



Sustainable Salmo OCP Economic Development Survey Report



Acknowledgements

Thank you to the many Salmo and Area G residents and others who participated in this survey.

Many thanks also to those who contributed to the 2017 Salmo photo contest.

Survey & Report: Anne Williams, CAO

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EXECUTIVE SUMMARY

In 2018 Salmo Council asked the CAO to conduct a survey of residents and visitors to obtain data to facilitate the development of Salmo's Official Community Plan (OCP). An online and paper survey was conducted from December 12, 2018 to January 11, 2019.

The survey results are being used to help shape the vision for how residents and visitors envision future Salmo and how Salmo can continue to be truly sustainable in the years to come while retaining our natural beauty and charm. Survey questions focused on three key areas: economic development, retail cannabis sales and overall zoning. The goal was to receive feedback on how residents and visitors envision Salmo, what additional businesses and attractions they would like to see, plus how Salmo can make changes and encourage new relationships to ensure a sustainable economic future.

Key areas of input were:

1. Why residents and visitors come to Salmo
2. Salmo economic development
3. Shambhala and other attractions
4. Home-Based Businesses
5. Cannabis
6. Zoning
7. Coach Houses and Secondary Suites
8. What makes Salmo unique?

Overall, 163 people participated in the survey – 114 from Salmo, representing 10% of our population of 1,140, with the balance being from Area G (41) and eight (8) from elsewhere.

CONCLUSIONS

Survey respondents very enthusiastic about living in or visiting Salmo, and love many, many things about it, although they would like to see some changes that would bring about sustainable economic prosperity and growth. There are also a few things they don't like and would like to see changed, particularly negative attitudes and local crime.



I like the quiet village vibe. I like that it was an affordable place for me to buy on a single income, and that I am easily able to commute to my business in Nelson. I like the combination of the rural feel while having close access to amenities like grocery stores, gas station, post office, etc.

Salmo resident

General

Respondents felt that the most unique thing about Salmo is its location in the Kootenays, followed by its people. Most liked was the small town vibe/lifestyle and overall sense of community and connectedness, followed by affordability, access to nature, and location plus just being a great place to live and raise a family.

Area G residents mainly come here for Canada Day, shopping, access to outdoor recreation, the liquor stores and health care services/the pharmacy.

Poor attitudes and sometimes unwelcoming attitudes by some members of the community was the reason most frequently given as the thing least-liked about Salmo.

Crime, particularly drug related crime by a few individuals, was also a frequently mentioned issue.

Unsanitary properties are a reoccurring subject throughout the survey comments. It is strongly felt by community members that Salmo needs sprucing up to attract new residents and visitors.



Keep reminding people that we are the Hub of the Kootenays.

Survey Respondent

Salmo Economic Growth

Residents expressed overwhelming support for the businesses already here while expressing a strong desire for additional businesses and services, especially more stores, restaurants and cafés, a dentist, veterinary services, a micro-brewery and cannabis-related businesses that would create jobs, support local shopping and dining, and encourage new people to move or visit here.

Providing incentives of some sort to new businesses received strong support.



A “commuter bus service” tied with “more restaurants and cafés” at the top of the list for “*What additional business would you like to see?*” This indicates that effective and efficient local transit is important to residents for inter-community transportation/access to jobs and to attract visitors from those communities to Salmo.

Responses also indicate that Salmo should market itself more and focus on and highlight the attributes that make Salmo such a great place to live, work and/or to open a new business.

Shambhala & Other Attractions

Most respondents were in favour of fostering a relationship with the Shambhala Festival as it would be of economic benefit to the Village, and that negative attitudes about the festival and its attendees also need to be addressed. Shambhala visitors should be welcomed to the community, not shunned.

Home-Based Businesses

Responses in this category were quite limited, with the main suggestion being to help with advertising.

Cannabis

Respondents were overwhelmingly in favour of and enthusiastic about allowing cannabis retail stores and of supporting and encouraging cannabis-related businesses and activities such as farming and other production-related businesses in the surrounding area.

Zoning

Respondents are in favour of rezoning areas currently zoned residential low density to residential medium density to allow increased density/housing options in these areas and of rezoning “rural” lots to residential allowing greater density, if appropriate. They are also strongly in favour of multi-family residential complexes and live/work structures.

Respondents are highly in favour of allowing both secondary suites and coach houses and of encouraging secondary suites in new builds and of allowing taller secondary structures on properties. The majority of respondents do not want to see any more mobile home parks in the village.

Host open-houses on why to do business in Salmo- show business owners what makes Salmo great.

Survey Respondent

RECOMMENDATIONS TO COUNCIL

Based on this survey, there are a total of 26 Recommendations to Council. The top 10 of these recommendations are:

1. That Council endorse Salmo promoting, at every opportunity possible, the attributes highlighted by survey comments including: location, people, our small town vibe/lifestyle and overall sense of community and connectedness, access to nature, recreational opportunities, and being a great place to live and raise a family. And, that, where possible, the spirit of volunteering is promoted as the network that supports many activities and facilities in Salmo and the many amenities that we have, particularly for such a small village.
2. That Council explore ways to attract new businesses and services to Salmo, including offering incentives (if appropriate) and advertising to attract those offering specific services, such as a dentist or veterinarian.
3. Council work with the Chamber of Commerce and other individuals, groups or associations to promote Salmo and to attract new residents and businesses to Salmo.
4. That Council incorporate new structure heights for secondary structures in the new zoning bylaw to allow a second storey, which will permit the building of a coach house or a structure suitable for RV storage or other use.
5. That Council change allowable lot sizes on rural properties in the village from a minimum of 8 hectares (19.77 acres) to a minimum of .2 hectares (1/2 acres) where warranted and with owner participation in the process.
6. That Council encourage the incorporation of secondary suites in new and existing homes, where feasible, via the zoning bylaw and promoting the benefits of secondary suites to builders and homeowners.
7. That Council look for ways to capitalize on Shambhala activities and also look for ways to promote Shambhala as a positive experience for the community that mutually benefits the Village and its businesses, Shambhala attendees and Shambhala organizers.

Community support from other businesses and cross promotion from all local businesses. More people; tourists, brings money to everyone and jobs too.

Survey Respondent

8. That Council amend the existing zoning bylaw to allow retail cannabis sales by summer 2019 in permitted zones.
9. That Council allow at least two retail cannabis stores in the Village, whereby the owners will be responsible for the success, or not, of such establishments, and the market will eventually determine how many stores the Village will support.
10. That Council develop a plan to work with businesses to improve their properties with a view to making them more attractive and welcoming new residents and visitors. This could include working with community groups, such as the Chamber of Commerce, and to receive grant funding for specific projects.

We need to have lots of things for young people to do. High speed internet is vital!!!

Survey Respondent



INTRODUCTION

As part of the Salmo's Official Community Plan (OCP) development process an online and paper survey was conducted by the CAO at the request of Council from December 12, 2018 to January 11, 2019. Survey Monkey was used as the survey software tool. Feedback was solicited from Salmo villagers, Area G residents who frequent the village and other property owners or visitors.

Survey results are a tool for Council, staff and village organizations to use in planning activities. Information collected is being used to help shape the vision for how residents and visitors envision future Salmo and how Salmo can continue to be truly sustainable in the years to come while retaining our natural beauty and charm. Questions focused on input for future planning in the OCP in the key areas of economic development, sale of retail cannabis and zoning changes.

Key areas of input were:

1. **Why residents and visitors come to Salmo** to live or visit and what they like most and least about Salmo.
2. **Salmo economic development** – What businesses and services are vital to Salmo now and what types should be attracted/encouraged for future growth and sustainability? How can the Village support new businesses?
3. **Shambhala and other attractions** – Should the Village foster a relationship with Shambhala, and should it seek ways to enhance existing natural resource attractions to create economic development opportunities?
4. **Home-Based Businesses** – What do Village residents have going on from their homes and how can the Village better support them?
5. **Cannabis** – Do Villagers want to see retail cannabis sales in Salmo and, if so, how many retail outlets would they like Council to permit?
6. **Zoning** – Should some areas of Salmo be rezoned to permit different densities, housing types and property use?
7. **Coach Houses and Secondary Suites** – Should coach houses and/or secondary suites be permitted and encouraged in applicable zones?
8. **What makes Salmo unique?** Thoughts that will assist in shaping how to promote Salmo.



It is a great, safe place to bring up children. It has a great library. Everything is within walking distance. Best water in the world. The ski hill is close.

Salmo Resident

Overall, 163 people participated in the survey – 114 from Salmo, representing 10% of our population of 1,140, with the balance being from Area G (41) and eight (8) from elsewhere.

The last two Questions, numbers 37 and 38, asked respondents to voluntarily provide their age range and contact information. One hundred and ten (110) respondents provided their age range, while 41 provided contact information if further follow-up was required. A truly representative cross-section of age ranges participated as illustrated in Figure 1.

