



# SHUSWAP'S **VitalSigns**<sup>®</sup>

TAKING THE PULSE  
OF OUR COMMUNITIES



# TABLE OF CONTENTS

Message from the leadership team..... 2

Our region..... 3

How to read this report ..... 4

Arts & Culture ..... 5

Belonging & Leadership ..... 6

Environment ..... 7

Gap Between Rich & Poor ..... 8

Getting Around ..... 9

Health & Wellness..... 10

Housing ..... 11

Learning..... 12

Safety ..... 13

Work ..... 14

Ways in which Shuswap Community Foundation is helping ..... 15

Acknowledgements..... 16

## A MESSAGE FROM THE LEADERSHIP TEAM

Shuswap Community Foundation (SCF) is pleased to share our first Vital Signs® report. This report is part of a Community Foundations of Canada program: a long term initiative to measure the quality of life in Canadian communities. By promoting partnerships with a broad range of community organizations, we are able to present a report of the most recent available data to describe issues and to identify trends. By having citizen assessments contribute in a wide range of areas, we have endeavoured to provide a snapshot of the vitality of the Shuswap region.

Through the awareness created in this report, our foundation, our donors, and other funders will be able to recognize the strengths and weaknesses of our communities. This publication will help not only our foundation but also guide the work of other organizations and encourage philanthropic participation in our region.

Without the dedicated efforts of the members of our Leadership Team, our Foundation staff, working group participants and more than three hundred citizens completing our survey, we would not have been able to complete our first Vital Signs®. We extend our thanks to all those who participated and hope you enjoy reading the report.

Attention has been drawn to the issues. Utilizing the results as a catalyst for change, SCF is helping to build smart and caring communities in the region. By growing legacies, SCF strives to enhance the quality of life for all those residing in the Shuswap.

<b>Karen Angove</b> Vice President	<b>Rod Bailey</b> Director	<b>Lana Fitt</b> Director
---------------------------------------	-------------------------------	------------------------------



# OUR REGION

Shuswap Community Foundation serves the City of Salmon Arm, the District of Sicamous, and “Shuswap Areas” of the Columbia Shuswap Regional District including Malakwa in the East, the South Shuswap, and the North Shuswap in the West, and the Salmon River Valley to Falkland and populations within electoral areas C, D, E, and F.

The Shuswap is named after the Shuswap First Nations, “the Secwepemc” an important Salish Nation comprised of 17 bands, whose ancestors lived in South-central British Columbia. Today, four First Nations bands live in the Shuswap region: the Adams Lake Indian Band, Neskonlith Indian Band, Splatshin First Nation and Little Shuswap Lake Indian Band.

## Population Size and Change

Area	Population Census 2011	Change from 2006	Area Km <sup>2</sup>
City of Salmon Arm	17,464	+9.1%	189
District of Sicamous	2,441	-8.8%	17
Electoral Area C	7,662	-0.4%	601
Electoral Area D	4,047	+3.8%	739
Electoral Area E	1,335	-12.6%	1621
Electoral Area F	2,368	-13.3%	2920
<b>Total</b>	<b>35,317</b>		<b>6087</b>

Salmon Arm Median Age in 2011= 48.2  
Provincial Median Age in 2011= 41.9

Socio-economic indicator rankings (Includes 77 BC Local Health Areas)

1 = worst-off region 77 = best-off region

Socio-economic indicator	Rank
Economic Hardship	37
Crime	38
Health	28
Education	27
Children at Risk	38
Youth at Risk	35

← Our region is better off than half of BC LHAs for economic hardship and crime.

← Our region is worse off than 65% of BC LHAs for education and health rankings



Socio-economic Indicators are calculated and ranked using criteria that are explained in more detail on the BC Stats website. The indicator rankings are useful to monitor and compare our region to the 76 other Local Health Areas in BC.

