

SHUSWAP

RETAIL SECTOR PROFILE



THE SHUSWAP: LIFESTYLE RETAIL

Market Overview

The Shuswap retail landscape is anchored by a mix of permanent residents, seasonal populations, and tourism-driven spending. Columbia Shuswap Regional District Areas C, D, F, and G combine small-town and lakefront lifestyles with commuter and visitor flows, creating a diverse but undersupplied retail market. Retail demand is driven by both everyday needs (grocery, hardware, home services), and lifestyle & leisure spending (boutique, food service, recreation).



SHUSWAP
ECONOMIC
DEVELOPMENT
SOCIETY

AREA HIGHLIGHTS

Area C – Sunnybrae, Tappen, White Lake

- Population: Moderate, growing with retirees and families.
- Retail Context: Limited commercial nodes; residents often travel to Salmon Arm or Chase for full-service retail.
- Investment Opportunities: Grocery convenience, pharmacy, specialty food, lifestyle-oriented boutique stores, cafes, and essential services.
- Seasonal Impact: Moderate spike with lake recreation and summer homes.

Area D – Sicamous, Mara, Seymour Arm

- Population: Higher seasonal variation, hub for adventure tourism and lake access.
- Retail Context: Sicamous acts as a service hub; high traffic along highways supports visitor-driven retail.
- Investment Opportunities: Food & beverage, recreation gear, marine and outdoor supplies, quick-service restaurants, and boutique lodging support.
- Seasonal Impact: Strong summer tourism lift; winter is quieter but residents sustain basic retail.

Area F – Sorrento, Blind Bay

- Population: Densest residential clusters outside Salmon Arm, strong retiree and seasonal demographic.
- Retail Context: Several established commercial nodes; opportunity to capture retail leakage from residents travelling to Salmon Arm.
- Investment Opportunities: Upscale groceries, farm-to-table foods, cafes, arts/crafts, personal services, wellness & fitness, and home improvement stores.
- Seasonal Impact: High – second-home owners and vacationers boost mid-to-high-end retail demand
- Investment Opportunities: Real estate advisory, tax/accounting services, small business consulting, wellness business support.

Area G – South Shuswap: Carlin, Balmoral, Notch Hill, Eagle Bay, Skimikin

- Population: Smaller, lakefront-focused communities.
- Retail Context: Limited commercial infrastructure; local residents rely on regional hubs for major shopping.
- Investment Opportunities - boutique and lifestyle retail, small grocers, specialty foods, cafes, and service-oriented businesses that support tourism and local residents.
- Seasonal Impact: Strong – high concentration of second homes, vacation rentals, and recreational visitors.

RETAIL SECTOR AT A GLANCE

BC

Src: [BC Sector Profile](#)

Retail is a large, population-driven service industry in British Columbia that provides significant employment and consumer services. While the sector faces structural changes from e-commerce and rising costs, population growth, tourism, and digital retail models continue to support long-term stability.

Economic Importance

- Retail trade is one of the largest service industries in B.C. and a key contributor to the provincial economy.
- Combined wholesale and retail trade account for about 8.9% of provincial GDP, making it one of the largest industry groupings in the province.
- Retail output has grown steadily in recent years, with sector GDP rising from about \$15.4 billion to \$17.3 billion between 2017 and recent years.

Employment

- Retail is a major employer, with roughly 325,000 workers in B.C. in 2024.
- When combined with wholesale trade, employment exceeds 379,000 workers across the province.
- Retail employment is concentrated in Metro Vancouver and Greater Victoria, reflecting population distribution and consumer markets.
- The workforce includes many part-time and entry-level jobs, with about 33% part-time employment, higher than the provincial average.

Key Retail Segments

- Food and beverage stores (grocery and specialty foods)
- Motor vehicle and parts dealers
- General merchandise and big-box stores
- Clothing and accessories retailers
- Building materials and home improvement retailers
- Motor vehicle sales and grocery retailing are among the largest contributors to sector growth in recent years.