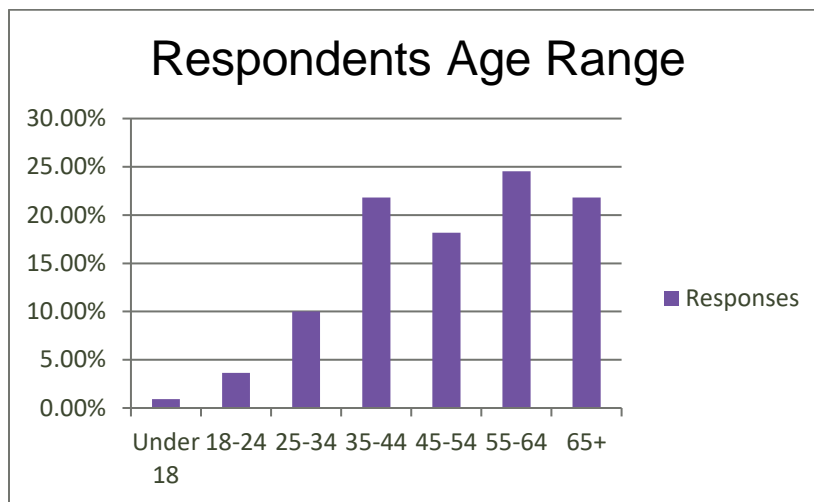


Figure 1 – Respondent's Age Range

It should be noted that not every respondent answered every question as not all required a mandatory answer. The complete survey and answers are attached as Appendices A and B. Comments used in this report have, if necessary, had spelling and/or grammar corrected. The original form of comments remains in the Appendices. All respondents' names have been kept in confidence.

Methodology/Analysis of Results

Following closure of the survey, answers were downloaded, analyzed and summarized into this report. Questions requiring comment from respondents first had the responses grouped into broad categories according to similarity of content based on actual content. For example. In answer to the question, "What makes Salmo unique?" responses were grouped into the categories location, people, small town atmosphere, sense of community, volunteers, amenities, beautiful surroundings, miscellaneous,

Salmo is the center of the West Kootenay. Equal distance from Trail, Castlegar and Nelson. It is the first/last stop before/after Kootenay Pass. The scenery is unbeatable and with a little clean up of some properties off the highway would be a very appealing stop for tourists. Salmo has the absolute best Canada day in particular the fireworks. Close knit caring community.

Survey Respondent

flatness, recreational activities, great water, sense of history, and murals. From there, each category could be added up to see which category had the most comments and also looked at as a percentage of the whole.

Section 1 – All About Salmo

In shaping the future of Salmo, it is important to know why people live here and what they like or don't like so changes can be looked at and planned, if needed, and Salmo can be marketed to potential residents and visitors.

Question 1 (Q1) asked responders whether they lived in Salmo, Area G or elsewhere. Those living in Salmo were directed to a question about why they live here, while Area G and elsewhere residents were asked why they visit.

Q2 - Salmo residents were asked to choose as many applicable answers as they liked from a list of choices or add an "other" choice of their own.

The top five reasons for choosing Salmo as home are its affordability, access to nature and outdoor recreation, the easy commute to Nelson, Trail and Castlegar, and the overall lifestyle. These were strongly followed by the sense of community and that it's a great place to raise kids.

Rank	Answer Choices – 110 Salmo Residents	Responses	
1	Affordable	76.36%	84
2	Access to nature	63.64%	70
3	Access to outdoor recreation	60.91%	67
4	Easy commute to Nelson, Trail or Castlegar	59.09%	65
5	Lifestyle	57.27%	63
6	Sense of community	55.45%	61
7	Child-friendly/great place to raise kids	49.09%	54
8	Family lives here/nearby	47.27%	52
9	Availability of health-care services	33.64%	37
10	Variety of community amenities available	33.64%	37

Figure 2 - Residents Top Ten Reasons for Living in Salmo

Q3 - The top five reasons for the visitors from Area G and elsewhere were Canada Day, shopping, access to outdoor recreation, the liquor stores, and tied for fifth place were healthcare services and the pharmacy. Several noted the Post Office as their "other" reason.

*Affordability.
The sense of
community.
The beauty that
surrounds us.*

*Generally more
affordable for
living, small
population,
relaxed lifestyle,
no traffic,
central to
amenities.*

Survey Respondents

Rank	Answer Choices – 40 Visitors	Responses	
1	Canada Day	67.50%	27
2	Shopping	65.00%	26
3	Access to outdoor recreation	57.50%	23
4	Liquor store	57.50%	23
5	Health care services	55.00%	22
5	Pharmacy	55.00%	22
6	Special events	52.50%	21
7	Banking	50.00%	20
8	Dining (restaurants, cafe)	50.00%	20
9	Library	50.00%	20
10	Family in Salmo	45.00%	18

Figure 3 – Why Area G and Others Visit Salmo

Q4 - All respondents were asked what they liked most about Salmo. While some skipped the question, 124 respondents provided 173 main reasons they liked Salmo, and many additional ones as shown in Appendix B. For the purposes of this report main responses were grouped into the categories shown in *Figure 4*.

Following is a summary of their first-choice reasons:

Rank	Main Reason	# of Responses	% of Responses
1	Community - small town feel and lifestyle, connectedness to others	77	62.1%
2	Closeness to Nature	8	6.5%
3	Proximity to Other Towns/Central Location	6	4.8%
4	Proximity to Recreational Activities	6	4.8%
5	Affordability of Housing	5	4.0%
6	Miscellaneous	5	4.0%
7	Closeness to Amenities - ability to walk everywhere	4	3.2%
8	Water	3	2.4%
9	Dragonfly Cafe	2	1.6%
10	Everything	2	1.6%
11	Flatness	2	1.6%
12	Peace & Tranquility	2	1.6%
13	Volunteering	2	1.6%

Figure 4 – Rankings - What Respondents Liked Most about Salmo



Nature, so many services for its size. Salmo is the friendliest and most supportive community. I can't imagine being anywhere else.

Survey Respondent

The category “Community” outstripped all others in one way or another. Seventy-seven (77) respondents (62.1%) stated that Community – the small town feel and lifestyle and sense of connectedness to others was what they most liked about Salmo. A significant number of these respondents also noted that their secondary reasons included the closeness of amenities and access to nature and recreational activities. Volunteering and love of the Dragonfly Café were also mentioned.

Typical responses included:

- Generally, more affordable for living, small population, relaxed lifestyle, no traffic, central to amenities.
- The houses that are homes rather than showpiece custom built million-dollar houses...the funky and peaceful atmosphere.
- It’s the Hub....close to Trail, Nelson, Castlegar..... pool.... schools.... curling rink.... ski hill.... restaurants.... shopping.
- Affordability.
- The schools, access to amenities and the people.
- Easily walk to almost everywhere. It’s small all amenities are within walking distance, access to mountains and rivers
- Living in natural setting. Slower small-town pace of life (after having lived in Vancouver for 25 yrs.)
- Safe.
- Quiet, nature, wide valley, flat, good schools.
- Nature, so many services for its size. Salmo is the friendliest and most supportive community. I can’t imagine being anywhere else.
- The outdoor environment.



Q5 – When asked what they liked least about Salmo, as illustrated in Figure 5, 118 respondents provided a variety of reasons led by 26.27% disliking the attitudes of some villagers, followed by crime and unsightly properties. These choices were also often cited as secondary reasons. There were also a variety of miscellaneous items noted that don’t fit into any particular category including snowplowing, taxes, too many liquor outlets and concerns about parenting. All are shown in Appendix B and highlight that there is work to be done and attitudes to change.

Rank	Main Reasons	# of Responses	% of Responses
1	Attitudes	31	26.27%
2	Miscellaneous Concerns	21	17.80%
3	Crime	11	9.32%
4	Unsightly Properties	10	8.47%
5	Issues re Grocery Shopping	7	5.93%
6	Lack of Businesses/Shopping Opportunities	7	5.93%
7	Lack of Recreational Amenities/Opportunities	7	5.93%
8	Not Enough Restaurants/Cafes	6	5.08%
9	Lack of Employment Opportunities	5	4.24%
9	Lack of some Services	5	4.24%
10	Lack of Business Growth	4	3.39%
11	Addiction	2	1.69%
12	Transportation	2	1.69%
		118	

Figure 5 – Rankings - What Respondents Liked Least about Salmo

Typical Responses included:

- It is a bit of a sleepy town. It's not very welcoming to certain new businesses (some of the residents aren't, anyway). I think it would definitely benefit from having a nice dinner restaurant, a decent group training and fitness facility with good hours and I also think a brewery would do really well here.
- The older generations not wanting change or the younger generation's opinions on many different places that need help or upgrading in town.
- Unwillingness of some to see both sides of a problem and to accept change.
- The thefts, littering/dumping, bullying (and I am referring to adults and online mostly, towards people of different views).
- Recent problems with thefts.
- Lack of shopping, new clothing etc. Have to go to Trail or Nelson.
- Lack of small local shops/ artisan etc. Feel with all the local artisans, a broader base of community could be developed to encourage tourism & help local economy.
- Not enough local employment for youth, need more light industry, another restaurant, another gas station, not enough competition to keep prices in check.
- At this point, there is nothing that I don't really like, other than the overall lack of curb appeal. Salmo looks fairly run down when coming in

The unthankfulness of people that do not contribute to the community but still complain. Also, that we get such a little amount of tax dollars from the Federal Government, but we get downloaded on. This is for any place not just Salmo.

