

Community Asset Inventory Guide Business Attraction Toolkit for B.C. Communities

This tool provides helpful information and guidance to assist you in collecting information pertaining to your community assets. Potential sources are also provided to assist you in efficiently gathering the necessary information. Compiling your community’s assets can be a time and resource intensive process and it is important to allocate a sufficient amount of time to develop a comprehensive list. In some cases, it may be necessary to complete this process over a period of several months or more, as time and resources permit.

CATEGORY/INFORMATION	HELPFUL SOURCES
Community Leadership	
Community Leaders <input type="checkbox"/> Organizations represented <input type="checkbox"/> Community development skills <input type="checkbox"/> Linkages with various community groups	<ul style="list-style-type: none"> ▪ Discussions with the Council, Board, senior staff, leading community and business organizations (e.g. Chamber of Commerce) ▪ Local knowledge
Education and Training Facilities/Programs	
Kindergarten to Grade 12 (K-12) Education System <input type="checkbox"/> Number, names and location of school districts <input type="checkbox"/> Contact info of school district leaders <input type="checkbox"/> Number, names, location of schools, plus contact info <input type="checkbox"/> Number of students <input type="checkbox"/> Special programs	<ul style="list-style-type: none"> ▪ Board of Education and school websites and publications ▪ Direct contact with relevant officials
Community Colleges <input type="checkbox"/> Number, names and locations <input type="checkbox"/> Names and contact information of officers <input type="checkbox"/> Number of students, with breakdown by relevant categories (such as full/part time) <input type="checkbox"/> List of academic areas/programs relevant to regional initiatives (with enrollments) <input type="checkbox"/> List of specialized programs and faculty <input type="checkbox"/> Collaborations with business community and with regional K-12 schools <input type="checkbox"/> Number of annual graduates	<ul style="list-style-type: none"> ▪ College websites and publications ▪ Direct contact with relevant officials
Universities <input type="checkbox"/> Names and locations of each institution and contact info for relevant officials <input type="checkbox"/> Total enrollments and enrollments by degree program <input type="checkbox"/> List of specialized programs and faculty <input type="checkbox"/> List of special purpose facilities	<ul style="list-style-type: none"> ▪ University websites and publications ▪ Direct contact with relevant officials

CATEGORY/INFORMATION	HELPFUL SOURCES
<input type="checkbox"/> List of relevant research programs <input type="checkbox"/> Collaborations with regional business community and other institutions that support regional growth <input type="checkbox"/> Number of online courses offered	
Private/Non-Profit Technical Schools and Institutes <input type="checkbox"/> Names, locations and contact info for relevant officials <input type="checkbox"/> Areas of specialization <input type="checkbox"/> List of programs <input type="checkbox"/> Affiliations with other area institutions <input type="checkbox"/> Total enrollment and enrollment in relevant programs	<ul style="list-style-type: none"> ▪ School websites and publications ▪ Direct contact with relevant officials
Continuing and Professional Education Providers <input type="checkbox"/> Names, location and contact information for relevant officials <input type="checkbox"/> Nature of institution (e.g. four-year College) <input type="checkbox"/> List of certificates and programs offered <input type="checkbox"/> Affiliations with other regional institutions	<ul style="list-style-type: none"> ▪ Providers' websites and publications ▪ Direct contact with relevant officials
Available Workforce	
Overall Population Characteristics <input type="checkbox"/> Breakdown of regional population by age groups (incl. no. of adults over 18) <input type="checkbox"/> Location of population within region <input type="checkbox"/> Breakdown of regional population by income levels <input type="checkbox"/> Breakdown of regional population by occupation <input type="checkbox"/> Breakdown of regional population by degree and/or educational attainment	<ul style="list-style-type: none"> ▪ BC Stats ▪ Statistics Canada ▪ Trade and Invest BC
Workforce Characteristics <input type="checkbox"/> Labour force by sector <input type="checkbox"/> Labour force by occupational category <input type="checkbox"/> Wage rates for key occupations <input type="checkbox"/> Number of skilled workers in areas of employment relevant to innovation-based economy <input type="checkbox"/> Future skill needs for industries that are growing or targeted for growth	<ul style="list-style-type: none"> ▪ BC Stats ▪ Statistics Canada ▪ Trade and Invest BC ▪ Labour Force Survey
Workforce System <input type="checkbox"/> Names and locations of workforce one-stop service centres <input type="checkbox"/> Names of programs/services offered by government agencies <input type="checkbox"/> Non-profit organizations offering programs in, or making investments in, workforce development <input type="checkbox"/> Private sector programs for workforce development <input type="checkbox"/> Remediation programs for displaced workers <input type="checkbox"/> Career advancement programs for incumbent workers	<ul style="list-style-type: none"> ▪ Ministry of Jobs, Tourism and Skills Training ▪ Ministry of Advanced Education, Innovation and Technology ▪ Human Resources Development and Skills training Canada

