



THE INVESTMENT BROCHURE

District of Stewart

FACTS



Location: Northwestern B.C.

Economic Base: Deep sea port, mining, logging

SYNOPSIS

Digital marketing might be the backbone of modern investment attraction strategies, but the District of Stewart has proved that an old fashioned brochure can still attract industry to town. Stikine Forest Products, a logging subsidiary of Vancouver-based Brinkman Forest Ltd., recently inked a three-year lease agreement with Stewart for a five-acre parcel of land near Canada's most northerly ice-free port.



THE CHALLENGE

With recent expansions at the Stewart World Port, the town thought it would be wise to update its available investment opportunities and promote the industrial lands available in Stewart. The challenge was to find the most cost-effective method that would target and appeal to investors to yield results.



For more information: gov.bc.ca/economicdevelopment

THE SOLUTION

The town reached out to the Regional District of Kitimat Stikine's Economic Development Officer for help to promote the industrial land. A promotional brochure, called the Bonilee Investment Opportunity, was designed. Northern Development Initiative Trust (NDIT) helped pay for the cost of the brochure and worked proactively with the regional district to ensure it contained information investors would be looking for.

According to the Stewart Mayor Galina Durant, the brochure was crucial for helping the town sign a lease agreement. "The brochure is beautifully designed, has all the information an investor needs and I'm happy to say we've entered into a lease agreement with Stikine Forest."

Once the brochure was finished, it was sent to a few interested parties, including Stikine Forest Products. Stikine expressed further interest and a lease agreement was signed within a month.

"Stikine Forest Products found the brochure and the assistance of the District of Stewart staff invaluable in our search for a suitable site to meet our log handling and logistics needs," said Shawn Kenmuir, operations manager, Stikine Forest Products. "The Bonilee Industrial property makes a huge difference for our bottom line, it allows us to sort logs more efficiently and access markets worldwide with our products."

The brochure was designed with assistance from the NDIT according to a design template used for similar projects by NDIT.

BENEFITS

- Stewart has benefited financially from the lease agreement, generating funds that can be used on behalf of the town
- Development of this property helps maintain economic diversity within this resource-dependent community
- The lease agreement ensures continued traffic through the port



OUTCOMES

- Generation of increased revenue to Stewart
- Job creation and sector stabilization
- Stimulus of local businesses

LESSONS LEARNED



Sometimes the simplest strategies are the best.



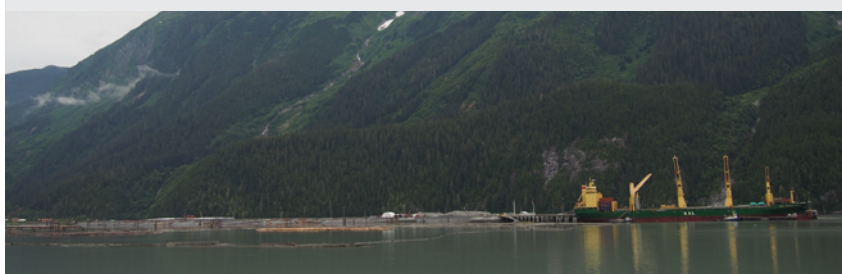
Having a promotional brochure that is well-designed and contains information honed to your audience is key.



Small print runs and electronic versions of brochures are often all that are required for effective communications. Costs for large print runs can be avoided.



It pays to know your audience. Sending the brochure to parties known to be interested helped bring about an agreement in short order.



CONTACT INFORMATION

District of Stewart



Web: districtofstewart.com



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