Survey respondent

on Highway 6 and Highway 3a with vacant businesses and rundown residential properties along the highway and main routes in the Village.

- For what I feel is such a great little community, the curb appeal here is awful. There are numerous run-down properties and junky yards seen from both the highway and throughout the Village and it doesn't create a good impression.
- Small town politics, limited dining choices, no social places other than the bar open late.
- The clique of long-term residents and how they treat new people.
- Rundown, trashy-looking properties, political bickering (May have changed).
- Split community due to small town politics, lack of pride in home ownership....very diverse neighbourhoods.
- The buildings. I don't see pride in ownership of many of the stores. Main St looks worn out and tired.
- I think Salmo needs to address the untidy, unkept housing in the downtown core. We need to have a different approach to how the town is upkept. Perhaps a few lessons from Greenwood, Grand Forks, Midway, Creston and other small towns that preserves history and beauty. The "dandelion" issue in spring is so unsightly.

For what I feel is such a great little community, the curb appeal here is awful. There are numerous run-down properties and junky yards seen from both the highway and throughout the Village and it doesn't create a good impression.

Survey Respondent

Section 2 – Salmo Business Now & Future

To gain an understanding of how villagers and visitors view Salmo's current businesses, services and amenities, respondents were asked a series of questions relating to what's already here and what's essential or at least a wish list of they would like to see and how businesses can be encouraged.

Q6 – Respondents were given a choice of 21 existing and potential business types and asked to select which ones they felt are essential to the economic sustainability of Salmo or to provide other suggestions. The response indicates that there is overwhelming support for what's already here while expanding on the current base with businesses such as a micro-brewery, retail cannabis outlet, a community theatre centre, legal, dental and veterinary services, wood products and/or a medical laboratory.



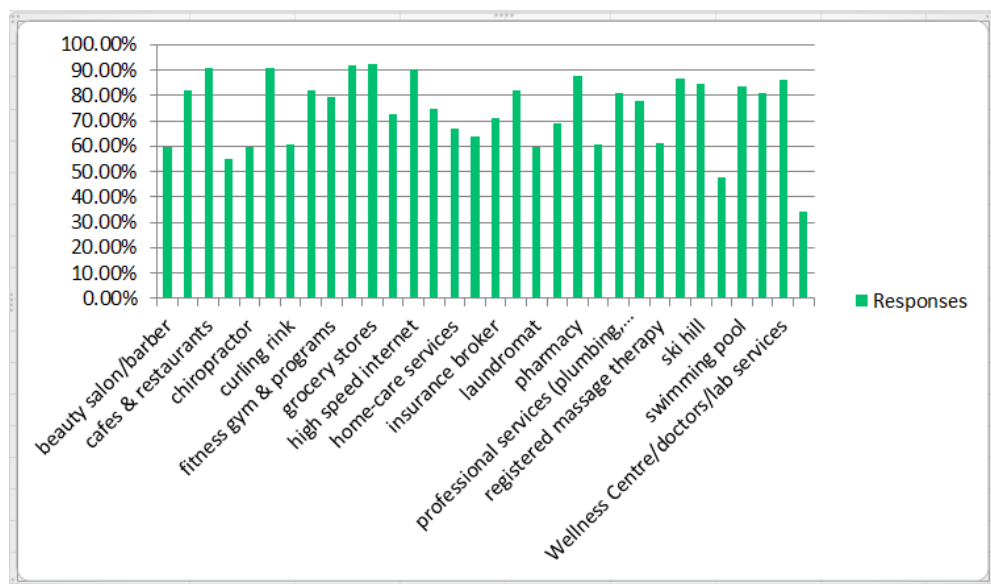


Figure 6 - Businesses Essential to the Economic Sustainability of Salmo

Numerous responders also recommended necessary amenities and services included churches, childcare/ daycare facilities and more restaurants, while other suggestions included:

- Recreational cannabis industry
- Some type of business that would employ a number of people, a cannabis store
- Natural resources, brewery, vet clinic, 24/7 convenience
- Art/ crafts/ artisan workshops, groups, etc. Social activity involving creativity knitting, pottery, painting etc.
- Shops i.e.: boutiques/clothes, farmers supply, commercial greenhouse
- Small manufacturing, ATV, snowmobile rentals and guiding.



Some responses might indicate that not everyone knows what's already here:

- Hardware, farm supply, a community hall that is beautifully engineered and well kept. Places people can "mingle" and become more neighbourly.
- Library
- Thrift store, food bank, community services.
- Volunteer organizations e.g: Legion, Healthcare Auxiliary, etc.

Q7 - Creating local jobs, attracting visitors and providing goods and services to residents and visitors is a key component of economic growth and sustainability. *What additional types of businesses would you like to see in Salmo that would be of benefit to the community as a whole?* Respondents were asked to choose all that they felt applied. Responses show a strong desire for commuter bus service and more restaurants.



Rank	Answer Choices	Responses	
1	Commuter bus service to nearby towns	76.23%	93
2	Restaurants & cafes	76.23%	93
3	Micro brewery	58.20%	71
4	Dentist	55.74%	68
5	Retail cannabis outlet	55.74%	68
6	Laundromat	53.28%	65
7	Medical laboratory or testing centre	51.64%	63
8	Community theatre centre (plays, concerts, dance, movies, etc.)	50.82%	62
9	Veterinarian	50.82%	62
10	Clothing store(s)	49.18%	60
11	Legal services (notary, lawyer)	47.54%	58
12	Post-secondary education centre	45.08%	55
13	Wood products such as furniture manufacturing	38.52%	47
14	Artist's co-op	32.79%	40
15	Gifts & other sundries	31.97%	39
16	Shoe store	31.15%	38
17	Art gallery	26.23%	32
18	Automobile or other vehicle sales & service	22.13%	27
19	Clothing manufacture	21.31%	26
20	Other (please specify)	18.85%	23
21	Call centre	13.11%	16

Figure 7 – Additional Business Type Rankings

Q8 & Q9 – In Question 8 respondents were asked to select from a list of choices what kinds of large events they thought would attract visitors to Salmo either weekly, monthly, annually or never, and to provide their own suggestions if so inclined. **Question 9** asked them to reflect on their own personal commitment to the events. This information will enable Council and other Salmo organizations to understand what events residents would

like to see and whether or not they would actually support them personally, likely as either participants or volunteers.

Salmo Days was hands down the favourite for both questions receiving 100% support, however following are the top 5 suggestions from the 123 respondents to this question for events to be held weekly, monthly or never, and the annual top 10, excluding Salmo Days:

Weekly:

Rank	Event	Weekly	
1	Village Market (combo farmers/retail/flea)	43.24%	48
2	Children's Event	17.14%	18
3	Concerts in the KP Park Gazebo	15.18%	17
4	Flea Market	14.42%	15
5	Ski & Snowboard Races	7.48%	8

Figure 8 Top 5 Weekly Event types



Monthly:

Rank	Event	Monthly	
1	Concerts in the KP Park Gazebo	64.29%	72
2	Children's Event	60.95%	64
3	Flea Market	42.31%	44
4	Village Market (combo farmers/retail/flea)	36.94%	41
5	Community Theatre Festival	26.26%	26

Figure 9 – Top 5 Monthly Event types



Annually:

Rank	Event	Annually	
1	Christmas Festival	100.00%	113
2	Fall Festival	98.23%	111
3	Winter Festival	96.30%	104
4	Classic Car Rally	89.62%	95
5	Community Garage Sale	79.66%	94
6	Logging Skills Competition	89.22%	91
7	Small Music Festival	85.29%	87
8	Ice Carving Festival	86.60%	84
9	Mural Painting/Art Festival	84.85%	84
10	Tough Mudder Type Competition	82.11%	78

Figure 10 – Top 10 Annual Event Types, excluding Salmo Days



Personal support for events ranked as follows in Figure 11 for Salmo Days and the following top 5 and closely supports the top choices in each category, but excludes the suggestions for events not currently held with the exception of concerts in the park:

Rank	Event	Responses	
1	Salmo Days/Canada Day	72.36%	89
2	Village market	43.09%	53
3	Community Garage Sale	35.77%	44
4	Christmas Festival	31.71%	39
5	Fall Festival	31.71%	39
6	Concerts in the KP Park Gazebo	26.83%	33