Market Drivers

The retail sector in B.C. is influenced by several structural trends: Population growth and urbanization, especially in Metro Vancouver; Tourism activity, which boosts spending in urban and resort communities; E-commerce expansion, requiring retailers to integrate online platforms, logistics, and digital marketing; Consumer spending levels, which closely track broader economic conditions.

BC - cont'd

Challenges

Key challenges affecting the sector include:

- Rising commercial rents and operating costs in urban markets.
- Competition from e-commerce and global online retailers.
- Labour shortages and high turnover in entry-level positions.
- Sensitivity to economic cycles and consumer confidence.

Outlook

- Retail trade in B.C. is expected to grow modestly over the next decade, with annual employment growth projected around 1–1.3% as digital retail, logistics, and customer experience roles expand.

Links

- [Retail Trade Industry Profile](#) (WorkBC).
- [Wholesale & Retail Trade Sector Profile](#) (Job Bank / Government of Canada). Combined sector profile with Job Bank BC regional focus, including retail trends and employment.
- [Retail Trade Data](#) (Statistics Canada, monthly retail sales stats for Canada and provinces / useful for trends).

Regional District of Columbia Shuswap Areas C, D, F, G

Community Snapshot

- Population: 16,519 (2021).
- Population Growth (2011-2021): 2,442 (17.3%).
- Columbia Shuswap Regional District Population Growth (2021-2025): 3,599 (6%).
- Dwellings (2021): 10,688.
- Households: 7,365.
- Seasonal Dwellings: 3,327 (31% of total dwellings).
- Total Accommodation Units (hotel/motel/B&B, RV & campground): 780.
- Median Household Income (2021): \$71,473.
- Median Age (2021): 56 (BC 42.8).
- Median Dwelling Value (2021): \$523,795.
- Number of Businesses (2025): 1952.
- Top 5 Industries: Construction – 21%, Retail – 11%, Accommodation and Food Services – 9.5%, Education – 6.5%, Agriculture – 5.5%.
- Employment Growth 2015-2025: 1426 (50%). BC 581,704 (23%).
- Projected Job Growth: 268 (6% of 2025 industry employment).
- Broader Shuswap Projected Job Growth (2025-2031): 1,344 (7% of 2025 industry employment).
- Regional Economic Role: Tourism and Agriculture Hub, Lifestyle Relocation.
- Highway 1 Traffic: 12,752 vehicles/day peak summer in Sorrento area.

Sources: Census Canada, 2021, Lightcast, BC Government.

Retail Economy

- Columbia Shuswap Retail Jobs (2025): 468 jobs (10.9% total employment, 19% growth 2015-2025). Top sub-sectors: grocery stores (221), health and personal care stores (61), building material and supplies dealers (47), gasoline stations (42), specialty food stores (31).
- Retail Exports (2022 – latest input-output modeling available): \$87.5 M (3.4% of total exports). Key exports (in order): grocery stores, building materials and supplies dealers, health and personal care stores, gasoline stations, automotive parts, accessories and tire stores.
- Retail Employment Projection (2025-2031): -1.
- Retail Key Imported Purchases (Enterprise Import Replacement Opportunities) (2022 – latest input-output modeling available): 1) Building material and supplies dealers (\$1.4 M total purchases, 26% imported); 2) Other general merchandise stores (\$313 K purchases, 100% imported); 3) Department stores (\$257 K total purchases, 100% imported); 4) Gasoline stations (\$415 K total purchases, 48% imported); 5) Health and personal care stores (\$415 K total purchases, 48% imported).

Source: Lightcast.

Retail & Local Services Population

Summer: 36,500

- Permanent Population (2021): 16,519.
- Seasonal Population: 6,650.
- Homes 3,327 x 2 persons/home.
- Campgrounds and RV Parks – 1,950 (units/sites 790 x 2.5).
- Boating and Tourism Day Visitors: 5,000 (estimated).
- Highway Drive-Through: 6,380.
- Highway 1 peak summer Sorrento traffic 12,752/2 for flow-through vs tourist stop.

