

SPORT TOURISM INDUSTRY

Sport Tourism Industry | Invest In Our City

Entrepreneurs and businesses that support healthy living, wellness, sport and recreation are well-suited to Kamloops. The City is Canada's "Tournament Capital". Not just a tagline, this mandate guides municipal business leadership, decisions and investments. Your business can be a part of it!

World-Class Infrastructure

- Over \$50 million invested in new and renovated sports facilities, including Hillside Stadium (FIFA approved), Canada Games Aquatic Centre, an Olympic-sized hockey rink, Canada's National Throws Training Centre, a National Standards Baseball Stadium and a world-class mountain-bike park
- Hosted the Federation Cup of Tennis, VANOC, many national teams and the BC Lions
- Good supply of affordable commercial real estate, power and telecommunications
- More than 50 top-rated accommodations and 200 restaurants
- A 4 season sport facility

Investment-Friendly Climate

- Selected "*Best BC Interior City to Invest In*" (Real Estate Investment Network)
- Recognized as one of five best Micro Cities in North America (population less than 100,000) to invest in (Foreign Direct Investment Magazine study 2009/10)
- Excellent business start-up support and a balanced corporate/personal tax structure

Market Access and Support

- Superior transportation linkages with access to a regional airport, BC's four major highways
- Hosted over 100 tournaments, cultural events and sport-related conferences in 2009, with an economic spin-off of \$12.3 million

- Home to Sage Sport Institute, a sports medicine clinic with world-renowned clinicians
- Approximately 60 sport organizations within the community of Kamloops

Skilled & Educated Labour

- Access to a well-educated and skilled labour pool of more than 54,000 workers
- Thompson Rivers University, Canada's most comprehensive university, is located in Kamloops; it has over 25,000 students (on campus and distance/online) enrolled in over 25 disciplines and approximately 2,000 graduates every year
- Outdoor Recreation Program / Event Management Program at Thompson Rivers University

Quality of Life

- Within a short drive of 14 golf courses, over 200 lakes and a world-class ski resort
- Temperate climate, with 4 full seasons