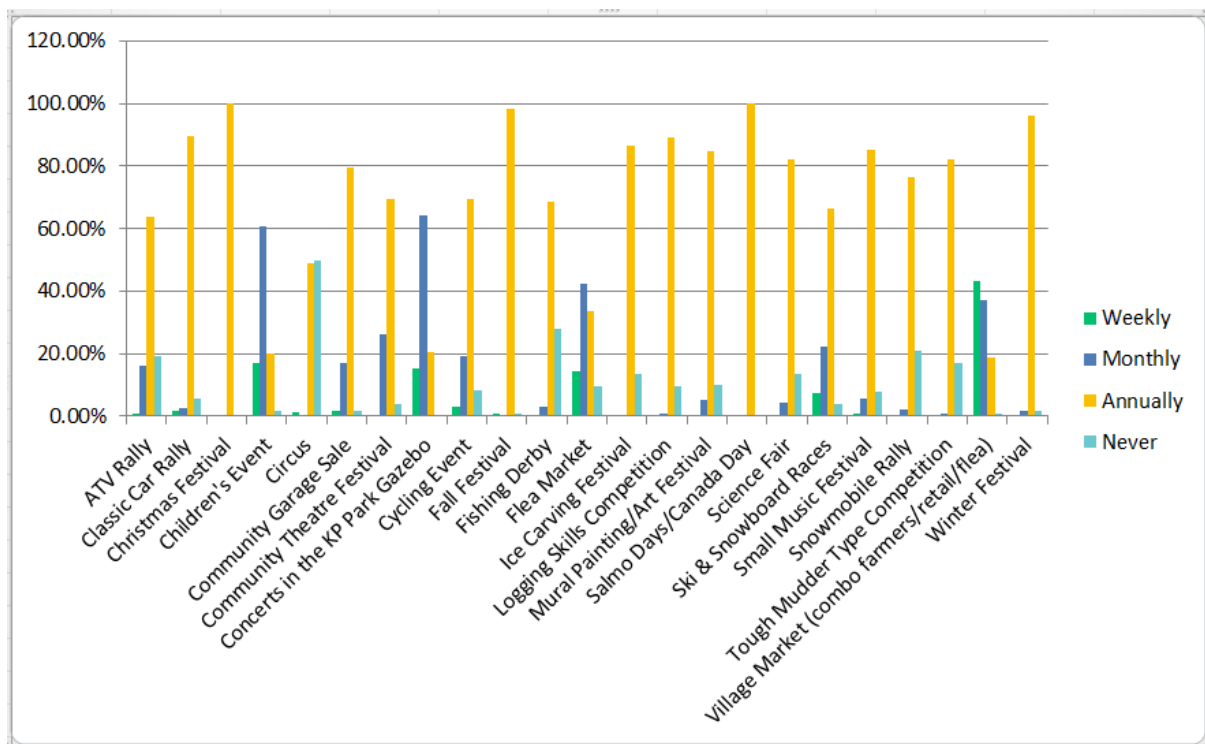
Figure 11 – Top 6 Events Personally Supported by Residents & Visitors

Never:

Rank	Event	Responses	
1	Circus	50.00%	46
2	Fishing Derby	28.13%	27
3	ATV Rally	19.19%	19
4	Snowmobile Rally	21.11%	19
5	Tough Mudder Type Competition	16.84%	16

Figure 12 – Events People Prefer Not to Have

Figure 13 following illustrates results for all suggestions:



Suggestions for events not listed included a demolition derby, hiking events, friendly support of Salmo customers by local businesses and staff; Eco repair/recycle/reuse cafe (Weekly or monthly) + Lecture series on topical subjects (Monthly), and a 5k or 10K road race.

Q10 asked “What makes you support local business?” Convenience was the overwhelming choice of respondents.

Rank	Answer Choices	Responses	
1	Convenience	90.91%	110
2	Prefer to support local business	79.34%	96
3	Merchandise offered	36.36%	44
4	Pricing	32.23%	39
5	Uniqueness	29.75%	36
	Other (please specify)	9.09%	11
			121

Figure 14 – Top 5 Reasons for Supporting Local Business

Other comments included more support for supporting local, personal service, and a chance to see friends.

Q11 asked “If Salmo were to solicit, attract and offer post-secondary education, what kind of schooling would you like to see here?”

‘Night courses in a variety of subjects’ and ‘technical and trade skills such as - plumbing, electrical, carpentry, mining, etc.’ tied for first place with 70.83% of the 120 respondents selecting these two options, while 68.33% selected ‘Selkirk College Satellite’.

Q12 – asked “What do you think Salmo could do to attract business to Salmo?” Two-hundred and thirty (230) suggestions were received, with the #1 suggestion (66 responses) being to advertise and promote Salmo in as many ways as possible, followed by providing incentives of some sort to new business. Changing community attitudes was again noted.

Friendly support of Salmo customers by local businesses and staff.

Survey Respondent



The following chart provides a high-level analysis of the suggestion categories.

Suggestion Categories Relating To:	# Rec'd	% of Responses
Advertising/Promotion/Outreach	66	28.7%
Providing Incentives/Assistance to New Business	43	18.7%
Bylaws, Policy & Regulatory Suggestions	21	9.1%
Attract/Encourage These Business Types	19	8.3%
Miscellaneous	19	8.3%
Community Attitudes	15	6.5%
Beautifying Salmo	15	6.5%
Recreational Issues	9	3.9%
Chamber of Commerce	7	3.0%
Infrastructure Improvements	4	1.7%
Internet	4	1.7%
Crime	3	1.3%
Housing	3	1.3%
Shopping Locally	2	0.9%
Total Suggestions Received	230	100.0%

Figure 15 – Thoughts on How Salmo Could Attract Business

Highlights of the suggestions included:

Advertising/Promotion/Outreach

- More advertising.
- Start selling Salmo in a positive light.
- Better advertise/market Salmo's strengths. While not extravagant the basic amenities a person needs are all here.
- Advertise...advertise...advertise.
- Host open-houses on why to do business in Salmo- show business owners what makes Salmo great.
- Salmo has been raising its profile in the Kootenays. Keep up the good work!
- Letting people know how great the community is.
- Promote affordability and accessibility to surrounding communities.
- Promote its incredible drinking water.
- Cheap to do business.
- Keep reminding people that we are the Hub of the Kootenays.

Advertise as senior friendly....great for raising young children....if we got high speed people could work from home.

Survey Respondent

Promote four season amenities.

Survey Respondent

- Promote that it's an untapped market.
- It's a hub to Trail, Castlegar, and Nelson. So, there can be a larger customer base within a 30-minute commute.
- Promote four season amenities.
- Advertise that Salmo is open to new business!
- Really targeting young people (23-40) who are willing to travel and are looking for cool new things to do in the Kootenays.
- Advertise where we have space and really sell "what could be"
- Select one or two business types and actively advertise within that industry for six (?) months, and then move on to a different industry. Focus and saturate.
- Articles and interviews in magazines such as "Kootenay Business".
- Community support from other businesses & cross promotion from all local businesses. More people; tourists, brings money to everyone & jobs too.
- Engage with Shambhala patrons.
- Take advantage of the Shambhala music festival.
- Actively seek out corporations to come here. Have a dedicated committee for this. It is our future to provide jobs. We need an assembly plant etc. With 100's of new jobs created. Green products would be the best of course.
- Hub of the Kootenays as an attractant!!

Create a liaison position who is dedicated to assisting businesses that are looking to create/relocate a business that will employ locals (minimum 5 employees?).

Unknown respondent.

Attract/Encourage These Business Types

- Value added wood products.
- Microbrewery, grow hemp, art displays in the woods.
- Wine and cheese bar.
- Find a unique gimmick/shop for tourists/campers (dinner jackets?).
- Attract a large business central to all our neighbors e.g. Costco.
- Bulk foods. I buy my bulk foods (flours, sugars, teas, in Nelson. I would rather shop in Salmo.
- More restaurants, cafes, somewhere to listen to live music without out it being the pub.
- Have a trade fair.
- Pot stores, it is now Legal.



Beautify Salmo

- Tidying up the downtown core - perhaps grants to help business owners repaint their storefronts?
- Update, paint and make landscaping appealing to visitors.

Chamber of Commerce

- Find a way to support / redirect the Chamber of Commerce so they truly support the community businesses and economic well-being including non-profits that are providing services which may be attractive to potential new businesses e.g. golf course, trail society, etc.
- New faces invited into Chamber. Keep everyone there though!

Provide Incentives/Assistance

Of the 43 respondents grouped in this category 16 were in favour of some kind of tax break. Other suggestions included ensuring child care and creating a liaison position that is dedicated to assisting businesses that are looking to create/relocate a business that will employ locals (minimum 5 employees?).

Q13 – Respondents were asked “What other types of service-related businesses do you see as essential to Salmo that would be of benefit to the community as a whole and further contribute to making Salmo an attractive and sustainable place to live?” In addition to the answers below, child care was noted several times in the “other” category, as was ‘more restaurants’.