# HOW TO READ THIS REPORT

## HOUSING

Without access to affordable and appropriate shelter, people cannot meet their basic needs in order to participate effectively in society. Given it is a popular summer tourist destination, the Shuswap region has a mix of permanent and seasonal housing. There is not yet a clear understanding about how this affects permanent housing for locals; however, there is evidence from some parts of the region (Sicamous) that the demand for vacation homes has negatively affected housing affordability.

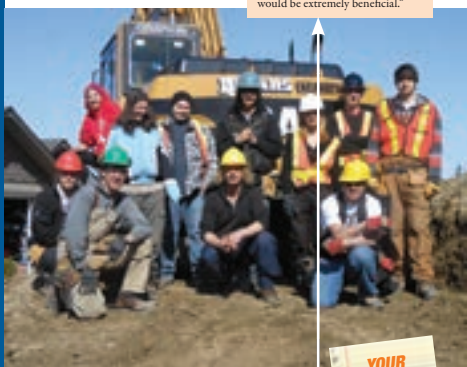
### How We Are Helping:

In recent years, Shuswap Community Foundation has granted \$4,000 to the Canadian Mental Health Association for the purpose of installing a new kitchen in their Clubhouse Program.

### Citizen Feedback:

"Finding an affordable, quality rental is extremely hard. Housing is so overpriced, home ownership is unattainable for most families."

"There is a shortage of homes available to young families to rent. I think some kind of program to help families purchase a home would be extremely beneficial."



### Did You Know?

- As of June 2014, there are currently 712 residential, short stay, and assisted living beds in Salmon Arm.
- CMHA is currently operating 130 units of residential housing in Salmon Arm for persons with disabilities or on income assistance.

YOUR  
OPINION:



50%

of households in the City of Salmon Arm in 2010 that spent 30% or more of their income on gross rent; substantially higher than Canada's average (40%).

\$319,000

was the average home price in the region in 2013.

3.4%

vacancy rate for apartments in the City of Salmon Arm in April of 2014. This is down from 6.1% in April of 2013.

25

is the combined waiting list for The Haven, Lodge, and Manor; seniors' housing facilities in Sicamous.

50

families from Adams Lake Indian Band living both on and off reserve are on a waiting list for housing.

11

## Issue Areas

This report covers 10 Issue Areas that must be considered when assessing the overall health and vitality of a community.

## Research Findings

The statistics were collected with the assistance of Community Foundations of Canada and the Centre for the Study of Living Standards. Reliable sources such as Statistics Canada were used to provide the most current and geographically relevant data possible.

## Survey Grade

Citizens throughout the Shuswap Region were invited to complete a survey on the health of their community, measuring 10 issue areas on the following point scale:

- A - Awesome! Our community is doing great!
- B - Progress is being made.
- C - Some progress is being made, but not quickly enough.
- D - Of concern, we need to focus on this.

The grade shown is the median score from all responses. If the median score received less than 40% of responses then the grade shown is a combination of the two most popular responses ("B+", for example).

The opinions and grade do not represent the views of Shuswap residents with any statistical accuracy, and were intended to give a sense of public opinion on the issues.

## Public Opinion

Several hundred comments were received from citizens throughout the Shuswap. This section provides a sample of those comments.

## Survey Responses

The 2014 Vital Signs survey received more than 288 responses from residents throughout the region.

Where respondents live:

<b>SALMON ARM</b>	<b>186</b>
<b>SICAMOUS</b>	<b>10</b>
<b>CSRD (AREAS C, D, E, F)</b>	<b>92</b>

Demographic profile:

- 69% female
- 51% are between 30-59 years old
- 44% are 60 or older
- 69% have no dependent children



# ARTS & CULTURE

Arts and Culture in the Shuswap is often a welcome surprise to visitors. The vast array of cultural opportunities includes public art, First Nations artists, live music events, live theatre productions, galleries, dance, and more. For a region of our population the cultural offerings exceed expectations.

