Don’t just invest...
Invest in a lifestyle

2014 Economic Profile
Hope, British Columbia

Advantage HOPE
Building Community & Prosperity
About Hope

Hope is a small mountain town that is a place of connection; a physical hub, a spiritual centre and a place of community, and of coming together. It is home to some of the most awe-inspiring natural magnificence anywhere in the world.

Hope is located in southwestern British Columbia, Canada, at the confluence of the Fraser and Coquihalla Rivers and forms the eastern terminus of the Lower Mainland and of the Fraser Valley. It is a member municipality of the Fraser Valley Regional District and is situated as the natural gateway between the Lower Mainland and the Okanagan/Interior regions of the province.

It’s all about location

- Less than 2 hours driving time from Vancouver, BC, Hope is within easy reach of one of the world’s consistently top-ranked cities and is only 45 minutes from Abbotsford International Airport.

- A major hub in southern BC’s highway and rail networks, Hope offers a strategic location for transportation and distribution, or for serving the travelling public.

- Hope offers spectacular natural beauty in a tranquil setting with a mild climate and an abundance of outdoor recreation opportunities
Economic Development Highlights

• Primary trade area of 10,000 +

• Highway traffic of nearly 7 million vehicles per year

• Market of more than 2.5 million within 2 hours

• Visitor Centre among the province’s busiest with over 42,000 visitors per year

• Next community in the path of development through the Fraser Valley

• Rich in natural resources

• Affordable housing & low real estate costs

• Excellent healthcare and social services

• Benefitting from major infrastructure construction projects

• Abundant recreational amenities and opportunities

• Small-town lifestyle with easy access to major metropolitan areas
The Brand Platform

In 2012, AdvantageHOPE, the District of Hope and the Chamber of Commerce got together as partners and undertook a community branding project. In 2013, the first phase of the branding project was completed, resulting in a Brand Book that will be used to help guide the future decisions of community leaders, including laying the foundation for the work to come in 2014 with the updating of the Official Community Plan.
Key Sectors

There are several sectors that have been identified as the greatest areas of opportunity within the local Hope economy.

Tourism
Famous for being a stop along the way, Hope aspires to develop its own tourism economy by promoting itself as a destination in its own right. This makes for an opportunity in the tourism industry in Hope through development of tourism products that will be attractive to the primary market coming from the west.

Virtual Commuters
Professionals who are able to serve their clientele from off-site locations, such as those employed in the “creative class” such as consultants, photographers, graphic designers, and software developers, are ideal potential residents of Hope as they have access to necessary high-speed internet infrastructure while maintaining convenient physical assets to major markets and support services.

Natural resources
Hope’s economy is historically rooted in the natural resources sector – our area is still rich in natural resources and Hope’s economic development program supports the sustainable and responsible development of natural resource industries.

Lifestyle manufacturing or services
Examples include coffee roasters, sustainable agriculture, micro-brewery, and other clean water-based industries.

“Gap” retailers
Independent, entrepreneurial retailers who can carve out a niche servicing a balance of local customers and travellers.

New Development/Redevelopment – Tax Incentive
The Revitalization Tax Exemption Bylaw was adopted by Council in late 2013. This bylaw will allow property owners who develop or redevelop their properties to apply for a financial incentive to undertake the development/redevelopment in the form of tax relief.
Demographics

<table>
<thead>
<tr>
<th>AGE</th>
<th>Population</th>
<th>%</th>
<th>Population</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18 years</td>
<td>1,045</td>
<td>17.50%</td>
<td>841,380</td>
<td>19.12%</td>
</tr>
<tr>
<td>18 - 34 years</td>
<td>830</td>
<td>13.90%</td>
<td>955,750</td>
<td>21.72%</td>
</tr>
<tr>
<td>35 - 54 years</td>
<td>1,630</td>
<td>27.30%</td>
<td>1,299,855</td>
<td>29.54%</td>
</tr>
<tr>
<td>55 - 74 years</td>
<td>1,835</td>
<td>30.70%</td>
<td>986,000</td>
<td>22.41%</td>
</tr>
<tr>
<td>75 years and over</td>
<td>630</td>
<td>1.67%</td>
<td>317,110</td>
<td>7.21%</td>
</tr>
<tr>
<td>Total - Age Groups</td>
<td>5,970</td>
<td>100.00%</td>
<td>4,400,095</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

- Statistics Canada, Census 2011

Median Age

Hope 50.2
B.C. 41.9

INCOME

<table>
<thead>
<tr>
<th>Household Income</th>
<th># Households</th>
<th>%</th>
<th># Households</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $35,000</td>
<td>1,100</td>
<td>41.43%</td>
<td>524,195</td>
<td>31.90%</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>465</td>
<td>17.51%</td>
<td>251,605</td>
<td>15.31%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>530</td>
<td>19.96%</td>
<td>333,300</td>
<td>20.28%</td>
</tr>
<tr>
<td>$75,000 and over</td>
<td>555</td>
<td>20.90%</td>
<td>530,545</td>
<td>32.29%</td>
</tr>
<tr>
<td>Total Households (Occupied, Private)</td>
<td>2,655</td>
<td>100.00%</td>
<td>1,643,150</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