Rank	Answer Choices	Responses	
1	Post-secondary education courses	71.68%	81
2	Dentist	61.95%	70
3	Veterinary services	53.10%	60
4	Laundromat	53.10%	60
5	Pet grooming & other pet care services	29.20%	33
6	Other (please specify)	25.66%	29
7	Full-time chiropractor	16.81%	19

Figure 16 – Other Types of Service-Related Businesses of Benefit to Salmo

Q14 asked “What additional types of retail businesses do you see as essential to Salmo's future growth that would be/are of benefit to the community as a whole? (This could include having more of the same type already here.)” Having a cannabis store was the number one choice followed closely by a clothing store, and a combination of all the options shown.

Select one or two business types and actively advertise within that industry for six (?) months, and then move on to a different industry. Focus and saturate.

Survey Respondent

Childcare!

Survey Respondent

Rank	Answer Choices	Responses	
1	Cannabis store	55.36%	62
2	Clothing store	51.79%	58
3	Or a combination of these options	44.64%	50
4	Mini department store (like Fields)	43.75%	49
5	Second-hand/thrift store with furniture	40.18%	45
6	Arts & crafts store (art supplies, wool, fabrics, gifts, etc.)	39.29%	44
7	Sporting goods store	35.71%	40
8	ATV/snowmobile/motorcycle sales & service	34.82%	39
9	Shoe store	28.57%	32
10	Furniture store (new or used)	25.89%	29
11	Neighbourhood convenience store	23.21%	26
12	Antique store	22.32%	25
	Other (please specify)	19.64%	22
		Answered	112

Figure 17 – Additional Types of Retail Stores

Suggestions for “Other” included more restaurants, a bakery and another gas station.

Q15 – Respondents were asked to agree or not with the statement “Do you agree or disagree that, if possible, incentives, such as a tax break or grant, should be given to attract new businesses in Salmo?” Approximately 77% agreed that some sort of incentive should be given to attract new business in Salmo.



Strongly Agree		Somewhat Agree		Neither Agree or Disagree		Somewhat Disagree		Strongly Disagree		Total
36.75%	43	39.32%	46	10.26%	12	8.55%	10	5.13%	6	117

Figure 18

Section 3 – Shambhala & Other Attractions

Salmo is surrounded by natural beauty and attractions for residents and visitors, such as trails, parks and the ski hill, and every summer Shambhala, a significant music festival, attracts over 16,000 people to the area. This section explores how a relationship with Shambhala could be fostered and made to benefit the village, and if there is support for owners enhancing other area attractions.

Q16 asked “Do you think the Village should endeavour to develop a closer relationship with the Shambhala Festival?” and over 60% of 113 respondents stated that the Village should develop a relationship and they provided 48 suggestions on why or and or, in some cases, why not. They included:

- Advertise that music festival goers are welcome in Salmo.
- Talk with Shambhala organizers to learn how Salmo can be involved; limited time shelters made available (in the park-monitored) for early arrivers so they aren't sleeping on residents' back porches.
- It's a huge annual opportunity to bring revenue into our town. We should have local businesses promote the festival and show how they support the festival. Maybe have motels/hotels promote that if you stay with them you get a discount and you can get into the festival first. Have other local businesses use Shambhala labelled memorabilia. And have Salmo businesses up at Shambhala each year.
- A less grudging and opinionated attitude. I have lived here two years via retirement and have NOT found this festival to be a BIG problem. Access to some of the money these folks bring would benefit the village.
- Regardless of how it is viewed. It's more of a Salmo festival. We citizens bear the brunt. I feel as though Salmo has been taken advantage of or we haven't utilized Shambhala's full potential to benefit Salmo.
- The festival has invested a lot back into Nelson, such as the purchases of the Savoy Hotel and old Co-op building. It would be great, if it was economically advantageous for the festival if they started projects here in Salmo too.
- If no, why: It has been made very clear that the event is an entity on its own and the time has passed to rebuild that bridge. The question should be; how can Salmo piggy back off the success of the event and what suggestions do you have to increase tourist traffic in Salmo during this time? 1) an open-air food and vendor market and close one of the streets down to allow these vendors. Charge for the space and take 10% of sales during the week. Create a culture in town that celebrates our community and have fun!!
- They funnel all of their money into Nelson rather than Salmo. We are the host town and get none of the good benefits from the festival. Encourage them take part in community centre events and if possible, they are opening bars all over the west Kootenays. For example, the Woods in Castlegar and the Bloom in Nelson.
- This event hurts our village the way it operates now. I do not see Salmo taking advantage of the economic opportunity it could provide. Shut KP Park down for that week, set up a tent city with large tents, porta-

It's a huge annual opportunity to bring revenue into our town. We should have local businesses promote the festival and show how they support the festival. Maybe have motels/hotels promote that if you stay with them you get a discount and you can get into the festival first. Have other local businesses use Shambhala labelled memorabilia. And have Salmo businesses up at Shambhala each year.

Survey Respondent

potties etc. Our own local vendors could set up in a centralized area providing services. A farmers market throughout the event could be open and advertised to them. Coordinate with festival operators to let them know the services are available when people are coming and leaving the event.

Other Attractions & Area G

Q17 asked *“Which of our local natural amenities do you think has the possibility of being further developed (should the owners wish), in an environmentally friendly way, to enhance them further as a year-round or seasonal attraction?”* The ski hill or the ski hill trails were the number one and two attractions that respondents felt could be further enhanced, if the owners are on board. Many also thought improvements could be made to the Great Northern Rail Trail, the golf course and KP Park.



Q18 – As Salmo is physically limited in size it depends on services and attractions located in the RDCK’s Area G as well as what the Village has to offer. To gain further understanding of how the Village could work with the RDCK to foster new business, respondents were asked *“What types of businesses would you like to see the Village encourage, working with the RDCK, in the part of Area G within the 15-kilometer area immediately surrounding the Village?”* Fifteen kilometers being an area that is close enough to bring visitors to Salmo and for residents to regularly and easily access the business, service or attraction.

Seventy-nine (79) suggestions were received. Many offered multiple ideas including logging, greenhouses, cannabis production and sales, large grocery stores, etc. Overall support for a vibrant cannabis industry was well noted. Comments included:

- Unmotorized or electric recreation, growing marijuana for medicinal & recreational purposes, money to be made there, and growing hemp to replace the wood in pulp mills. Food safe program, planting orchards of nut trees for the community, ways we could all grow food and share it
- Small farms, facility which uses animals (horses) for educational and training purposes.



- Green houses, manufacturing, cannabis related industry
- Micro brewery, cannabis growing operation? laundromat, call centre, post-secondary education facilities.
- Micro brewery
- Anything that can be good economically (job creation) and also environmentally responsible.
- Cannabis production/farms, restaurants, retail shops.
- Recreational Cannabis, tourism businesses- retail stores for recreation activities - skiing, mountain biking, BMX racing, trail hiking supplies
- Animal services, veterinarians
- Horse trail riding.
- Hemp production (Castlegar pulp products able to take Hemp into its production?) Tree and Plant nursery.
- Any new business is beneficial for growth. I don't disagree with commercial marijuana production if it will create jobs. Perhaps other outdoor tours, etc.
- Lawyer
- Veterinary Services

General Category	# Suggestions	%
Multiple Suggestions	31	29.9%
Miscellaneous	20	29.9%
Cannabis	8	11.9%
Farming	6	9.0%
General Comments	6	9.0%
Industry & Manufacturing	4	6.0%
Tourism/Recreation	4	4.5%
	79	100.0%

Figure 19 – What Types of Business Should the Village Encourage?

Section 4 – Home-Based Business

Qs 19, 20 and 21 - Salmo is the ideal community to run a home-based business from. To gain an understanding of how this business segment is represented and how the Village can further support home-based businesses, respondents were asked whether or not they had a home-based business. Those answering 'no' were skipped on to the next section of the survey, while those answering 'Yes' were asked what type of business and if they had any suggestions on how the Village could support them.

Sixteen respondents had home-based businesses, and advised what kind from the choices given or advised “Other”:

Answer Choices	Responses	
Contractor - plumbing, electrical, building, arborist, etc.	33.33%	3
Business consulting services (web design, office services, bookkeeping, research, etc.)	33.33%	3
Professional services (legal/notary, accounting, counselling, etc.)	11.11%	1
Personal services (spa services, hair or nails, etc.)	11.11%	1
Construction services (excavation, roofing, dry-walling, carpentry, etc.)	11.11%	1
Pet care services	0.00%	0
Mail-order	0.00%	0
Lawn & garden care	0.00%	0
Home maintenance	0.00%	0
Health and wellness (dentistry, RMT, physio, etc.)	0.00%	0
Handy-person services	0.00%	0
Engineering consulting services	0.00%	0
B&b	0.00%	0
Other (please specify)		7
	Answered	16

Figure 20 –Types of Home-Based Businesses in the Village

‘Other’ businesses were photography, farming, accommodations, retail, selling baked goods at the Farmers Market and trucking. Suggestions for support included assistance with advertising.

Section 5 - Cannabis

Qs 23 & 23 – Now that retail cannabis sales are legal in Canada, how the Village view sales is important in determining what to allow. Support was overwhelming for allowing cannabis sales (76.72%), while 53.85% would like to see only one outlet, the other 46.15% are in favour of at least two stores.