## How We Are Helping:

In the past two years, Shuswap Community Foundation has granted \$49,000 to many arts and cultural organizations throughout the Shuswap. Examples include the Seymour Arm Community Association, Salmon Arm Museum and Heritage Association, Shuswap District Arts Council, Shuswap Theatre Society, Sorrento Memorial Hall Association, Bill Miner Society, Malakwa Community Centre Association, and the Notch Hill Heritage Cemetery Society, and the Shuswap Association of Writers.

## Citizen Feedback:

“Salmon Arm and area would greatly benefit from having a Performing Arts Centre.”

“Our art gallery is absolutely wonderful at bringing to our community a higher awareness of the visual arts.”

# 235

people in Salmon Arm had occupations related to Arts, Culture, Recreation and Sport in 2011, an increase of 17.5% from 2006 (200 persons). These occupations accounted for 2.8% of total employment in Salmon Arm. In BC, these occupations accounted for 3.4% of total employment and in Canada 2.9%.

# 10%

increase in the exhibition attendance at the Salmon Arm Arts Centre from 2012 to 2013 (8,012 visitors). Family Saturday's attendance increased by 20% (990 visitors) and the WOW Summer Concert Series decreased by 9%.

# 6,751

persons paid to attend the 2013 Salmon Arm Roots and Blues Festival. During the three-day Festival there were 26,045 attendees (including volunteers, musicians, etc.) Visitors spent an average of \$497.85 per household onsite, and \$528.59 per household off site in the community/region.

## Sicamous & District Museum visits

May 1-Aug 31, 2013	412
May 1-Aug 31, 2014	324

The museum moved from Finlayson Park to its present location, the Civic Centre, 446 Main St, Sicamous and opened in 2012.

## Did you know?

### Switzmalph Cultural Society

This society was founded in 2000 by the revered Secwepemc elder, Dr. Mary Thomas. The Board is comprised of First Nations and non- First Nations whose main objective is “To build bridges of understanding” through cultural education, eco-cultural tourism, green housing and plant restoration. The Society has partnered with numerous community organizations throughout the Shuswap in order to achieve their goals.

**YOUR  
OPINION:**

# A



# BELONGING & LEADERSHIP

## 68%

of residents aged 12+ in 2013 in the HSDA reported a “strong” or “somewhat strong” sense of community belonging. This was lower than the 2013 average in BC (70%).

## \$430

was the median value of charitable donations for Salmon Arm in 2012. This was 59% higher than Canada’s average. (\$270)

## 95%

of residents aged 12+ in 2013 in the HSDA reported they were “satisfied” or “very satisfied” with their overall life. This was higher than 2012 (92.7%) in the HSDA, and higher than the average in BC (91%).

## 12,000

is the approximate number of homes that received service from the Family Resource Centre in the Shuswap for 2013.

A strong sense of belonging and the ability to make a contribution are important factors in the social and economic health of any community, and essential for retaining residents. A sense of belonging is fostered through easy access to public spaces and public events, opportunities for volunteering, and nurturing a respectful and welcoming environment.

### How We Are Helping:

A total of \$165,875 in grant funding distributed by Shuswap Community Foundation over the last three years was directed towards volunteer led community service organizations. Many of these provide services designed to support newcomers, youth, seniors, and families. These organizations would not exist if it weren’t for the commitment and leadership of community volunteers.

### Citizen Feedback:

“There is a fear that our non-profit organizations are not going to be sustainable due to our aging demographics and retiring volunteers who are not going to be replaced by the next generation.”

“There is a strong need for an online database, identifying both volunteer opportunities in the Shuswap and interested volunteers.”



### Did You Know?

Under contract to Citizenship and Immigration Canada and WelcomeBC, Shuswap Settlement provides walk-in service at Immigrant Services Shuswap. Residents will find services to help with citizenship and visa applications, employment, Canadian cultural awareness of New Canadians, language training and locating community resources appropriate to their needs. Contact [immigrantservices@shaw.ca](mailto:immigrantservices@shaw.ca).



# ENVIRONMENT

There is a link between the health of the natural environment and the overall health of a community. The Shuswap Lake watershed is the basis for the region's natural ecology and ability to support human life. The region must continue to strive towards a balance between increased development and recreational pressures, and the conservation of Shuswap Lake.

