



An expanded runway, along with improved direct airline service, allows Kamloops to successfully market national and international tournaments.



An expanded runway will secure international charters from Eastern Canada, Asia, Australia, and Europe so that Sun Peaks and Mike Wiegele Heli Skiing can continue their growth from these key long-haul markets.

Investing in Airport Infrastructure

Kamloops' Gateway to a Diversified & Enhanced Economy

Kamloops needs to invest \$20 million in a 2,000-foot runway extension, improved navigation aids, and expanded air terminal to go the crucial last mile in diversifying and strengthening our economy.

Funding Sources

Airport Improvement Fee - \$10 million (Approved)
BC Government - \$4 million (Approved)
Federal Government - \$6 million (Pending)

Capital Costs

Runway Expansion - \$13 million
Navigation Aids - \$3 million
Terminal Improvements - \$4 million

Kamloops has historically relied on the abundance of our natural resources to create a strong local economy. In the early years, waterways and railways were the transportation systems that allowed our community to grow. In the 1970s, the Trans-Canada and Yellowhead Highways were the backbone behind continued development of our resource-based economy. By the 1980s, a shift had taken place: We realized that to keep our city growing we had to break free from our economy's cyclical nature and reduce our dependence on primary resources. At that time, the City made three very significant business decisions to take control of our destiny.

First, Kamloops initiated the **Tournament Capital Strategy**, constructing world-class sporting facilities and attracting regional, provincial, and national tournaments. Today, Kamloops is known as the "Tournament Capital of Canada." To further strengthen this title, we recently built and are opening over \$52 million in new and improved sports facilities and fields which will generate \$10 million in annual spin-off effects. In 2007, our new Tournament Capital Centre will be opened by the International Federation Cup Women's Tennis event and the BC Gymnastics Championship. Economic benefits from these two events alone are estimated at \$500,000.

Second, the construction of the **Coquihalla Highway** in the mid 1980s provided a quick, safe alternative to reaching the Lower Mainland and Washington State. Almost overnight the local economy soared with an increase in new businesses of 10%. The value of new construction leaped from \$40 million in 1985 to over \$100 million in the early 1990s and housing units jumped from 64 to 1200 units in 1993—a 1700% increase.



An expanded runway and flight service will attract more international students, faculty, and investors who will demand the Kamloops' Airport offer the same air accessibility and schedule convenience of the larger urban centres.



An expanded runway and flight service will attract more industry, more head offices, more retirees, and more mobile professionals to move to Kamloops and take advantage of our great quality of life.

Today, thanks to the Coquihalla Highway, Kamloops is a major destination for recreation enthusiasts, university students, and new businesses.

Sun Peaks Ski Resort and **Mike Wiegele's Heli Ski** operation credit the Coquihalla Highway as the primary factor in their economic prosperity. Both resorts have evolved to become internationally acclaimed ski destinations. At Sun Peaks alone, over \$400 million has been invested since 1993 in ski infrastructure and real estate, generating thousands of construction and service-sector jobs. Sixty percent of those real estate purchasers came to Kamloops from the Vancouver and Seattle markets via the Coquihalla. Without this highway, the economic success of Sun Peaks would never have been possible.

The role of the Coquihalla Highway in stimulating the local economy makes us believe that an 8,000-foot runway will have the same effect; such a runway could handle large charter flights from Asia, Australia, Eastern Canada, and Europe. Steamboat Springs, Colorado is one example of such effects. In 1986, a similar runway expansion increased the number of passengers traveling from 14,000 to 120,000, almost overnight. An improved runway will stimulate tourism expansion and has the potential to generate 50,000 new passengers by 2015 (*Projected Regional Economic Impact of Kamloops Airport Expansion Study* by InterVISTAS Consulting Inc., March 2005).

Third, **Thompson Rivers University (TRU)**, Canada's newest university, has 9,500 students and 800 faculty members, producing an annual economic spin-off of \$175 million. TRU has single handedly pushed the diversification of our economy to new heights with well-paid instructors, hundreds of service sector jobs, and thousands of out-of-town and international students living and studying in Kamloops. TRU's International Program alone has over 1,200 students from 50 countries and results in thousands of flight hours a year. Because of this, Kamloops is one of the first cities in Canada to implement a formal Business-Exchange Agreement with **Changping, China**. To date four investor delegations from China have visited Kamloops.

There are many more examples of the benefits of an expanded runway. Kamloops is home to some of Canada's top employers who rely on airline service to support their growth. Companies such as **Urban Systems Consulting Engineers and Planners** (MacLean's Top 50), **Rocky Mountaineer Rail-tours** (Globe & Mail, Top 100), **Inland Glass and Aluminum**, (world-wide exporter), and **BC Lottery Corporation** make Kamloops their home. But there are also many examples of potential new business investors who chose to locate elsewhere because, as they have told us, our air service accessibility is inadequate.

Kamloops is losing significant regional passenger traffic to Kelowna Airport, which has seen exponential growth since its expansion. Recently, Cranbrook and Prince George have been successful in obtaining federal grants to expand their runways. In today's competitive market, there must be a level playing field between communities vying for investment dollars.

The pine beetle epidemic will exhaust the Southern Interior's timber supply



in less than five years, resulting in the loss of hundreds of millions of dollars to our economy. An expanded airport and improved frequency with existing carriers will help Kamloops diversify from its economic dependence on the forestry sector.

The runway is part of a larger economic strategy to strengthen our community and to secure our future. According to a study done by InterVISTA Consulting Inc. (March 2005), the expanded runway and air service will provide **744 direct jobs**, pay **\$18 million** in annual wages, and generate over **\$11 million** in tax revenue.

Our community is solidly behind this project. We need federal government partners to help bring us 2,000 feet closer to economic prosperity.

Our Supporting Partners

The **City of Kamloops** is the owner of the Airport and YVR Limited is the operator. Both parties believe strongly in the merits of this project.

Venture Kamloops, the City's Economic Development Agency, has identified improved air service as the number one priority in stimulating long-term economic growth.

Tourism Kamloops, funded by the tourism industry, believes that improved air services will increase the opportunities for sport tourism and encourage bigger conferences and conventions.

The **Chamber of Commerce**, representing over 700 Kamloops businesses, believes that an expanded runway and air service will stimulate new business investment and help existing businesses become more efficient and competitive.

The **Interior Health Authority** supports improved air services as a solution in overcoming their challenges in attracting new medical professionals.

The **Government of British Columbia** supports our initiative and has immediately contributed \$4 million to the project.

Sun Peaks Resort is one of Canada's largest four-season resorts and has contributed more than \$250,000 to support seasonal daily flights to Seattle with Horizon/Alaskan Air.

Thompson Rivers University is a major supporter and user of the Kamloops Airport as it plays host to hundreds of international delegations, students, and instructors every year.

And finally, **Kamloops' residents** support the airport expansion. In 2005, over 1,000 citizens signed up as "Friends of the Airport" to show support for the runway proposal.

An expanded runway and flight service will provide a level playing field to attract new investment and to assist the region to develop alternative replacement industries and jobs for the forestry sector.