Answer Choices	Responses		
one (1)	53.85%	63	53.85%
two (2)	30.77%	36	
three (3) or more	15.38%	18	46.15%
	Answered	117	

Figure 21 –Support for Retail Cannabis Outlets

Section 6 - Zoning

The OCP will guide Salmo's growth and development in the coming years. From the OCP will come a new zoning bylaw incorporating any changes needed to accommodate and foster both economic and residential growth. The following questions were asked to help shape Council's opinion on what, if anything, to change. An overview of the zones was provided as part of the survey document to assist respondents, as were definitions of coach houses and secondary suites.

Q24 asked *"The majority of Salmo is currently zoned Residential Low Density (areas designated R-1, R-2 and RR-1 in Zoning bylaw 489). If appropriate, should portions of these areas be re-classified to medium density to allow more flexibility for housing options?"* The overwhelming response was 'Yes' (84.11%).

Comments included:

- Decent low-cost housing needs to be improved.
- We need a wider variety of housing options.
- In today's building economy its cheaper to build and thus own homes that are built simultaneously and close together. This also encourages close community values.
- Reiterating "if appropriate".
- Renting in Salmo is a real issue. We need more opportunities for renters as well as different options for purchasers i.e. townhouse units.

Renting in Salmo is a real issue. We need more opportunities for renters as well as different options for purchasers i.e. townhouse units.

Survey Respondent

Q25 asked *"Currently a significant portion of the vacant land in the Village is designated "Residential Low Density" (RR-1 Rural in Zoning bylaw 489). If appropriate, should portions of these areas be re-classified to medium density to allow more flexibility for housing options, business and future growth?"* The overwhelming majority (88.79%) of respondents were in favour of re-classifying some areas to medium density, if appropriate.

Q26 If any of the currently designated rural areas within the Village were to be rezoned to allow development, knowing how current residents picture these areas looking is important to Council. Therefore, respondents were asked *"Rural development (zoning) limits residential lot sizes to a minimum of 19.77 acres (8 hectares). Do you support the possibility of reclassifying these areas to (choose one)? [Example: A 60 ft. x 120 ft. lot = approximately*

1/8 acre]”. Based on the following results, the majority of respondents were in favour of lot sizes of at least a half acre.

Answer Choices	Responses	
New category with minimum lot size of 1/2 acre (.20 hectares)?	42.11%	48
Single and two family residential (R-1)	31.58%	36
New category with minimum lot size of 1/4 acre (.10 hectares)?	21.93%	25
Multi-family Residential (RM-1)	20.18%	23
Estate residential (R-2)	7.02%	8
Other (please specify)		18
Answered		114

Figure 21 –Preferences if Rural Areas are Rezoned

Those who answered other most frequently noted they did not understand the question.

Q27 asked “Should “Residential Medium Density” areas include multi-family residential complexes of townhomes and/or apartments?” 83.49% of respondents answered ‘Yes’.

Q28 asked “Are you in favour of live/work structures? For example – commercial business at street level, residence(s) above.” 90.99% of respondents answered ‘Yes’.

Q29 – Currently secondary structures on a property are limited to a height of 4.5 meters (14.76 Feet) which restricts the ability of a homeowner to store an RV or to have secondary suite above a garage. Respondents were asked “Are you in favour of allowing secondary structures, such as a garage, on residential properties to be built to a maximum height of 7 meters (22.97 feet) to allow either a second storey or a structure suitable for RV Storage, providing all setbacks and other requirements are met? The current maximum height is 4.5 meters (14.76 feet).”



The majority of respondents, 85.59%, were in favour of extending the maximum height allowable.

Q30 - Currently coach houses are not permitted in Salmo. *“Should coach houses be allowed on lots in Salmo, in addition to the primary residence, provided they meet all necessary bylaw requirements including building setbacks, building code requirements and other regulations?”* 83.93% of respondents agreed ‘Yes’ they should be.



Q31 – When asked *“Should Salmo encourage the addition of secondary suites in existing homes, either through the conversion of part of the existing home or as a small addition provided they meet all necessary building setbacks and building code and other regulations?”* 90.18% of respondents said ‘Yes’.

Q32 – *“Should Salmo encourage the inclusion of secondary suites in new home builds?”* 84.82% of respondents stated ‘Yes’.

Q33 - *Do you want to see more mobile home parks in the village?* 80.37% of respondents stated ‘No’, and 19.63% stated ‘Yes’. Respondents were then asked to comment on why or why not. Comments included:

Why Not?

- Would rather see if other initiatives solve the rental issue.
- I feel that there are already numerous mobile home parks within Village limits.
- The lifetime of a mobile home is less than other housing. Mobile homes tend to get run-down.
- Attracts too many low-income individuals many of them drug addicts.
- Appears to be a fair number already.
- They at this time have no rules for keeping the premises neat.
- I believe there is more than an adequate supply. Salmo may become to be known as Trailer trash if we incorporate this too much.
- There are so many around. They can be a real eyesore and often (not always) attract less favorable short-term tenants that are not held to the same vetting or care by landlords. There is already a huge theft and addiction problem in the town, and I feel that mobile homes offer these types of renters more opportunities vs an actual home where landlords will vet their prospective tenants more carefully). Better tenant’s = better community. Just have to say I have no problem with people battling addictions per say; my comment was in regard to a certain type who are also thieving (not necessarily due to addiction at all).
- Not unless bylaw regulations are put in place to ensure maintenance and address the unpaid taxation and utility issues.

Why Yes?

- Currently we have very little vacancy rate, I live in a mobile home park and love the setting, I would not want a smaller lot size.
- Yes, if well maintained and allowed fair access for people of all socio-economic classes. Limits on rental and other fees should be made, or subsidies provided for those who cannot afford the fees created by the private owners.
- Many people can't possibly afford to buy a house but a mobile home may be in reach. Provided the lot rent isn't too high, it's a very affordable alternative to owning a home.
- It is a good route for senior living; lower or disability income, promotes another business and increases our population.

Section 7 – What makes Salmo Unique & Final Comments

Respondents were asked to advise what they felt makes Salmo unique and for any final comments they might have. This information assists in reinforcing earlier comments and assist the Village and organizations with knowing what to highlight or not about Salmo, and gave respondents to add any information they felt would be useful.

Q34 – “What makes Salmo unique?”

Of the 100 responses received, 97 had useable comments, which were broken down into categories, with the top reason being ‘location’.

Following are the top five reasons:

Main Reason	%	# of Respondents
Location	29.9%	29
People	17.5%	17
Small Town Atmosphere	10.3%	10
Sense of Community	7.2%	7
Volunteers	7.2%	7

Figure 22 –Top 5 Suggestions for What Makes Salmo Unique

These reasons were also frequently cited by respondents as a secondary part of their reason. Affordability was also frequently mentioned.

It is central to all 3 major cities. It is beautiful and has many amenities for a small town. It is in the optimal position to be supported by local cities if we have businesses that they do not.

Survey Respondent

Comments were wide ranging and included:

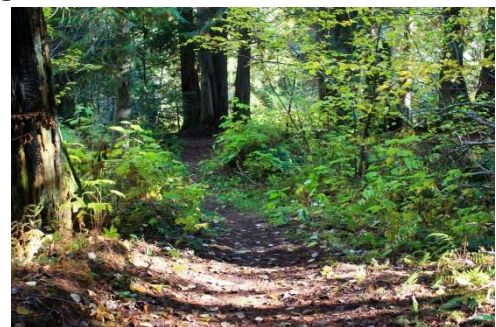
- Location, people, lifestyle.
- Its small-town appeal and closeness to 3 other towns.
- Location, demographics, scenery, long history of family's and volunteerism.
- Central location, wide valley, easily accessible.
- We are very centrally located - 30 minutes to the larger communities around us.
- location location location
- It's flat, has great water and a great location in the Kootenay's as it is close to several other great towns, but is affordable.
- The spirit of community and volunteering which pulls people together and makes them a vibrant, caring society.
- It's sunny Salmo, its great volunteer-based community and we have an awesome library.



- The people, the amount of time children spend outdoors; this is due to the amount of affordable, easily assessable outdoor activities. Also, the ski hill, golf course, skating rink, and swimming pool which are in biking distance of

town and affordable for most people to use.

- The unique people that choose to live here and their passion for the community.
- Eclectic mix of people.
- I believe it's the community. The amazing volunteers. When something needs done, we just make it happen. We always come together and do what we can for our community.
- It is quiet. People seem to know each other. You can bike anywhere. People come out from Nelson to ride their bikes here and the community has an abundance of volunteers to make this town thrive.
- Small town community with a whole bunch of amazing programs/activities/facilities and energetic passionate staff and volunteers. Work-life balance!
- Immediate access to outdoor recreation, amazing number of high- quality services, intelligent residents who make things happen.
- All of the many low-cost activities available for families.
- Lots of space, large lots.
- Surrounding mountains and park-like setting. Strong



community and community involvement in library, community support and volunteerism for ski hill, golf course, pool, school activities. Quiet residential areas.