## How We Are Helping:

In 2013, Shuswap Community Foundation granted \$3,000 to the Salmon Arm Bay Nature Enhancement Society to provide new educational signs along the foreshore walking trail.

## Feedback:

"Groundwater quality samples drawn from Blind Bay-Sorrento, White Lake, and Sunnybrae occasionally exceeded Canadian Drinking Water Guidelines."

- Per Fraser Basin Council

# 43%

of the Shuswap Lake shoreline (174 km) was estimated to be "highly" impacted by human activity in 2009. Moderate impact was evident for 17% (71 km), low impact for 32% (128 km) and no impact at all for 8% (33 km).

# 15%

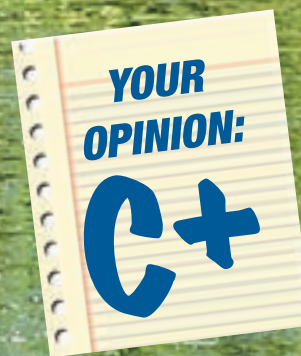
of the Shuswap lake shoreline was rated "high" as habitat value (e.g. for fish) in 2009, 47% rated moderate, and 38% rated low.

# 144

bird species nested in the area based on the BC Breeding Bird Atlas. The 2013 Christmas Bird Count identified 79 species that overwintered in the region, the highest diversity of species reported since 2005. There were 212 Western Grebe adults counted and 192 young hatched in 2013.

# 520

litres of water were consumed on average per resident per day in the Columbia-Shuswap Regional District in 2009. This is 47.5% higher than the provincial average of 353.0 litres per resident, but has decreased by 6.9% from 2006.



## Did You Know?

Salmon Arm Bay is the site of the largest of three remaining nesting colonies of Western Grebes in BC. Over many years, considerable community effort has resulted in marsh acquisition, control of shoreline development and the implementation of boating restrictions in order to protect the nesting habitat of these Grebes. The population of this colony has grown and stabilized since 1990 whereas those in other areas have diminished or disappeared.

# GAP BETWEEN RICH & POOR

## 4.6%

of families in Salmon Arm in 2010 had an annual income of less than \$20,000. This was less than Canada's average (6.0%) and BC's average (7.2%).

## 24.6%

of families have an annual income of over \$100,000, considerably less than Canada's average (34%) and BC's average (33.5%) in 2010.

## 2.3%

of youth in 2012 aged 15-24 in the Salmon Arm Local Health Area (LHA) received Income Assistance. This is higher than the BC average (1.8%).

## 2,000

visits per month have been recorded in 2014 (YTD) under the Salvation Army Food Bank's "Open Access Food Supply" program. This is up from 1,000 visits per month in 2010.

The well-being of residents depends on the level and distribution of income within the population. High income disparities are often associated with high unemployment but may also indicate that large numbers of people are in low paying jobs. If the gap persists, the social fabric of a community weakens as some residents struggle to afford basic requirements. The statistics show a gap does exist within the Region and will continue to grow unless our community finds ways to help those with the greatest needs.

### How We Are Helping:

In 2013, Shuswap Community Foundation granted \$2,500 to the Malakwa Community Centre. This grant provided funding for the much needed renovations for the Thrift Store.

\$2,000 was granted to the Shuswap Family Resource and Referral Society to benefit the KidsROC Recreation Therapy Program. KidsROC identifies needs and ensures food security for children and youth.

### Citizen Feedback:

"There is a significant gap between the rich and the poor in this community. The wages for entry-level jobs are quite low, which pushes people away to larger communities."

"Many leave our community to work; wages are higher in other places. For example, first year electrician makes \$13 per hour here versus \$40 per hour up north."

### Malakwa Thrift Shop



### Did You Know?

Between April 2013 and March 2014 the Shuswap Family Resource Centre received 144 enquiries related to housing, provided 84 referrals for child care subsidy and distributed 57 Good Food boxes each month.