Winter: 20,000

Estimated at permanent population + small seasonal use + Highway 1 traffic/2 for flow-through vs tourist stop.

Implication for Retail Demand:

Businesses that succeed in the Shuswap are built around summer intensity. Strong seasonal performers include: ice cream shops, patio restaurants, boat supply stores, prepared food markets, outdoor recreation retail, cottage hardware. Businesses can generate up to 60–70% of annual revenue in 10–12 weeks.

Retail Investment Insight:

Places like Scotch Creek and Blind Bay are effectively small seasonal resort towns, even though they appear rural on paper. That means they behave less like villages and more like micro-tourism centres. Retail planning should therefore focus on: tourism clusters, experiential retail, waterfront gathering places, seasonal market spaces vs replicating Salmon Arm retail mix.

Retail Location

- Area C (South Shuswap – Sorrento, Blind Bay, Tappen)
- Primary node: Sorrento.
 - Mix of local-serving and highway-oriented retail along the Trans-Canada corridor.
 - Includes grocery, liquor, convenience, small restaurants, marine-related retail.
 - Functions partly as spillover retail from Salmon Arm and services surrounding lake communities.
 - Some destination hospitality and recreation retail tied to Shuswap Lake.

- Area D (Falkland / Ranching Interior)
- Very limited local retail base focused on essentials (gas, café, convenience).
 - Retail mainly supports agriculture/ranching residents and highway traffic.
 - Essentially a micro-market with highway stop function.

- Area F (North Shuswap – Scotch Creek, Celista, Anglemont)
- Strongly tourism-oriented and seasonal retail cluster.
 - Includes marinas, restaurants, gift shops, convenience groceries, RV services.
 - Retail concentrates in Scotch Creek as the main service node.

- Area G (Sicamous area rural / Malakwa)
- Retail oriented to highway travellers, recreation, and Sicamous spillover.
 - Includes fuel, lodging, small food service and recreation retail.

Retail Market Context

Retail Character: small scale/independent operators, convenience-oriented, and tourism influenced (seasonal businesses), with only limited full-service retail.

Seasonality: Seasonality is a dominant economic force. Summer tourism drivers: Shuswap Lake boating and recreation, cottage owners and seasonal residents. Population can double or triple in peak summer in lake communities such as the North Shuswap. Winter tourism (smaller) - snowmobiling in the North Shuswap, outdoor recreation and sledding. Seasonal residents - many lakefront properties are secondary homes or vacation dwellings (over 60% in parts of Area F). Highway flows - Trans-Canada highway traffic peaks in summer travel season. Seasonal Retail Pattern – summer – extremely strong tourism and visitor retail, fall – shoulder season decline, winter – quiet except recreation niches, spring – gradual tourism ramp-up.

Leakage & Capture Dynamics: retail leakage is very high, because larger nearby centres provide the full retail ecosystem. Primary leakage patterns: Salmon Arm (Shuswap regional commercial hub) - major grocery trips, big box retail, clothing, electronics, furniture, professional services. Kamloops - Costco and large-format retail, medical and specialty services. Vernon / Kelowna - major shopping trips, specialty retail

Typical Household Retail Pattern:

Category	Where Residents Shop
Convenience groceries	Local
Restaurants / coffee	Local
Weekly groceries	Salmon Arm
Big box / major retail	Salmon Arm or Kamloops
Major shopping trips	Kelowna
Columbia Shuswap C, D, F, G retail capture is focused on: convenience retail, tourism spending, recreation services, food and beverage.	

Competitive Retail Set:

The Columbia Shuswap Regional District retail sector exists inside a hierarchical regional retail system.

Primary Retail Nodes: 1) Salmon Arm - regional shopping centre, full grocery, big box, services, dominant retail gravity for the Shuswap; 2) Sicamous - tourism and highway retail hub, boat and recreation retail.