- For a small Village, Salmo has a wide variety of accessible services within, or very close to the Village. Salmo's 1/2 hour commute between Nelson, Castlegar and Trail makes it an accessible community for those working in those towns.

The following chart illustrates the percentage breakdown of all responses in all categories, excluding the three unusable ones.

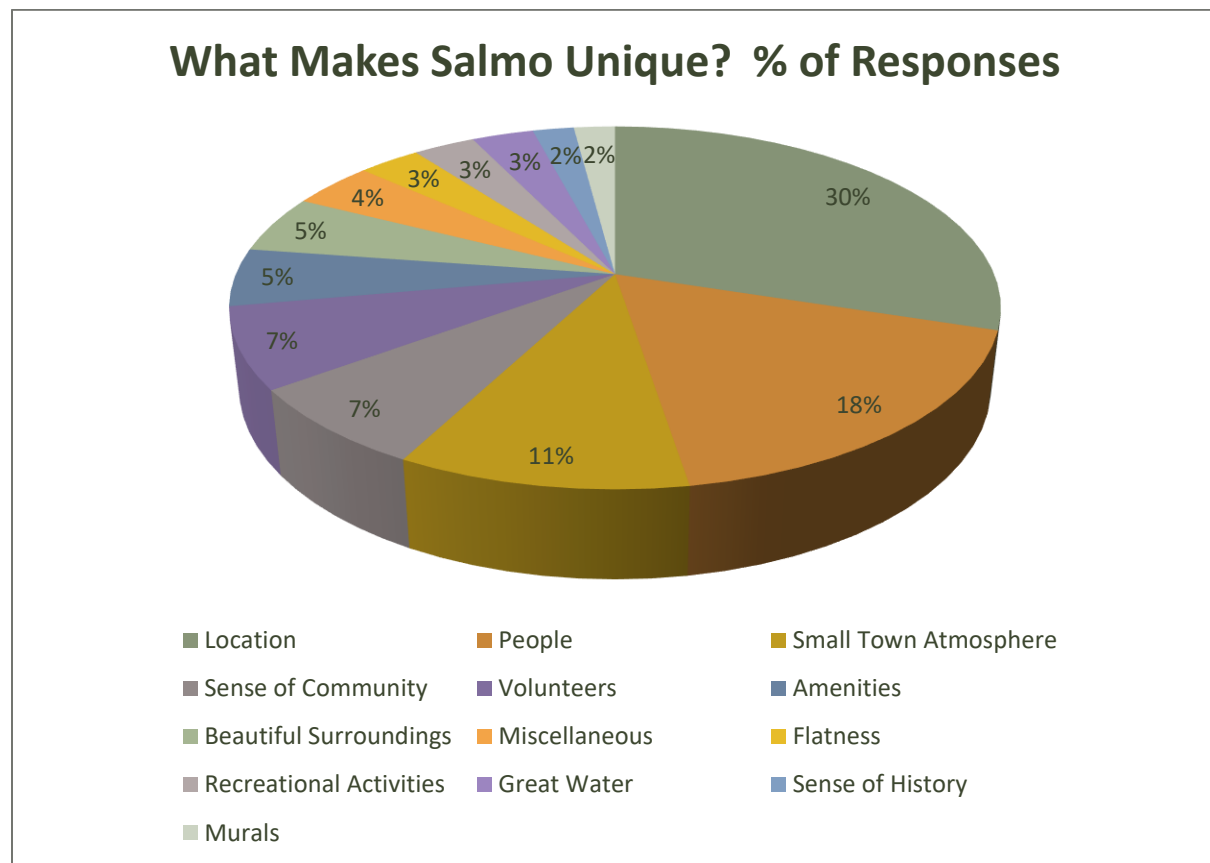


Figure 23 –What Make Salmo Unique - % of All Responses

Q35 – Ninety-five (95) respondents had suggestions for the question “*What do you think could be done to make Salmo more attractive to residents and visitors?*”

- More diversity in our shops and eating places. And more things to do, especially in the summer. Let's make more use of our KP park!
- Grants to help current businesses get a facelift on their storefronts and encouraging new businesses to open.

- Post secondary school options, regular bus service.
- More retail stores. More employment options. A micro brewery would be amazing!
- Beautiful signage on all downtown area and highway corners, directing people to all locations.
- Allow golf carts and ATVs in town.
- More businesses and special events.
- More restaurants or cafes.
- More community-based events. Regular basis.
- Fresh paint, flower gardens/containers about town, vacant lot clean up, park like areas maintained, incentives for business/home owners to clean up messy fronts and yards.
- Beautify the main streets of the village. Maybe utilize the area where the old railway station is to make a walking or rust area for visitors. Perhaps seasonal retail stands- for example, an ice cream stand, or hot dog stand would encourage visitors to stay for a bit and walk the rest of the village.
- More stores, more tourist attractions (hiking trails, biking trails, mine tours) history.
- Something to do at night time for all ages, cafe with live music, somewhere to dance and have talent nights. More variety of cafes and restaurants.
- Activities to bring people to town especially in the evenings.
- Fix up commercial buildings.
- Clean up the town a bit - buildings (paint/signs/etc), recycling bins and dumping (cameras? Fines?). Be careful with additional housing that landlords are responsible to find GOOD tenants, good community members as opposed to short term rentals with absentee landlords that have no idea if their tenants are thieving/trashing in the community.
- Facelift of the buildings in town. Make it look a little nicer. New buildings with new businesses and new housing will attract more young people who cannot afford in surrounding areas.
- Grants to help current businesses get a facelift on their storefronts and encouraging new businesses to open.
- Beautify the village.
- Rebrand Salmo I'm new to Salmo and other areas of the Kootenays seem to think Salmo is a lawless dump with less than desirable people, they couldn't be more wrong, Salmo is a gem in the rough.

Something to do at night time for all ages, cafe with live music, somewhere to dance and have talent nights. More variety of cafes and restaurants.

Survey Respondent

I ♥ Salmo!



More retail stores. More employment options. A micro brewery would be amazing!

Survey Respondent

Q36 – Fifty-nine (59) respondents provided additional comments which reinforced previous comments and added a few additional thoughts, including the following:

- Glad that Salmo is growing but let's be sure to preserve what makes it great - that natural beauty! The more we protect our rivers and mountains and parks and open spaces, the better place it will be to live.
- Love living in this town and look forward to exciting improvements in the future!
- A little upsetting that nowhere in this survey was our childcare center mentioned if we did not have them and their services Salmo would not be what it is. A large percentage of families use or have used the center so the parents can work in our town or work in surrounding towns but choose to live here and spend their money here because of what Salmo offers.
- I think the key in this case is targeting young people. Many young families are looking to move here as it is central and quiet, but we need a few more things to make our town complete; a nice restaurant, a brewery and a group fitness training facility (as I have already mentioned).
- We are so lucky here. With a little beautification e.g. Kimberley we would be the envy of the Kootenays.
- Go Salmo Go! It's a great place already and could be even greater!
- I ♥ Salmo.
- The sustainability and potential growth of the Salmo Children's Centre is one of the best assurances for economic growth in Salmo. Currently, over 100 children a year use the Centre while their parents go to work in Salmo and the surrounding communities.
- Deal with the reality/impression of rampant property crime.
- Salmo is a great place to live I just wish it didn't feel so divided.
- I love Salmo and it's location and property values make it a great place for young families to start a life in with close proximity to larger communities to find work if none is in Salmo.
- I'm thinking that Salmo needs to step up and clean up A LOT.... I think better regulations on upkeep of properties is absolutely necessary.

The sustainability and potential growth of the Salmo Children's Centre is one of the best assurances for economic growth in Salmo. Currently, over 100 children a year use the Centre while their parents go to work in Salmo and the surrounding communities.

Survey Respondent



KP Park/Salmo Campground

CONCLUSIONS

Survey respondents are very enthusiastic about Salmo, and love many, many things about it, although they would like to see some changes that would bring about sustainable economic prosperity and growth. There are also a few things they don't like and would like to see changed, particularly negative attitudes and local crime.

General

Respondents felt that the most unique thing about Salmo is its location in the Kootenays, followed by its people. What most respondents liked about Salmo is our small town vibe/lifestyle and overall sense of community and connectedness, followed by affordability, access to nature, easy commuting distance to other communities plus just being a great place to live and raise a family. There is also a strong appreciation of the volunteer network that supports many activities and facilities in Salmo and the many amenities that we have, particularly for such a small village. These attributes were all felt to be highly promotable aspects of Salmo life.

Being close to nature and all the natural beauty and recreational opportunities that we are blessed with is also highly appreciated and came through strongly throughout the survey.

Area G residents mainly come here for Canada Day, shopping, access to outdoor recreation, the liquor stores and health care services/the pharmacy. Unfortunately, with only eight non-local people responding to the survey it was not possible from the comments received to determine if they had any other reasons for visiting Salmo. A summer survey of visitors conducted in partnership with the Chamber of Commerce might assist the Village with determining what tourists like or dislike about Salmo.