**YOUR  
OPINION:**

**C-**



# GETTING AROUND

The ability to move around your community can mean different things to different people. To some it means well maintained highways and road systems; to others, access to an affordable and well organized public transit system. It can also mean a community well served by walking and biking trail systems. Although there are many public transportation challenges noted across the Shuswap region, an area of excellence is the trail development and maintenance delivered by the Shuswap Trail Alliance. The numerous well-maintained and well-signed trails throughout the region are utilized by local residents and tourists alike, and serve as “best practice” for other regions in BC.

## How We Are Helping:

SCF has provided the following support for transit in the Shuswap:

- In 2011, the Shuswap Daycare Society received \$3,000 towards the purchase of a 24-passenger bus to be used for transporting children to and from school and day trips.
- In 2013, the Shuswap Trail Alliance received \$3,000 for adaptive trail access.

## Citizen Feedback:

“Bus routes need to have extended hours and a further reach community-wide.”

“Priority for transit in the Shuswap should be getting workers to work and students to school. A regional service would better enable residents to access employment and education opportunities.”



## Did you know?

The Together Shuswap Transportation Initiative was formed to have a “made in the Shuswap” discussion on regionally informed and planned transportation options. Our goal has been to create a master list of all transportation assets in the region. We are gathering the information on how much is being spent on transportation and by whom. Other tasks have included researching models of multi-community, multi-use transportation systems and the creation of a Shuswap transportation map. We will focus our early efforts on looking at possible solutions for the most obvious gaps, and will discuss how to build a business case for developing a method of filling the gaps, and connecting them to the transportation systems that already exist.

*-Brent Moffat, Chair of Shuswap Transportation Initiative*

# 114,660

rides on the Shuswap Regional Transit Service (2012/13), a decrease (-2.7%) from 2011/12

# 18,185

rides on the HandyDART service in the Region (2013/14), an increase (3%) from 2012/13

# 8%

of residents living in Salmon Arm reported walking to work in 2011, greater than the average for BC (6.7%). Eighty residents reported cycling (1%) and the same for taking public transit (1%), less than the average for BC cyclers (2%) and public transit users (12.6%) mostly accounted for by urban residents.

# 819

kilometres of trails connect parts of the Shuswap Region. The km per sub-region are:

South Shuswap	175 km
Salmon Arm & Area	317 km
Sicamous & Area	150 km
North Shuswap	99 km
Falkland & Area	26 km
Enderby & Area	16 km
West Shuswap	36 km

# HEALTH & WELLNESS

## 28%

of residents in the Salmon Arm Local Health Area (LHA) in 2011/12 were estimated to live with depression/ anxiety. This was higher than the BC average (25%).

## 13%

of residents aged 15+ in the Thompson/Cariboo Health Service Delivery Area (HDSA) reported experiencing “quite a lot of stress on most days”. This was less than 2003 (21.6%) and less than the 2013 BC average (22%).

## 54%

of residents aged 18+ in the Thompson/Cariboo HSDA were estimated to be either overweight or obese (CCHS, 2012). The Interior Health Region was similar (52%) but the BC average was less (47%). In 2013, obesity alone for residents 18+ in the HSDA was 14.5% which was below the BC average (15%), but up from 2012 (13.6%).

### Number of General Practitioners per 1,000 Population:

Shuswap Region	1.5
Salmon Arm	2.7
Sicamous	0.6
BC	1.1

Healthy living and access to public healthcare are vital partners in a well-functioning community. Good health and wellness are essential for any productive society to support happy and engaged citizens. The climate and natural environment throughout the Shuswap promotes numerous opportunities to enjoy a healthy lifestyle. There are several public healthcare access options available throughout the region.

### How We Are Helping:

To date, SCF has four Endowment Funds that contribute \$7,000 annually to the Shuswap Hospital Foundation. These funds are used to help meet the need for priority equipment and facilities that will enhance the care of patients and residents.

### Citizen Feedback:

“There is a nice emphasis on health promotion in this area, walking, biking, cross country skiing, swimming, tennis courts, etc. “

“Lack of specialized care; need more access to specialists without the need for unnecessary travel.”