Secondary Nodes: 1) Kamloops - major regional city (Costco, big box, health services); 2) Vernon / Kelowna - larger metropolitan retail markets.

Competitive Dynamic:

Node	Role
Salmon Arm	Regional shopping hub
Sicamous	Tourism and marine retail
Kamloops	Big-box and urban services
Vernon/Kelowna	Major regional retail

Consumer Demand

Statistics Canada tracks household expenditure - which can be used to identify market spend by retail category. Latest figures are 2023, published in 2025. Columbia Shuswap Regional District Areas C, D, F, G average household expenditure by category has been extrapolated by multiplying BC average household expenditure by the most current Columbia Shuswap Regional District Areas C, D, F, G dwelling count (2021). Extended spending is calculated base on influx of seasonal dwelling owners, and Shuswap trade area defined as an estimated distance that consumers would realistically travel to Columbia Shuswap Regional District Areas C, D, F, G to make purchases.

Annual Household Expenditures (2023)

	Estimated Annual Co-lumbia Shuswap Regional District Areas C, D, F, G Household Expenditure (10688 Households)	Estimated Annual Co-lumbia Shuswap Regional District Areas C, D, F, G Household Expenditure (31% Seasonal Recreation Property Boost)	Estimated Annual Shuswap Trade Area Household Expenditure (22382 Households – SEDS, Salmon Arm, Sicamous, Columbia Shuswap E)
Total Expenditure	1,156,142,336	1,514,546,460	2,421,105,704
Total Current Consumption	883,438,016	1,157,303,801	1,850,028,974
Food purchased from stores	90,848,000	119,010,880	190,247,000
Food purchased from restaurants	38,487,488	50,418,609	80,597,582
Shelter	307,162,432	402,382,786	643,236,298
Principal	276,519,936	362,241,116	579,067,104
Rented living quarters	73,041,792	95,684,748	152,958,588
Owned living quarters	177,495,616	232,519,257	371,697,874
Water, fuel, electricity for principal	25,982,528	34,037,112	54,410,642
Other accommodation	30,642,496	40,141,670	64,169,194
Household operation	65,335,744	85,589,825	136,821,166
Communications	38,017,216	49,802,553	79,612,774
Household furnishings and equipment	36,114,752	47,310,325	75,628,778
Household furnishings	16,961,856	22,220,031	35,520,234
Household equipment	16,138,880	21,141,933	33,796,820
Household appliances	9,170,304	12,013,098	19,203,756
Clothing and accessories	27,051,328	35,437,240	56,648,842
Transportation	134,027,520	175,576,051	280,670,280
Private	109,990,208	144,087,172	230,333,162
Public	24,048,000	31,502,880	50,359,500
Healthcare	33,549,632	43,950,018	70,257,098
Personal Care	20,873,664	27,344,500	43,712,046
Recreation	64,416,576	84,385,715	134,896,314
Recreation equipment and related services	14,813,568	19,405,774	31,021,452
Home entertainment equipment and services	3,056,768	4,004,366	6,401,252
Recreation services	29,926,400	39,203,584	62,669,600
RVs and associated services	16,630,528	21,785,992	34,826,392
Education	23,449,472	30,718,808	49,106,108
Reading / printed materials	2,244,480	2,940,269	4,700,220
Tobacco products / alcoholic beverages	18,030,656	23,620,159	37,758,434
Games of chance	1,047,424	1,372,125	2,193,436
Miscellaneous	20,467,520	26,812,451	42,861,530
Income taxes	188,718,016	247,220,601	395,198,974
Personal insurance payments / pension contributions	63,037,824	82,579,549	132,009,036
Gifts of money, alimony and contribution to charity	20,959,168	27,456,510	43,891,102

Src: [Census Canada Survey of Household Spending 2023](#) (released in 2025)

Key Drivers

- Population Growth: Steady migration of retirees and families; seasonal homes create repeat visitor demand.
- Tourism & Lake Lifestyle: Summer lake recreation drives temporary spikes in retail traffic.
- Retail Leakage: Many residents currently travel outside the area for groceries, home goods, and services – an opportunity for new entrants.
- Community Loyalty: Smaller towns reward businesses that engage locally and provide consistent, quality service.
- Connectivity: Highway access and proximity to Salmon Arm and Revelstoke support logistics and visibility.

