



Comox Valley Economic Development
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Comox Valley 2010 Stories

THE VALLEY THAT DID: HOW A SMALL ISLAND COMMUNITY ATTRACTED OLYMPIC-SIZED INTEREST



Leveraging economic and social benefits from Vancouver 2010 is not only for communities in the midst of the Olympic venues and visitors. A region like the Comox Valley has proven communities outside of the lower mainland can build legacies from the Games too.

With Vancouver Island's largest ski resort in its backyard and a comparable climate to Whistler and the Callaghan Valley, over 12 nations have confirmed sending their world class athletes and coaches to the Comox Valley for pre-2010 training. Nations include Canada, United States, Sweden, Switzerland, Germany, France, Finland, Australia and

Russia, from sports including Snowboarding, Ski Cross, Snowboard, Biathlon, Cross Country and Freestyle Skiing. This destinations international profile has also been raised through hosting the 2007 and 2009 International Paralympic Committee World Cups.

IMPROVED INFRASTRUCTURE, MOUNTAIN ENHANCEMENTS, NEW FACILITIES: A LEGACY LEFT BY THE OLYMPIC GAMES



A 7,500 square foot training facility; improved ski runs; new accessible trails; enhanced lighting for evening skiing; a biathlon training stadium that meets FIS standards; and brand new start and finish gates are all part of the legacy that will be left on Mount Washington Alpine Resort by the Olympic Games. Visit Mount Washington and experience first hand why the 1200 acre hill is already considered one of the best in British Columbia and what the resort expects to gain from the Vancouver 2010 Olympics.

TASTE COMOX VALLEY



Rated one of Canada's top agricultural destinations, with rich culinary bounty from land & sea, the Comox Valley is a hotbed for locally produced food with over 445 farms producing everything from oysters, bison and wasabi, to award winning wine, beer, gin, vodka and cheese. The Comox Valley is also home to Canada's first 100% local food grocery store.

Food lovers are beckoned to this haven of culinary tourism with year round farm markets, restaurants featuring the local bounty and unique accommodations that make the Comox Valley experience truly spectacular.

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DISCOVER

SHELLFISH INDUSTRY THE LARGEST IN BC



Amongst all the farming industries in Comox Valley... shellfish, such as Oysters, Clams, Scallops and Mussels make up an intriguing and important sector. In fact, over half of all BC farmed shellfish (with a wholesale value of over \$37 Million) are sourced from Baynes Sound, the pristine and productive body of water to the Valley's south.

These growers are not the only ones proud of the products they grow. BC farmed shellfish have been given the 'green-light' on multiple sustainable seafood consumer guides including SeaChoice, Monterey Bay Aquarium Seafood Watch, and the Vancouver Aquarium Ocean Wise program to name a few.

Each year in June, shellfish farmers congregate in Comox to celebrate the fruits of their labours during the annual Comox Valley Shellfish Festival. In addition, BC farmed shellfish products are proudly served year-round in many of the Comox Valley restaurants and resorts.

YEAR ROUND VACATION DESTINATION



With rich culinary bounty, over 50 arts, music and sporting events & festivals a year, and stunning alpine to ocean resorts & spas; the Comox Valley lends itself more easily to inspiration and exploration than others.

Those seeking leisurely or adventurous outdoor experiences will be at home in the Comox Valley. Surrounded by nature, on the ocean, and home to Vancouver Island's largest ski resort, the Comox Valley is the only destination on Vancouver Island where visitors can actually ski and golf in the same day. This coupled with farm tours, diverse hiking and mountain biking trails, there are many ways to get back to nature in the Comox Valley.

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DESTINATION BACKGROUNDER:

There are places on earth with almost mythic capacity to draw us in, inspire us, and to evoke a quality of spirit and creativity that becomes a part of us. The Comox Valley, on the east coast of Vancouver Island British Columbia, is such a place where the sights, sounds and attractions convey – this is a destination like no other.

With rich culinary bounty from land & sea, over 50 arts, music and sporting events & festivals a year, and stunning alpine to ocean resorts & spas; this place lends itself more easily to inspiration and exploration than others.

It is a place of supernatural beauty that offers rich cultural and outdoor experiences, and perhaps most importantly, it is a place for flat out fun...this is the Comox Valley.

The Comox Valley is the regional mid-island hub for Vancouver Island and the economy is thriving and the population of 62,934 is growing, along with opportunities for businesses of all kinds. With direct access to key amenities including an international airport, mainland ferry terminal, an excellent sea harbour, a large ski resort, and countless other tourism attractions the Valley is the leading choice as a Vancouver Island travel destination.

MOUNT WASHINGTON AND COMOX VALLEY TRAINING AND EVENT HOSTING BACKGROUNDER:

Mount Washington and the Comox Valley enjoy the closest conditions to Whistler's Callaghan Valley than anywhere else in British Columbia. With similar elevation, snow conditions and temperatures, over 12 National Olympic Committees have chosen the area as their pre-2010 team training destination for biathlon, freestyle, cross country, snowboard, Nordic combined and Paralympic. With incredible facilities and dry land training opportunities, the region has hosted two International Paralympic Committee World Cup championships and are the official training site of the Canadian national cross country ski team.

Climate Information

The Comox Valley is situated approximately 30 minutes from the top of Mount Washington. Even during peak winter conditions the Comox Valley is temperate and green, with average temperatures ranging from 7° and 12° respectively.

	Mount Washington	Callaghan Valley
Trail Elevation	930 - 1240 m.	860- 1240 m.
Training Elevation	0 - 1580 m.	0 - 2182 m.
Average Snowfall	900 cm.	1090 cm.
Snow Type	Coastal	Coastal
Average Temperature	-2°C	-4°C
Temperature Ranges	+5°C ~ -8°C	+5°C ~ -12°C

CULINARY AND AGRICULTURAL BACKGROUNDER:

With one of the longest growing seasons in Canada, the Comox Valley has made food and beverage processing their top priority when it comes to economic development. Located halfway up Vancouver Island's east coast, the Valley has easy access to 62,934 residents hungry for local product either direct from the farm, a well-established farmer's market and now a locally owned and operated grocery store.

This spring Canada's only 100% local grocery store opened in the Comox Valley; a further example of how much this community is embracing what the right soil, economic environment and climate can provide. The Valley has 445 farms producing everything from oysters and venison to bison and hazelnuts.

And for those who like to make shopping for locally grown and produced food more of an adventure, the **Growers Guide** for the Comox Valley provides detailed maps and descriptions for over 70 farms.

It also includes three driving tours that divide the Valley in thirds: Bounty from the Sea along Baynes Sound (perfect for Oyster lovers), Land, Sights, Tastes and Traditions (for a tour of the more urban farms, bakeries, markets and cheese factories), and the Northern Farm to Fork (for wine, sausages, meat and poultry). Each area has smaller farm markets selling a variety of products from roadside stands.

The combination of progressive and successful producers and the work of the Comox Valley captured the attention of Country Guide Magazine, who named the area one of the top agricultural destinations in Canada in 2008.

To complete this food lover's dream day, the Comox Valley Farmer Market operated year round www.comoxvalleyfarmersmarket.com/