**YOUR  
OPINION:**

# B

### Did you know?

Sorrento now has a Nurse Practitioner due to the effort of a group of residents and the Sorrento and Area Community Association. Interior Health pays her wages, a local business owner provides a working space, and other costs are paid by the Sorrento and Area Community Health Centre Society (SACHCS). This enables residents in and around Sorrento to access primary health care more conveniently. The Sorrento and Area Community Health Centre opened in November 2013 and now has over 600 patient files. Kudos to Sorrento and area residents and businesses for their generous support of this endeavour! SACHCS has charitable status and will be actively fundraising to sustain the Centre.



# HOUSING

Without access to affordable and appropriate shelter, people cannot meet their basic needs to participate effectively in society. Given that it is a popular summer tourist destination, the Shuswap region has a mix of permanent and seasonal housing. There is not yet a clear understanding about how this affects permanent housing for locals; however, there is evidence from some parts of the region (Sicamous) that the demand for vacation homes has negatively affected housing affordability.

## How We Are Helping:

In recent years, Shuswap Community Foundation has granted \$4,000 to the Canadian Mental Health Association for the purpose of installing a new kitchen in their Clubhouse Program.

## Citizen Feedback:

“Finding an affordable, quality rental is extremely hard. Housing is so overpriced, home ownership is unattainable for most families.”

“There is a shortage of homes available to young families to rent. I think some kind of program to help families purchase a home would be extremely beneficial.”



## Did You Know?

- As of June 2014, there are currently 712 residential, short stay, and assisted living beds in Salmon Arm.
- CMHA is currently operating 130 units of residential housing in Salmon Arm for persons with disabilities or on income assistance.

**YOUR  
OPINION:**

**C**

# 50%

of households in the City of Salmon Arm in 2010 that spent 30% or more of their income on gross rent; substantially higher than Canada's average (40%).

# \$319,000

was the average home price in the region in 2013.

# 3.4%

vacancy rate for apartments in the City of Salmon Arm in April of 2014. This is down from 6.1% in April of 2013.

# 25

is the combined waiting list for The Haven, Lodge, and Manor; seniors' housing facilities in Sicamous.

# 50

families from Adams Lake Indian Band living both on and off reserve are on a waiting list for housing.

# LEARNING

## 90%

of Aboriginal peoples aged 25 to 64 in Salmon Arm (CA) had a high school diploma or at least one certificate, diploma, or degree (2011 Census). This was 8% higher than 2006; and 13 percentage points higher than the BC average (75%).

## 52%

of Grade 12 students within the Salmon Arm Local Health Area did not complete the English Provincial exam 2009/10-2011/12. This was similar for School District 83 (51%) but a lot higher than the BC average (36%).

## 90%

of people aged 25 to 64 in Salmon Arm (CA) had graduated from high school (NHS 2011). This was higher than in 2006 (86%), as well as the 2011 BC average (75%).

## 28%

of 18-year-olds living within the Salmon Arm Local Health Area did not graduate from high school 2009/10-2011/12. This was slightly higher than the BC average (26%) and lower for the average (30%) in School District 83.

Education is an integral part of building a successful community. Access to learning opportunities for all ages can have a profound impact on many other quality-of-life indicators, including: creating a sense of belonging, reducing crime rates, improving resident health (physical and mental) and building a strong regional economy. The Salmon Arm Campus of Okanagan College is a tremendous asset to the region, as it provides area residents with an “at home” option for reaching their full potential.

### How We Are Helping:

In the last two years, Shuswap Community Foundation has granted over \$60,000 to a wide variety of learning programs, scholarships and bursaries for students within the Shuswap area.

### Citizen Feedback:

“Continue to expand college programs so young people don’t have to leave home. Continue to support important community programs such as Literary Alliance of the Shuswap Society and Mandela Youth Programs.”

“We are fortunate to have a good school and college system. Keep library funding sustainable and work to get more apprenticeship programs.”