Sector Opportunities

- Everyday Essentials: Grocery, pharmacy, hardware, and home improvement.
- Food & Beverage: Cafes, casual dining, farm-to-table experiences, specialty foods.
- Lifestyle & Recreation: Outdoor gear, boating/marine supply, arts, crafts, wellness products.
- Services & Professional Retail: Personal care, health & wellness, boutique financial and professional services.

Investment Considerations

- High Seasonal Variability: Summer months see spikes in demand, particularly in Columbia Shuswap Regional District Areas D, F, and G.
- Competitive Gaps: Niche and specialty retail remains under-supplied, especially in Columbia Shuswap Regional District Areas F and G.
- Infrastructure Needs: Some areas may require additional commercial space, parking, and utilities.
- Local Engagement: Partnering with local chambers, tourism associations, and community events can accelerate market penetration.

Average Wages - Retail

\$32,468 – Columbia Shuswap Regional District Areas C, D, F, G

\$38,907 – BC

All sectors: \$44,110 (BC \$60,308)

Source: Lightcast. 2022 latest input-output modeling available.

The BC Government produces a [wage survey](#) that indicates weekly earnings by industry sector/location.

[BC Workforce Profile](#) (Thompson Okanagan)

Leading Retail Companies: Columbia Shuswap Regional District Areas C, D, F, G

Grocery/Convenience:

- Blind Bay Village Grocer – major full-service grocery store in Blind Bay.
- Sorrento Village Grocer – large grocery store serving Sorrento and surrounding communities.
- Eagle Bay Mercantile – key rural grocery, liquor, and fuel retailer.
- Canoe Village Market – major grocery and convenience retailer in Canoe (Area C).
- DeMille's Farm Market – large farm market and food retail destination near Tappen.

Marine, Recreation & Tourism:

- Shuswap Marina (Blind Bay) – boat rentals, equipment, and lake recreation retail.
- Little River Boat World (Sorrento) – marine equipment, boats, and lake recreation retail.
- Anglemont Marina (North Shuswap market but regionally important) – marine retail and supplies.
- Finz Resort Store (Blind Bay) – resort retail and convenience store.

- Daniels Store & Marina – floating convenience store and marina retail.

Specialty Retail / Artisan & Tourism:

- Shuswap Artisan Market (Sorrento) – collective retail for local artisans.
- Shuswap Lake Estates Marketplace Shops – cluster of retail businesses in Blind Bay.
- Farmer John's Market (Grindrod area) – farm retail and food products.
- Blind Bay Resort Gift Shop – tourism retail and lake lifestyle products.
- Munro's IDA Pharmacy (Sorrento) – health and retail pharmacy services.

Convenience / Community Retail:

- Balmoral Store – community convenience retailer.
- Sunnybrae General Store area retailers – small retail hub serving Sunnybrae residents.
- White Lake area convenience retailers – fishing and tourism retail.
- Blind Bay Marketplace retail shops – small retail plaza with multiple stores.
- Sorrento Shopping Plaza retailers – local retail hub along Highway 1.

The nature of retail presence – indicates:

1. Grocery anchors dominate - Village Grocer stores and regional food markets are the largest retailers in the South Shuswap.
2. Tourism retail is significant - marinas and lake-oriented retailers generate high seasonal sales tied to recreation.
3. Retail clusters form small hubs - retail activity concentrates in Blind Bay, Sorrento, Tappen, and Canoe along Highway 1.
4. Many communities rely on one primary store - places like Eagle Bay and White Lake often depend on a single major retailer for everyday goods.

