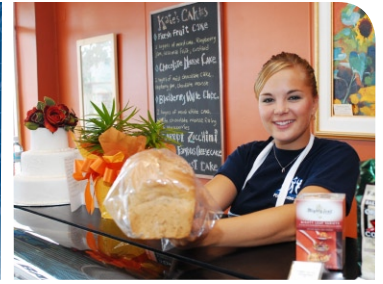


Backgrounder



Ladysmith Economic Development Commission's new Business Attraction Brand Strategy

The business of balance. There is so much more to life than just work. It is a rare thing to find a business community that balances passion and play. Until you find yourself in Ladysmith. This is where spirited, innovative and creative entrepreneurial minds grow roots and sprout wings.

Which makes our job a whole lot easier. We are the Economic Development Commission, and we are in charge of creating the best environment for businesses of all kinds. We do things like support businesses to expand, leverage community assets to attract business investments and encourage new sectors to flourish.

Make it happen here

Ladysmith businesses already know the advantages of operating here. We're perfectly situated to grow rapidly and successfully by means of our expanding population, excellent geographic location and established strategy for business development.

A climate for business

Ladysmith has a vision for a prosperous and sustainable future, which is supported by the Economic Development Commission (EDC) and its many pro-business initiatives.

In response to pressures faced by resource-based economies in BC, the EDC has developed an economic growth strategy designed to diversify and increase investment in value-added and service-based industries.

They have also created an exciting new brand strategy designed to recruit and provide support to existing and new business ventures – with a focus on entrepreneurs who are looking for a dynamic, healthy community to establish themselves in.

Today's growing prospects

We're already well on our way to diversifying our economy. In recent years, Ladysmith's service industry has expanded, and pleasure boating and tourism have become key economic pillars.

(continued)

Our community's offerings include:

- A unique blend of small-town atmosphere, big city convenience and spectacular natural environment
- A skilled, educated labour force with a rich variety of experience
- Easy access to major markets via land, air and water
- An active and engaged population
- Family-friendly amenities and activities
- Great schools and recreational facilities
- An affordable cost of living
- Real estate that holds its value
- A vibrant arts and cultural scene
- Year-round events and festivities
- A gateway to outdoor adventure
- A demonstrated commitment to environmental stewardship
- A strong vision for a sustainable future

For more information contact:

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Backgrounder



Our population has been growing steadily since 2000. Considerable increases have also occurred in the number of business incorporations and in new house construction. Plus we've seen a doubling of business licences issued.

The EDC aims to maintain this growth for many years to come by implementing local business programs and targeting sectors that have a strong potential for success in our market.

We are currently targeting our recruitment and business support efforts on five sectors:

1. Marine manufacturing and services
2. Professional services
3. Tourism infrastructure
4. Wood products manufacturing
5. Food and beverage processing

Marine Manufacturing

Our excellent natural harbour and marina facilities make Ladysmith a perfect fit for a variety of marine-related industries.

Professional Services

Our small-town atmosphere, coupled with incredible recreational opportunities and excellent amenities, makes Ladysmith an ideal location for professionals wanting to live a relaxed West Coast lifestyle.

Tourism Infrastructure

Our strong tourism industry will be significantly enhanced as new marina amenities and spa/resort-type accommodations are developed.

Wood Products Manufacturing

Our location affords us easy-access to high-quality wood supplies and major markets, plus we have affordable industrial space and experienced workforce – all the ingredients for successful valued-added wood products manufacturing.

Food and Beverage Processing

Our proximity to high-quality agricultural products from the Cowichan Valley and other parts of Vancouver Island, as well as our excellent transportation corridors, situate Ladysmith a prime setting for food and beverage processing facilities.

About the EDC

The Economic Development Commission's goal is to create the best environment for businesses of all kinds, while maintaining Ladysmith's small town charm, heritage and culture.

We're concerned with:

- Retaining existing businesses and encouraging their growth through support programs and activities
- Expanding the existing resource and service sector economic base by attracting businesses from new, yet complimentary business sectors
- Identifying, providing and maintaining community assets necessary to support and attract business investment

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