Poor attitudes and sometimes unwelcoming attitudes by some members of the community was the reason most frequently given as the thing least-liked about Salmo. For some, there is a perception that the community is divided along either political lines or old/newer members. As it is important that all members, and especially new members, of a community feel welcomed within the community, work needs to be done within the community to encourage and embrace new residents and/or new club members. Groups also need to recognize that new members and fresh ideas are a good thing,

Really, the more services that are available, the less residents have to travel out of town to meet their needs. The more activities there are to do, the greater the draw to new and existing families to move to Salmo. Families create community.

Survey Respondent

and perhaps, in some cases, control of the organization relinquished or shared.

Crime, particularly drug related crime by a few individuals, was also a frequently mentioned issue. While crime in Salmo is quite low compared to many communities, Village staff and citizens need to continue to work closely with the RCMP to deter crime and catch criminals.

Unightly properties are a reoccurring subject throughout the survey comments. It is strongly felt by community members that Salmo needs sprucing up to attract new residents and visitors. Particular attention should be paid to sprucing up buildings in the downtown core and along Railway Avenue.

Salmo Economic Growth

Residents expressed overwhelming support for the businesses already here while expressing a strong desire for additional businesses and services, especially more stores, restaurants and cafés, a dentist, veterinary services, a micro-brewery and cannabis-related businesses that would create jobs, support local shopping and dining, and encourage new people to move or visit here.

Providing incentives of some sort to new businesses also received strong support with over 80% of respondents agreeing with the idea, and many commenting throughout the survey on the issue. Council should therefore look at the issue of providing incentives to new businesses, particularly what kind and how they would work.

Effective and efficient local transit is important to residents for inter-community transportation/access to jobs and to attract visitors from those communities. Council should continue its work to improve transit to and from Salmo and the surrounding towns and on the greater connectivity access across Canada lost with the recent loss of Greyhound service.

Responses also indicate that Salmo should market itself more and focus on and highlight the attributes that make Salmo such a great place to live, work and/or to open a new business.

Shambhala & Other Attractions

Most respondents were in favour of fostering a relationship with the Shambhala Festival as it would be of economic benefit to the Village, and indicated that they felt the Village has not taken advantage of the proximity of the festival and its economic benefits in the past. Negative attitudes about the festival and its attendees also need to be addressed. Shambhala visitors should be welcomed to the community, not shunned. Therefore, the Village should look at how we can work with Shambhala organizers and Village businesses to create economic opportunities around Shambhala that attract its visitors into Salmo.

Respondents are very much in favour of enhancing current attractions, particularly the ski hill and trails, if possible.

Home-Based Businesses

Responses in this category were quite limited, with the main suggestion being to help with advertising. The Village could encourage the Chamber of Commerce to work with home-based business owners to get them to join the Chamber and assist with promoting their businesses.

Cannabis

Respondents were overwhelmingly in favour of and enthusiastic about allowing cannabis retail stores and of supporting and encouraging cannabis-related businesses and activities such as farming and other production-related businesses in the surrounding area. Although there was a slight majority in favour of only one store, the margins are close enough that Council could opt to allow at least two stores.

Zoning

Respondents are in favour of rezoning areas currently zoned from residential low density to residential medium density to allow increased density in these areas. They are also strongly in favour of multi-family residential complexes and live/work structures. These factors should be taken into account in both the OCP and the new Zoning bylaw.

They are also in favour of rezoning rural areas from the current minimum lot size of 19.77 acres (8 hectares) to allow controlled residential development

in a new zoning category requiring lots of at least .5 acres (.2 hectares) in size. Consultation with landowners will be necessary to define the parameters for these areas and to ensure that land owners are in favour of any zoning changes.

Respondents are highly in favour of allowing both secondary suites and coach houses and of encouraging secondary suites in new builds. There is also strong support for allowing secondary structures, such as garages, to be constructed to a height of 7 metres (22.97 feet) to accommodate the storage of RVs or allow for a second storey dwelling unit/coach house. Support for coach houses and secondary suites should be incorporated into the OCP and revised heights and other changes necessary to permit these structures should be incorporated into the new zoning bylaw.

Over 80% of respondents do not want to see any more mobile home parks in the village. When looking at zoning, Council should consider limiting mobile home parks to those currently existing. Council should look into developing a property maintenance standards bylaw.

A couple of respondents noted that the area known as “Jap mountain” should be renamed. Perhaps a contest could be held to come up with a more politically correct but catchy moniker or a name that notes its historical significance in a less derogatory manor.

Host open-houses on why to do business in Salmo- show business owners what makes Salmo great.

Survey Respondent

RECOMMENDATIONS TO COUNCIL

In developing the new OCP and from it a new zoning bylaw, based on this survey, the author of this report recommends:

1. Council endorse Salmo promoting, at every opportunity possible, the attributes highlighted by survey comments including: location, people, our small town vibe/lifestyle and overall sense of community and connectedness, access to nature, recreational opportunities, and being a great place to live and raise a family. And, that, where possible, the spirit of volunteering is promoted as the network that supports many activities and facilities in Salmo and the many amenities that we have, particularly for such a small village.
2. That Council explore ways to attract new businesses and services to Salmo, including offering incentives (if appropriate) and advertising to attract those offering specific services, such as a dentist or veterinarian.

3. That Council look into developing incentive options for new businesses.
4. Council work with the Chamber of Commerce and other individuals, groups or associations to promote Salmo and to attract new residents and businesses to Salmo.
5. Where possible, Council and staff help to foster a positive attitude towards Salmo and changes that may come. Providing and strengthening a confident message that working together is encouraged with and within community groups and that newcomers to the community or community groups are made to feel welcome and wanted.
6. That Council and staff work with the RCMP and citizens to reduce local crime and to ensure that community services are in place to deal with issues such as addiction and mental health.
7. That Council incorporate new structure heights for secondary structures in the new zoning bylaw to allow a second storey, which will permit the building of a coach house or a structure suitable for RV storage or other use.
8. That Council works with property owners to rezone Rural and Rural Residential properties, and to accommodate zoning for medium density dwellings in the new and some existing zones.
9. That Council change allowable lot sizes on rural properties in the village from a minimum of 8 hectares (19.77 acres) to a minimum of .2 hectares (1/2 acres) where warranted and with owner participation in the process.
10. That Council endeavour to ensure any new residential zones are mixed use and have a variety of housing and business options incorporated into them.
11. That Council encourage the incorporation of secondary suites in new and existing homes, where feasible, via the zoning bylaw and promoting the benefits of secondary suites to builders and homeowners.
12. That Council consider regulating the use of bedrooms, secondary suites and coach houses and other dwellings as B&Bs to ensure that an adequate long-term rental housing supply is consistently available in

Community support from other businesses and cross promotion from all local businesses. More people; tourists, brings money to everyone and jobs too.

Survey Respondent

Salmo and that neighbours to not have issues with other neighbours over property use and other issues around B&Bs.

13. That Council encourage home-based businesses and look for ways to support these business owners.
14. That Council consider working with the Chamber of Commerce to do a summer visitors survey from June to September to gain an understanding of why visitors stop here and what they like or don't like. The survey should be a total of 10 questions max.
15. That Council look for ways to capitalize on Shambhala activities and also look for ways to promote Shambhala as a positive experience for the community that mutually benefits the Village and its businesses, Shambhala attendees and Shambhala organizers.
16. That Council look for ways to work with community organizations and business owners to facilitate the coordination and planning of events that respondents show strong support for. This includes new events like concerts in the park, a village market (combo farmers/retail/flea) and other identified events.
17. That Council determine what zones to allow retail cannabis sales in accordance with provincial and federal guidelines.
18. That Council amend the existing zoning bylaw to allow retail cannabis sales by summer 2019 in permitted zones.
19. That Council allow at least two retail cannabis stores in the Village, whereby the owners will be responsible for the success, or not, of such establishments, and the market will eventually determine how many stores the Village will support.
20. That Salmo's RDCK Municipal Director work with the RDCK board to encourage cannabis-related businesses, including farming, in Area G.
21. That Salmo's RDCK Municipal Director work with the RDCK board to encourage the development of businesses and attractions in the portion of Area G surrounding Salmo.
22. That Council develop a plan to work with businesses to improve their properties with a view to making them more attractive and welcoming to new residents and visitors. This could include working with

We need to have lots of things for young people to do. High speed internet is vital!!!

Survey Respondent

community groups, such as the Chamber of Commerce, to receive grant funding for specific projects.

23. That Council revisit and update the Unsightly Premises Bylaw and strengthen penalties with a view to homeowner compliance.
24. That Council develop a property maintenance standards bylaw to address property maintenance standards incorporating suitable penalties in order to have landlords and/or owners deal with unsightly property and maintenance issues.
25. That Council encourage community service groups to work with community homeowners who are either mentally or physically debilitated in providing assistance with property clean-up and issues.
26. That, as appropriate, the ideas and views reflected in this survey are incorporated into the OCP and subsequent zoning bylaw.