CATEGORY/INFORMATION	HELPFUL SOURCES
Research and Development (R & D) Capabilities	
Research Centres <input type="checkbox"/> Name, address and contact information <input type="checkbox"/> Type of institution (public, private, academic, mixed) <input type="checkbox"/> Names and contact information for officers <input type="checkbox"/> Areas of research focus <input type="checkbox"/> Names, addresses and contact information for high-performance computing centers in the region <input type="checkbox"/> Identification of institutions with high performance computing capabilities	<ul style="list-style-type: none"> ▪ Research centre websites and publications ▪ Direct contact with relevant officials
Business Incubators / Commercialization Centres <input type="checkbox"/> Name, address and contact information <input type="checkbox"/> Mission and any specialized focus of incubator <input type="checkbox"/> Names of companies located in incubator, with contact information and area of focus for each	<ul style="list-style-type: none"> ▪ Incubator/centre websites and publications ▪ Direct contact with relevant officials
Research Parks <input type="checkbox"/> Name, address and contact information <input type="checkbox"/> Available space for lease or building <input type="checkbox"/> Specialized focus of research, if any	<ul style="list-style-type: none"> ▪ Research park websites and publications ▪ Direct contact with relevant officials
Corporate Research and Development <input type="checkbox"/> Names, addresses and contact information for companies with significant R&D activities <input type="checkbox"/> Areas of R&D activities <input type="checkbox"/> Relationships with other regional institutions <input type="checkbox"/> Overall budget	<ul style="list-style-type: none"> ▪ Company websites and publications ▪ Direct contact with relevant company officials ▪
Access to Financial Capital	
Venture Capital <input type="checkbox"/> Local venture capital funds available and contact information <input type="checkbox"/> Venture capital firms and contact information <input type="checkbox"/> Size (amount of capital under management) of existing firms <input type="checkbox"/> Targeted sectors of firms	<ul style="list-style-type: none"> ▪ Venture capitalist websites and publications ▪ Direct contact with relevant officials
Angel Investors/Networks <input type="checkbox"/> Names and contact information for individual/network principal <input type="checkbox"/> Size (amount of capital under management) of existing angel groups <input type="checkbox"/> Targeted sectors of investors/networks <input type="checkbox"/> Names and contact numbers for attorneys, accountants and other support professionals with relevant expertise	<ul style="list-style-type: none"> ▪ University websites and publications ▪ Direct contact with relevant officials

CATEGORY/INFORMATION	HELPFUL SOURCES
<p>Commercial Banks and Credit Unions</p> <ul style="list-style-type: none"> <input type="checkbox"/> Names and locations of regional headquarters and contact information <input type="checkbox"/> Branches within community and contact info. <input type="checkbox"/> Special loan programs available 	<ul style="list-style-type: none"> • Bank and credit union websites and publications • Direct contact with relevant officials
<p>Government Programs</p> <ul style="list-style-type: none"> <input type="checkbox"/> Regional trusts within BC <input type="checkbox"/> Provincial funding assistance programs <input type="checkbox"/> Federal funding assistance programs <input type="checkbox"/> Small business assistance programs 	<ul style="list-style-type: none"> • Northern Development Initiative Trust • Southern Interior Trust • Columbia Basin Trust • Island Coastal Trust • Ministry of Jobs, Tourism and Skills Training • Western Economic Diversification • Community Futures Development Corporations • Small Business BC
<p>Philanthropic Foundations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Community-based foundations <input type="checkbox"/> Regionally-based foundations within BC <input type="checkbox"/> Other BC-based foundations <input type="checkbox"/> National foundations that fund initiatives in BC 	<ul style="list-style-type: none"> • Foundation websites and publications • Direct contact with relevant officials
Characteristics of Economic/Industrial Base	
<p>Major Employers</p> <ul style="list-style-type: none"> <input type="checkbox"/> List of largest employers in region <input type="checkbox"/> Names, location, and contact information for officers <input type="checkbox"/> Applicable North American Industrial Classification System (NAICS) codes <input type="checkbox"/> Number of employees <input type="checkbox"/> Product and service offerings 	<ul style="list-style-type: none"> • Local business directories • Direct contact with major employers • Chamber of Commerce • Municipality
<p>Economic Clusters</p> <ul style="list-style-type: none"> <input type="checkbox"/> List of regional clusters <input type="checkbox"/> Number of firms in clusters <input type="checkbox"/> Number of employees in clusters <input type="checkbox"/> Cluster support structure 	<ul style="list-style-type: none"> • Local business directories • Direct contact with businesses • Chamber of Commerce • Statistics Canada • BC Stats
<p>Small Business/Entrepreneurship</p> <ul style="list-style-type: none"> <input type="checkbox"/> List of successful entrepreneurial firms <input type="checkbox"/> Names and locations of entrepreneurship and small business support centers/programs <input type="checkbox"/> List of supporting professional firms, including lawyers, accountants, marketing firms, etc. 	<ul style="list-style-type: none"> • Local business directories • Direct contact with businesses • Chamber of Commerce