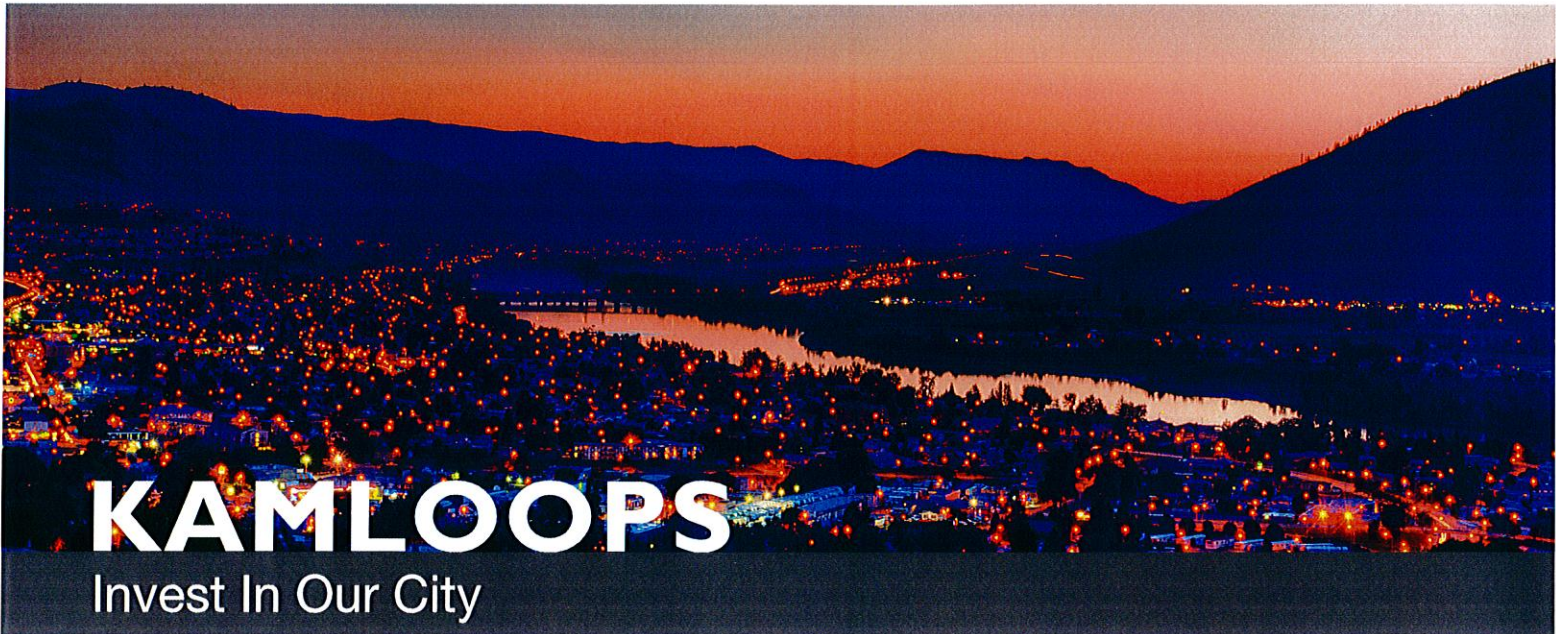


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Kamloops Overview

Increase your profits and efficiency by locating your business in Kamloops. It is the third largest city in British Columbia outside the Lower Mainland and the transportation hub of BC's southern interior. The city and surrounding area offers an abundance of economic, social and lifestyle assets, ranking 10th overall by FDI Intelligence Magazine in "Micro Cities" category.

Market Access

- One of only two cities in Canada serviced by both national railways
- Located at the intersection of Western Canada's four major highways
- Kamloops Airport (YKA) is one of the fastest growing regional airports, providing air service throughout North America with connections to virtually every part of the world
- Close to major urban centres; Port of Vancouver a short haul away
- Over 25 trucking and transport companies based in the Kamloops area
- Ideal location for warehousing, distribution, industrial and technology centres

Investment-Friendly Climate

- Selected "Best BC Interior City to Invest In" (Real Estate Investment Network)
- Recognized as one of five best Micro Cities in North America (population less than 100,000) to invest in (Foreign Direct Investment Magazine study 2009/10)
- Proactive municipal government ensures fast processing of permits and licenses
- Competitive development and business costs
- Excellent new business start-up support and resources
- Balanced corporate/personal tax structure
- Ranking 5th for Cost Competitiveness in micro cities category by FDI Intelligence Magazine

Diversified Economy & Strong Infrastructure

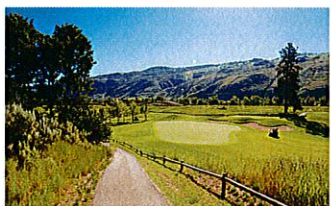
- Site of regional and provincial head offices, manufacturers, exporters and specialty medical clinics
- Excellent professional base of nationally recognized accounting, legal and financial services
- Both residential and commercial building permits show healthy community growth
- Adequate supply of affordable commercial real estate and industrial land
- Reliable supply of affordable power and telecommunications
- City-wide wireless internet access

Skilled & Educated Labour

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- Thompson Rivers University, Canada's most comprehensive university, is located in Kamloops; it has over 25,000 students (on campus and distance/online) enrolled in over 25 disciplines and approximately 2,000 graduates every year

Quality of Life

- Hot, dry summers, mild winters and more than 2,000 hours of sunshine annually
- Within a one-hour drive of 200 lakes, provincial parks, 14 golf courses and a world-class ski resort
- Thriving cosmopolitan centre, rich in arts and culture, shopping and lifestyle amenities
- Excellent health care, schools, affordable housing and safe neighbourhoods



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