

Other Business Opportunities

Entrepreneurial ingenuity is the only limit on developing new business opportunities in Fernie. Recent discussions in the community include:

POST-SECONDARY EDUCATION AND CORPORATE TRAINING FACILITY

Fernie would provide the ideal location for corporate retreats offering a complementary mix of classroom instruction and outdoor team-building exercises. International students from Asia, South America or Europe would be attracted by the opportunity to enjoy a genuine Canadian mountain experience. Alternatively, a Fernie facility could co-host ESL students for a combined Fernie/Vancouver stay in Canada.

MOUNTAIN SPA AND HEALTH RETREAT

Building on the trends toward health and wellness, development of a mountain spa and/or related accommodations, health facilities, and luxury services would be ideally situated in Fernie. As the baby boom generation ages, health, wellness and luxury are increasingly in demand. Fernie offers a unique setting for rejuvenation, cleansing and reenergizing the spirit. Additionally, Fernie is already a popular location for health care professionals – others may be attracted as entrepreneurs, including professionals in massage, physiotherapy, and alternative therapies (acupuncture, aromatherapy, naturopathy, etc.).

LIFESTYLE AND LIVELIHOOD

A perfect illustration of what can be accomplished in Fernie is **River City Woodworks & Mountain Homes**. The company was founded on the East Coast but moved to Fernie in 1989 when Willard Ripley, the company founder, decided that he wanted to live in Fernie.



The company purchases raw lumber from suppliers throughout the province and ships product regionally and internationally. They do not feel disadvantaged by shipping costs and have the benefit of company “powder days”. A heavy overnight snowfall means that employees are free to ski the powder in the morning and show up for work in the early afternoon, so long as the hours are made up later in the day.

River City aims to employ people who want to be in Fernie for the lifestyle and allows flexible scheduling and vacation time to accommodate them. Overall, Fernie’s labour force is more skilled than the rest of the East Kootenay region, a fact that can be built upon over time as more and more educated people with mobile skill sets choose Fernie for its lifestyle amenities. It’s not just about skiing – Fernie has been around for more than 100 years and has evolved a full range of community amenities and services for the benefit of its residents.