### Did you know?

155,780 eBooks/eAudiobooks were downloaded from the Okanagan Regional Library in 2013. This was a 47% increase from 2012 and a 231% increase from 2011.

**YOUR  
OPINION:**

# B



# SAFETY

An overall sense of safety and security affects how residents participate in community life, interact with neighbours, and move freely throughout their region without fear. The Shuswap region is very appealing to families and seniors alike as it offers a strong sense of safety and security in its neighbourhoods. The high influx of tourists in the summer months however, brings an added challenge for police officers to contain the increase in traffic, property crime and violent crime within the region.

## How We Are Helping:

Shuswap Community Foundation granted \$1,500 to the Shuswap Volunteer Search and Rescue. This grant was used to purchase additional ICON handheld radios. Handheld radios are essential to Search and Rescue when they are sent out on wilderness searches and rescue tasks.

## Citizen Feedback:

“Salmon Arm is relatively safe; however crime isn’t reported very often in local media. Big city crime isn’t limited to big cities.”

“Due to the growth in population during summer months, the S.A.F.E. Society responds to an increased amount of calls for crisis and assault. There is limited Social Service support available for transient/mobile families.”



## Did You Know?

December 13, 2013 marked the 100 year anniversary of the Salmon Arm Volunteer Fire Department.

October 5-11, 2014 is the annual Fire Prevention week. Fire departments across the region work hard to educate residents about the importance of smoke detectors and other fire prevention techniques.

**YOUR  
OPINION:**

**B**

# 30

RCMP officers are stationed in the Region: City of Salmon Arm (19), Salmon Arm Rural (5) and Sicamous (6). For the City of Salmon Arm alone in 2013, this is about 1.1 officers per 1,000 residents and 42% lower than the BC average (1.9 officers per 1,000 residents).

# 272

persons benefited from Police-based Victim Services (includes assaults, suicide attempts, etc.) reported by the Shuswap Safe Society for 2012-13. The sexual assault rate alone in City of Salmon Arm in 2013 (1 per 1,600 residents) was 13% above the BC average (1 per 1,800 residents), and increased 57% compared to 2012.

# 134

drug crimes were reported in the City of Salmon Arm in 2013, a decrease from 145 in 2012. Similarly, there was a decrease in the rural area outside Salmon Arm from 43 in 2012 to 37 in 2013. Sicamous reported 42 drug crimes in 2012.

## Fire Departments

CSRD Area:

- 14 Fire Halls • 300 Volunteers
- 300 Callouts

Salmon Arm:

- 4 Fire Halls • 80 Volunteers
- 250 Callouts

Sicamous:

- 1 Fire Hall • 30 Volunteers
- 57 Callouts

# 61.8%

2013 Labour Force Participation Rate for the Thompson Okanagan region (aged 15+). This was lower than the provincial average (2013) of 64.1%.

# 10%

of youth (aged 15-24) Salmon Arm residents were unemployed in 2011, higher than the overall unemployment rate (7.8%). Youth unemployment was lower than the BC average (16%) but higher than in 2006 (9%).

# 81

businesses are currently operating in Salmon Arm Industrial Park.

# 2011

## CSRD Labour by Industry Top 15

Construction.....	11.33%
Health care & social assistance .....	10.82%
Retail trade .....	10.80%
Accommodation & food services .....	9.17%
Transportation & warehousing. ....	6.62%
Manufacturing .....	6.36%
Agriculture, forestry, fishing and hunting.....	6.17%
Educational services .....	6.01%
Public administration.....	4.98%
Other services (except public administration).....	4.92%
Professional, scientific & technical services.....	4.52%
Arts, entertainment & recreation .....	4.36%
Administrative & support, waste management & remediation service .....	3.17%
Finance & Insurance.....	2.43%
Real estate & rental/leasing.....	2.32%

## WORK

Work contributes to individual and social well-being in many ways. It is the main source of income for individuals and their families, and enables them to satisfy basic needs and pursue other interests. Work can give individuals a sense of purpose and accomplishment, and collectively it generates efficiency, productivity, and competitiveness in the local and provincial economy.