- Statistics Canada, Census 2006

Median Household Income

Hope $41,493
B.C. $52,709
Male & Female Age Distribution

3,055 Males, median age 47.0; (BC median 40.0)
3,135 Females, median age 48.9; (BC median 41.5)

Males, by single year of age, as a percent of the total population
Females, by single year of age, as a percent of the total population

### Population by Gender and Age

<table>
<thead>
<tr>
<th></th>
<th>Hope</th>
<th>BC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>6,185</td>
<td>4,113,485</td>
</tr>
<tr>
<td>Male</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>51%</td>
</tr>
</tbody>
</table>

- Statistics Canada, Census 2006

### Population by Age, % distribution

- **0-4 years**
  - Hope: 5%
  - BC: 4%
- **5-19 years**
  - Hope: 15%
  - BC: 16%
- **20-44 years**
  - Hope: 25%
  - BC: 24%
- **45-64 years**
  - Hope: 30%
  - BC: 30%
- **65-74 years**
  - Hope: 10%
  - BC: 9%
- **75+ years**
  - Hope: 5%
  - BC: 4%
# Aboriginal Identity

<table>
<thead>
<tr>
<th></th>
<th>Hope</th>
<th>BC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>6,115</td>
<td>4,074,385</td>
</tr>
<tr>
<td>Aboriginal Identity</td>
<td>600</td>
<td>196,075</td>
</tr>
<tr>
<td>Share of total population</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>N. American Indian (*single res)</td>
<td>435</td>
<td>129,575</td>
</tr>
<tr>
<td>Metis (*single response)</td>
<td>150</td>
<td>59,445</td>
</tr>
<tr>
<td>Inuit (*single response)</td>
<td>0</td>
<td>795</td>
</tr>
<tr>
<td>Multiple Aboriginal response</td>
<td>0</td>
<td>1,655</td>
</tr>
<tr>
<td>Other Aboriginal response</td>
<td>15</td>
<td>4,605</td>
</tr>
</tbody>
</table>

- Statistics Canada, Census 2006

As the graphs show, Hope’s population has these unique characteristics:

- Older than the BC average
- A larger than average population of Aboriginal people
- More affordable home ownership than the rest of the province
Proximity

Distances in kilometers

**Neighbouring Communities**
- Chilliwack: 51.4 km
- Metro Vancouver: 150 km
- Merritt: 119 km
- Lillooet: 172 km
- Kelowna: 242 km

**USA Border Crossings**
- Sumas: 85.8 km
- Peace Arch: 103 km

**Airports**
- Abbotsford International: 93 km
- Kelowna International: 129 km
- Kamloops Domestic: 213 km
- Bellingham International: 163 km
- Vancouver International: 253 km
Living in Hope
Hope has an excellent, diverse variety of outdoor and indoor recreation facilities and activities. The Hope Recreation Centre consists of an ice rink, curling, rink, swimming pool, gym and the Fraser Valley Regional Library. This is one of many great facilities in Hope that complement the many outdoor recreation opportunities also available in the area.

- New 300-person capacity multi-purpose room for conferences and events
- Hope Golf & Country Club – scenic 9-hole golf course
- Hope Airpark – Home to Vancouver Flying Club, with 5 ha of lease space available for new business and investment
- Hope Recreation Centre – ice rink, curling rink, swimming pool, gym and Fraser Valley Regional Library
- K-12 public schools, adult education, post-secondary opportunities
- Health care services including Fraser Canyon Hospital
- Downtown centered around beautiful Memorial Park, featuring children’s playground, concert state, Japanese Friendship Garden and home to a wide variety of cultural events and festivals throughout the year
- Vibrant arts and culture community, Hope & District Arts Council & Hope Art Gallery
Climate
Hope has a moderate climate with heavy precipitation year round. The annual temperature averages at a high of 24.5°C and at a low of –0.9°C. The annual average rainfall is 2060mm with November through January being the peak months. The annual average of snowfall is 81cm. The months of May through September typically do not experience snowfall. To find out more about the climate for Hope please visit: http://www.theweathernetwork.com/statistics/CL1104488/cabc0138?ref=topnav_weather_statistics1

Land Geography
Surrounded by the Coast and Cascade mountain ranges, the Fraser and Coquihalla rivers, and diverse forests, you find Hope BC nestled at the far end of the Fraser Valley. The Fraser Valley is the most populous valley in British Columbia, descending from the Interior Plateau, following the Fraser Fault, which runs on a north-south axis from Lillooet. Hope and the surrounding area is a beautiful blend of coastal rainforest, desert canyon, alpine meadows and sky-reaching mountains. Hope sits at 49°22N Latitude and 121°29W Longitude with an elevation of 39m above sea level.