SHUSWAP TARGET INDUSTRY: RETAIL

COMPETITIVE ADVANTAGES

Retail in the Shuswap thrives on local and tourist consumer demand, experiential offerings, and capturing lifestyle-oriented spending.

Why Shuswap?

- ✓ Growing Permanent Population with Seasonal Lift – steady in-migration, retirees, and families are expanding year-round demand for convenience, grocery, food service, and services. Summer population surges multiply customer base through tourism, second homes, and recreational traffic.
- ✓ Lifestyle, Experience, and Loyalty Orientation – value specialty, locally sourced, and curated offerings, providing a strong niche for boutique, artisanal, and experiential retail. Lake lifestyle supports boating, camping, and outdoor recreation support specialty retail: marine, sporting goods, patio, wellness, and experiential food.
- ✓ Service Hub Potential – strategic nodes such as Sorrento, Blind Bay, Scotch Creek, and Celistia function as natural commercial anchors for surrounding rural populations.
- ✓ Highway Exposure & Traffic Flow – Trans-Canada Highway and key connector routes provide natural visibility and drive-by volume.



WHY SHUSWAP?



THE SHUSWAP OFFERS RETAIL ENTREPRENEURS A UNIQUE COMBINATION OF GROWING POPULATIONS, STRONG TOURISM DEMAND, AND VIBRANT COMMUNITY MARKETS. RETAIL BUSINESSES BENEFIT FROM HIGH LOCAL ENGAGEMENT, SEASONAL VISITOR TRAFFIC, AND LIMITED COMPETITION IN SPECIALTY AND SERVICE-ORIENTED SEGMENTS, CREATING OPPORTUNITIES FOR BOTH ESSENTIAL GOODS AND EXPERIENTIAL RETAIL.

VALUE CHAIN GAPS

Current Columbia Shuswap Regional District Areas C, D, F, G Retail Value-Chain Gaps

Value chain gaps occur where the flow of goods, services, or information is weak, costly, or underserved – and therefore where opportunities for new entrants are most often found. The typical retail value chain includes: 1. Suppliers & Producers; 2. Wholesalers / Distributors; 3. Retail Operations (Stores & E-commerce); 4. Marketing & Customer Engagement; 5. Logistics & Delivery; 6. After-sales Service / Customer Support.

Key Retail/Service Gaps are:

1. Local Supplier Networks

Gap: Limited availability of local or regional producers for specialty foods, crafts, or lifestyle products. Heavy reliance on imported or distant wholesale goods increases costs and reduces “local authenticity” appeal.

Opportunity: Connect local suppliers to retail outlets or create cooperative distribution networks..

2. Distribution & Logistics

Gap: In rural or semi-rural areas, supply chain costs are high due to lower volumes and longer distances. Retailers often face delays or higher shipping fees, particularly for perishable or seasonal products.

Opportunity: Regional distribution hubs, shared delivery services, or local fulfillment centres.

3. Digital & E-Commerce Capabilities

Gap: Many small retailers lack online sales platforms or digital marketing expertise. Regional customers increasingly expect online ordering, click-and-collect, and delivery options.

Opportunity: Integrated online platforms and regional e-commerce consortia for small retailers.

4. Marketing & Customer Engagement

Gap: Limited coordinated marketing to tourists and seasonal visitors. Small retailers often lack data on visitor spending patterns or local consumer preferences.

Opportunity: Shared loyalty programs, regional retail maps, and digital marketing campaigns

5. Retail Talent & Training

Gap: Shortage of skilled retail management, merchandising, and digital marketing staff in small communities.

Opportunity: Training programs or partnerships with colleges/Community Futures to upskill local workforce.

6. After Sales & Customer Service

Gap: Smaller stores may struggle with returns, warranty handling, or customer service follow-up, especially for niche products.

Opportunity: Centralized service desks or cooperative support networks for multi-store regions.

7. Experiential Retail & Visitor Economy

Gap: Underutilized potential in experience-driven retail, including demonstrations, events, or lifestyle-based shopping.

