

COMMUNITY PROFILE UPDATE IS COMPLETE



March 14, 2023 – For Immediate Release

March 14, 2023 – The District of 100 Mile House is pleased to announce that the updated Community Profile is complete.

The District’s *Economic Development Strategy: 2021 and Beyond* recommended updating the Community Profile as a foundational component of the District of 100 Mile House’s economic development toolbox. A Community Profile is usually the first piece of information an investor, potential business, or site selector will look at when considering a community’s potential suitability or other investment related decision-making.

Mayor Maureen Pinkney says “the Community Profile is a vital resource that gives an overview of our community with a focus on information for investors. It is a comprehensive profile with a high degree of visual content.”

“In addition, it’s user-friendly format, available digitally from the District of 100 Mile House website, will allow it to be easily accessed by potential investors and even prospective residents,” says Joanne Doddridge, Director of Economic Development and Planning. “It complements the other investment materials we have produced over the past year, like our investment opportunity profile sheets, Relocation Guide, and Tourism Asset Inventory.”

Along with updating the 24-page Community Profile, the District also developed an attractive one-page highlight sheet with information from the Community Profile. The highlight sheet will be convenient for Council and staff to share at conferences and events to promote 100 Mile House.

Find the new Community Profile at: <http://www.100milehouse.com/investing-here/community-profile>

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