Stats http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/ch_alpha.asp

BC Traffic Data Program http://www.th.gov.bc.ca/trafficData/index.htm

British Columbia Visitors Centre at Golden, Lynne Romano

BC Ministry of Transportation, http://www.th.gov.bc.ca/trafficdata/tradas/tradas.asp?loc=P-37-1EW

Canada West Ski Area Association, www.cwsaa.org

Central 1 http://www.central1.com/publications/economics/

Central 1 http://www.central1.com/publications/economics/pdf/labour/labour_reg_july11.pdf

Central 1 Credit Union, Landcor Data Corp.

Great Canadian Heli-Skiing, Greg Porter

Heli Cat Canada

Hern, Keith

Imagine Canada, David Lasby, www.imaginecanada.ca

Industry Canada http://www.ic.gc.ca/eic/site/720.nsf/eng/h_50010.html

Kicking Horse River Outfitters Association, Ted Bilton, ted@wildwater.com

Kootenay Business, Top 120 Kootenay Employers 2010" in Golden & Area A: http://www.kootenaybiz.com/120employers/

Kootenay Business, Top 50 Kootenay Companies" in 2010 by revenue in Golden & Area A: http://www.kootenaybiz.com/50companies/

Landcor

Ministry of Community, Sport & Cultural Development, Local Government Infrastructure & Finance http://www.cscd.gov.bc.ca/lgd/infra/municipal_stats/municipal_stats2009.htm

Tourism Golden, www.tourismgolden.com