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**Press Release**

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**SALES AND MARKETING INITIATIVE**

**Lower Columbia, BC, Canada – August 6, 2015** – The Lower Columbia Region is thriving! The most recent economic statistic in a series of published metrics highlighting our thriving economy focuses on the value of building permits purchased in the last year (July 2014 to June 2015). During this period, 383 building permits were issued for a combined value of more than \$24.9M!

July marked the 1 year anniversary of the ‘Thriving Communities’ metrics, so the LCIC has started looking back to compare some of the statistics that have been previously published. The very first metric released focused on the value of building permits from January – June 2014; 148 building permits issued for a total value of \$11.3M. This year during the same 6 month time frame (January – June 2015), there were 203 building permits issued with a value of \$16.2M! With almost every Lower Columbia community substantially increasing the number and value of building permits, we are happy to report a growth rate of over \$4.9M!

Terry Van Horn, Economic Development Officer at the LCIC commented, “The construction market is generally seen as one of the first economic sectors to rise or fall when economic conditions fluctuate, and the number and value of building permits can be early indicators of activity in the market. An increase in building permits also leads to other types of economic production, for example, financing and employment. To see such a large increase in the number of permits and the corresponding values is a positive indicator that our region continues to thrive. This number is almost 5 million dollars greater than when measured at the same time last year – such exciting news for our region.”

To download the Thriving Communities metric or access the html code to upload it to your website, go to <http://www.lcic.ca/site-metrics-widget/>. Like the LCIC on [Facebook](#) or follow us on [Twitter](#) to watch for the changing Thriving Communities news showcasing our dynamic region!



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## **ABOUT 'THRIVING COMMUNITIES' METRICS**

The Thriving Communities metrics have been created to showcase various economic development statistics to create a community of ambassadors with knowledge, as well as build confidence in our residents by showcasing our region as a dynamic economy. We would like to acknowledge our Graphic Designer and Illustrator, Nichola Lytle of Pink Dog Designs, for the eye catching and creative metric design as well as to Debbie Nelson, Market Research & Business Development Analyst at Kootenay Savings Credit Union, for her expertise in helping develop this strategy.

## **ABOUT LCIC**

The LCIC strives to develop a creative, dynamic and competitive business environment that fosters economic growth. The LCIC works collaboratively with the communities in the Lower Columbia region, local agencies, organizations and businesses to develop and implement strategies that will assist in strengthening our local economy.

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