CATEGORY/INFORMATION	HELPFUL SOURCES
Business Oriented Associations / Groups	
Business and Economic Development Organizations (incl. Contact info., mandates, key programs) <ul style="list-style-type: none"> <input type="checkbox"/> Economic development agencies <input type="checkbox"/> Chambers of Commerce <input type="checkbox"/> Business Improvement Areas (BIAs) <input type="checkbox"/> Downtown Business Associations 	<ul style="list-style-type: none"> ▪ Local directories ▪ Websites of local organizations
Business/Education Partnerships <ul style="list-style-type: none"> <input type="checkbox"/> Names of partnerships and contact information for leaders <input type="checkbox"/> Mission of partnership <input type="checkbox"/> Major program areas 	<ul style="list-style-type: none"> ▪ Local business directories ▪ Direct contact with businesses and educational institutions
Industry/Cluster Associations <ul style="list-style-type: none"> <input type="checkbox"/> Names and contact information for officials <input type="checkbox"/> Names and contact information for member organizations <input type="checkbox"/> Major program areas 	<ul style="list-style-type: none"> ▪ Local business directories ▪ Direct contact with businesses ▪ Chamber of Commerce
Transportation Infrastructure	
Airports <ul style="list-style-type: none"> <input type="checkbox"/> Names and locations of local and regional airports, nearest international airport <input type="checkbox"/> Scheduled services at local/regional airports <input type="checkbox"/> Charter services <input type="checkbox"/> Terminal facilities and services <input type="checkbox"/> Cargo services/capacities <input type="checkbox"/> Aircraft maintenance/overhaul services available 	<ul style="list-style-type: none"> ▪ Airport(s) websites and publications ▪ Direct contact with relevant officials
Road Transportation <ul style="list-style-type: none"> <input type="checkbox"/> Location relative to major regional and provincial highway routes <input type="checkbox"/> Bus services available (scheduled and charter) <input type="checkbox"/> Courier/delivery services available from major cities <input type="checkbox"/> Trucking services <input type="checkbox"/> Bus, truck and automotive maintenance facilities 	<ul style="list-style-type: none"> ▪ Road maps ▪ Local directories ▪ Websites of transportation services ▪ Direct contact with company officials
Rail Transportation <ul style="list-style-type: none"> <input type="checkbox"/> Location relative to major railways <input type="checkbox"/> Rail passenger services available <input type="checkbox"/> Rail freight services available, including rail sidings in industrial areas <input type="checkbox"/> Container and intermodal facilities 	<ul style="list-style-type: none"> ▪ Maps ▪ Websites of railways ▪ Direct contact with relevant officials
Marine Transportation <ul style="list-style-type: none"> <input type="checkbox"/> Port(s) facilities <input type="checkbox"/> Passenger ferry services and terminal facilities <input type="checkbox"/> Cruise ship berthing and terminal facilities 	<ul style="list-style-type: none"> ▪ Websites of Port Authority(s) and terminal operators ▪ Websites of shipping lines