Opportunity: Retail-tourism integration, pop-ups, and local artisan showcases.

The main value chain gaps in regional retail are local supplier integration, distribution/logistics, digital capability, marketing, workforce development, and experiential offerings. Each of these represents an opportunity for investment, collaboration, or new service provision that can improve margins, customer satisfaction, and regional economic impact.

INVESTMENT OPPORTUNITIES

Growth opportunities are emerging in experiential retail, locally produced goods, destination shopping, and integrated online sales platforms, enabling independent retailers in smaller communities to reach broader markets while strengthening local supply chains and visitor experiences.

Retail in Columbia Shuswap Regional District Areas C, D, F, G is dominated by essential goods and tourism retail, meaning the biggest opportunities lie in: 1) Consumer staples (basic services): grocery, convenience, pharmacy/drugstore, discount, warehouse club, health/specialty food, bulk food, health & wellness products, building supply/hardware; 2) Specialty/Unique - e.g. bakery, restaurant, entertainment/outdoor recreation, boutique; 3) Locally-crafted products; 4) Market(s) – indoor/outdoor; 5) Marine recreation retail; 6) Experiential tourism retail; 7) Convenience retail in growing lakeside communities.

Retail leakage/gap opportunities in Columbia Shuswap Regional District Areas C, D, F, and G largely falls into three themes: everyday needs; lifestyle & recreation; home & cottage living. These align strongly with the Shuswap lifestyle economy driven by: lake recreation, tourism, second homes, retirees relocating to the region. Opportunities generated from local retail leakage (when local spending flows out of a region to larger centres like Salmon Arm, Kamloops, and Vernon because residents can't find what they need nearby) can be aligned with need to reflect the Shuswap's rural context and dynamic.

Locally-identified retail gaps (Src: SEDS Investment Attraction Strategy Discovery Workshop, Nov. 2023) have been identified as: 1) Medical/dental services; 2) Banking; 3) Restaurants; 4) Clothing; 5) Sports rentals; 6) Local/natural/artisan/craft food; 7) Home essentials; 8) Hardware; 9) Artisan wares.

① HARDWARE & BUILDING SUPPLY

Hardware / building supply store, contractor supply depot, home renovation retail.

② SPORTING GOODS & OUTDOOR RECREATION RETAIL

Including rentals.

③ APPAREL & FOOTWEAR

Outdoor apparel store.

④ HOME FURNISHINGS & DECOR

Interior design retail, home-cottage decor.

⑤ SPECIALTY FOOD

Gourmet products, local food marketplace, farm-to-retail concept.

⑥ PHARMACY & HEALTH RETAIL

Wellness. Medical supply.

⑦ PET SUPPLIES

Pet supply retail, pet grooming, farm and animal feed store.

RETAIL BUSINESS RESOURCES & INCENTIVES

This resources directory helps businesses identify funding, technical support, training, and market development opportunities to grow, innovate, and scale their operations.

SHUSWAP

Chambers of Commerce

Business advocacy & connections.

- [North Shuswap Chamber of Commerce](#) - business advocacy & connections.
- [South Shuswap Chamber of Commerce](#) - business advocacy & connections.
- [Salmon Arm Chamber of Commerce](#) - business advocacy & connections.

Community Futures Shuswap

Business and economic development services. Primary local touchpoint for financing and business coaching.

- [Launch-a-Preneur Program](#) - fostering new business start-ups in the region by encouraging participants to support one another as they build their businesses from concept to launch.
- [Business Toolkit](#) - Downloadable templates for business planning, cash flow analysis, legal checklists, and loan applications.

[Commercial real estate listings.](#)

BC

Business Programs and Services Portal

A central provincial page listing programs related to advisory services, funding, export support, permits, and procurement opportunities for B.C. businesses.

CANADA

Canada Business Benefits Finder

Government of Canada tool that asks a few questions and generates a customized list of government benefits and programs a business may be eligible for.

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