### How We Are Helping:

Shuswap Community Foundation contributes to numerous projects each year which result in either temporary or permanent job creation related to the development and infrastructure of community programs.

### Citizen Feedback:

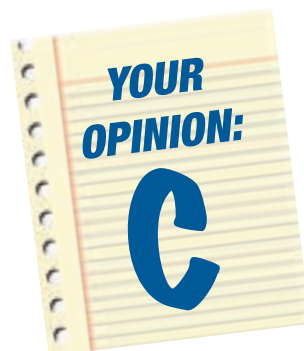
“Many people are working in Alberta or Northern BC, separating families and creating numerous social concerns.”

“Better public transit would facilitate getting to work more easily.”



### Did You Know?

In 2012, Salmon Arm Economic Development Society published a 5 Year Economic Development Action Plan. A priority goal within this plan is to expand the number of year-round, high paying, sustainable manufacturing jobs. There are various action items throughout this plan which relate to this goal, including a major focus on development of the Salmon Arm Industrial Park. To support this goal, in 2014, the City of Salmon Arm implemented an Industrial Taxation Exemption Program to support the attraction of new industry to Salmon Arm.





# SOME MORE WAYS SHUSWAP COMMUNITY FOUNDATION IS HELPING...



*222 RCACS Sponsoring Committee  
flight stimulators*



*Shuswap Trail Alliance  
purchase of a new TrailRider*



*Salmon Arm Children's Festival Society  
purchase of commercial grade bouncer*



*Eagle Valley Community Support Society  
Kitchen and Food Bank appliance upgrade*

**YOUR COMMUNITY  
MAKES YOU  
AND YOU MAKE  
YOUR COMMUNITY.**

**191** COMMUNITY FOUNDATIONS  
IN CANADA  
[www.communityfoundations.ca](http://www.communityfoundations.ca)



*Cedar Heights Community Association  
Hall modernization and expansion*



*Friends of 1922 Notch Hill Society  
Notch Hill Church renovation*



*South Broadview  
Elementary School  
Teaching Garden*



*Salmon Arm & Shuswap Lake  
Agricultural Association renovate  
old arena change rooms*





## **Vital Signs® Project Team**

Karen Angove - Vice President, SCF  
Rod Bailey - Director, SCF  
Lana Fitt - Director, SCF  
Rob Hood - Ph.D. Associate Professor,  
Thompson Rivers University  
Joanne Mason - Executive Director,  
Community Futures Shuswap

## **SCF Staff**

Paulette Brown - Administrator  
Amber Wetherill - Administrative Assistant  
Tara Peterson - Administrative Assistant

## **Photo Credits**

Jennifer Findlay • Gregg Patterson  
Vickie Schmuland • Clive Bryson  
SCIP • SAEDS

## **Research Network**

Dr. Andrew Sharpe - Executive Director,  
Centre for the Study of Living Standards  
Cindy Lindsay - Program Director,  
Community Foundations of Canada

## **Community Partners**

City of Salmon Arm  
Community Futures-Shuswap  
CSRD Areas C, D, E, and F  
District of Sicamous  
Okanagan College, Salmon Arm Campus  
Salmon Arm Economic Development Society

This report presents a highlight of findings.  
For in-depth results please visit  
[www.shuswapfoundation.ca](http://www.shuswapfoundation.ca)

Vital Signs® is a community check-up conducted by community foundations across Canada that measures the vitality of our communities, identifies significant trends, and shares opportunities for action in areas critical to quality of life.

Vital Signs® is coordinated nationally by Community Foundations of Canada.

The Vital Signs® Trademark is used with the permission of Community Foundations of Canada.



COMMUNITY  
FOUNDATIONS  
OF CANADA  
*all for community.*

SHUSWAP'S  
**VitalSigns®**  
*taking the pulse of our community...*



SHUSWAP  
**COMMUNITY**  
FOUNDATION