CATEGORY/INFORMATION	HELPFUL SOURCES
<ul style="list-style-type: none"> <input type="checkbox"/> Container terminal(s) and related facilities <input type="checkbox"/> Bulk cargo terminals and related facilities <input type="checkbox"/> Cargo, bulk carrier and container ship berthing capabilities <input type="checkbox"/> Fuel storage tanks by type and capacity (e.g. LNG, crude oil, refined oil and gasoline, etc.) <input type="checkbox"/> Related port and marine services available 	<ul style="list-style-type: none"> ▪ Port and business directories ▪ Direct contact with port officials
Communications and Utilities	
<p>Telecommunications Infrastructure and Services</p> <ul style="list-style-type: none"> <input type="checkbox"/> Availability of broadband, bandwidth and fibre optic cable connectivity <input type="checkbox"/> Cell tower coverage locally/regionally <input type="checkbox"/> Telephone, cell phone and Internet service providers <input type="checkbox"/> Cable and satellite television services <input type="checkbox"/> Local and regional print media incl. newspapers, magazines 	<ul style="list-style-type: none"> ▪ Service providers' websites and direct contact
<p>Utilities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hydro power services and service providers <input type="checkbox"/> Natural gas services and service providers <input type="checkbox"/> Water and sewer services/providers 	<ul style="list-style-type: none"> ▪ Utilities' website and direct contact ▪ Municipal website(s) and direct contact
Tourism, Recreation and Cultural Facilities	
<p>Principal tourist attractions and facilities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Visitor/tourist information centres <input type="checkbox"/> Built tourist attractions <input type="checkbox"/> Interpretive centres, museums and historic sites <input type="checkbox"/> Accommodation facilities (hotels, motels, B & Bs, campgrounds) <input type="checkbox"/> Restaurants 	<ul style="list-style-type: none"> ▪ Local/regional tourist information centres and Destination Marketing Organizations, their websites and brochures/publications ▪ Websites of tourist attractions, accommodations and facility operators ▪ Direct contact with relevant officials
<p>Recreational Facilities/Programs</p> <ul style="list-style-type: none"> <input type="checkbox"/> Community recreational facilities (e.g. arenas, pools, fitness) and programs <input type="checkbox"/> Local and regional parks, playing fields and related facilities <input type="checkbox"/> Local and regional trails (by type) and related facilities 	<ul style="list-style-type: none"> ▪ Municipal website and publications ▪ Direct contact with recreation officials ▪ www.HostingBC.ca may already have community recreational facilities inventoried for communities that have chosen to participate
<p>Other Cultural Facilities and Programs</p> <ul style="list-style-type: none"> <input type="checkbox"/> Theatres and performing arts facilities and programs <input type="checkbox"/> Art galleries 	<ul style="list-style-type: none"> ▪ Municipal website and publications ▪ Direct contact with recreation officials

CATEGORY/INFORMATION	HELPFUL SOURCES
Health Care Facilities/Services	
Chronic Care <input type="checkbox"/> Hospitals and No. of beds <input type="checkbox"/> Facilities (e.g. Emergency, operating rooms, electronic diagnostic capabilities such as MRIs, CT scans) <input type="checkbox"/> Major programs (e.g. surgery,	<ul style="list-style-type: none"> ▪ Hospital websites and publications ▪ Regional Health Authority ▪ Direct contact with relevant officials
Long Term Care <input type="checkbox"/> Long term care centres, nursing homes, retirement centres offering care and no. of beds in each <input type="checkbox"/> Convalescent homes and facilities <input type="checkbox"/> Home care programs	<ul style="list-style-type: none"> ▪ Centre websites and publications ▪ Regional Health Authority ▪ Direct contact with relevant officials
Medical and Dental Clinics <input type="checkbox"/> Public medical clinics and specializations <input type="checkbox"/> Private medical clinics and specializations <input type="checkbox"/> Dental clinics and specializations	<ul style="list-style-type: none"> ▪ Local service directories ▪ Clinic websites and publications ▪ Direct contact with relevant officials
Government Offices	
Municipal <input type="checkbox"/> Elected officials and senior staff <input type="checkbox"/> Departments, services and major facilities <input type="checkbox"/> Taxes and business incentives	<ul style="list-style-type: none"> ▪ Municipal website and publications ▪ Direct contact with relevant officials
Provincial <input type="checkbox"/> Ministries and agencies with local offices <input type="checkbox"/> Programs and services offered by them <input type="checkbox"/> Other provincial facilities <input type="checkbox"/> Taxes and business incentives	<ul style="list-style-type: none"> ▪ Provincial websites and publications ▪ Local directories ▪ Direct contact with relevant officials
Federal <input type="checkbox"/> Departments and agencies with local offices <input type="checkbox"/> Programs and services offered by them <input type="checkbox"/> Other federal facilities <input type="checkbox"/> Taxes and business incentives	<ul style="list-style-type: none"> ▪ Federal websites and publications ▪ Local directories ▪ Direct contact with relevant officials