



2022 Think Fernie

This is a companion document to the Elk Valley Community Profile. For information, data, and sources on the Elk Valley as a whole, please see: <https://theelkvalley.ca/wp-content/uploads/2022/07/Elk-Valley-Community-Profile.pdf>.

Fernie is the centre of the Elk Valley's tourism sector. A former coal mining and forestry town, it is the only city in Canada that is fully encircled by the Rocky Mountains. It is noted for its historic downtown core built between 1909 and 1912. Fernie lies on the banks of the Elk River, along with the communities of Sparwood (30km away) and Elkford (65km away).

★ **6,320 people**
Total population
a 17% increase from 2016

★ **\$106,460**
Average Household Income
18% higher than the average for British Columbia

★ **9 provincial parks and protected areas**
within a 40km radius

★ **12 local parks and green spaces**

★ **Over 700km of non-motorized trails**
for hiking, alpine skiing, nordic skiing, mountain biking and snowshoeing



Top Community Strengths:
(as selected by local businesses)

Tourism
Outdoor Activities & Recreation
Lifestyle
Customer Loyalty

Living in Fernie

WEATHER



83.5 cm

SNOWFALL AVERAGE (JANUARY)



-5.2 °C

AVERAGE TEMPERATURE (JANUARY)



25.1 °C

DAILY AVERAGE MAXIMUM (JULY)

[https://stateofthebasin.ca/statics/reports/CommunityProfileReport 2020 Fernie.pdf](https://stateofthebasin.ca/statics/reports/CommunityProfileReport%2020%20Fernie.pdf)

HOUSING



\$622,000

MEDIAN VALUE OF DWELLING (2021)



\$1,023.00

AVERAGE MONTHLY RENTAL COST



\$1,416.00

AVERAGE MONTHLY TOTAL OF ALL SHELTER COSTS (OWNED)

For rental information please see:

<https://tourismfernie.com/living-working/place-to-rent>

AMENITIES

Hospital

Elementary and high schools

College of the Rockies

(post secondary school)

Library

Arts centre

Museum

Aquatic Centre

Bike & Spray Park

TRANSPORTATION



Fernie is located **70km** west from the Alberta border and **68km** North of the United States border



BC Transit operates shuttles from Fernie to Elkford and Sparwood several times a day, Monday – Friday and a health connect route from Cranbrook to Fernie on Wednesdays and Fridays.



Average annual daily traffic (2019): **4,964**



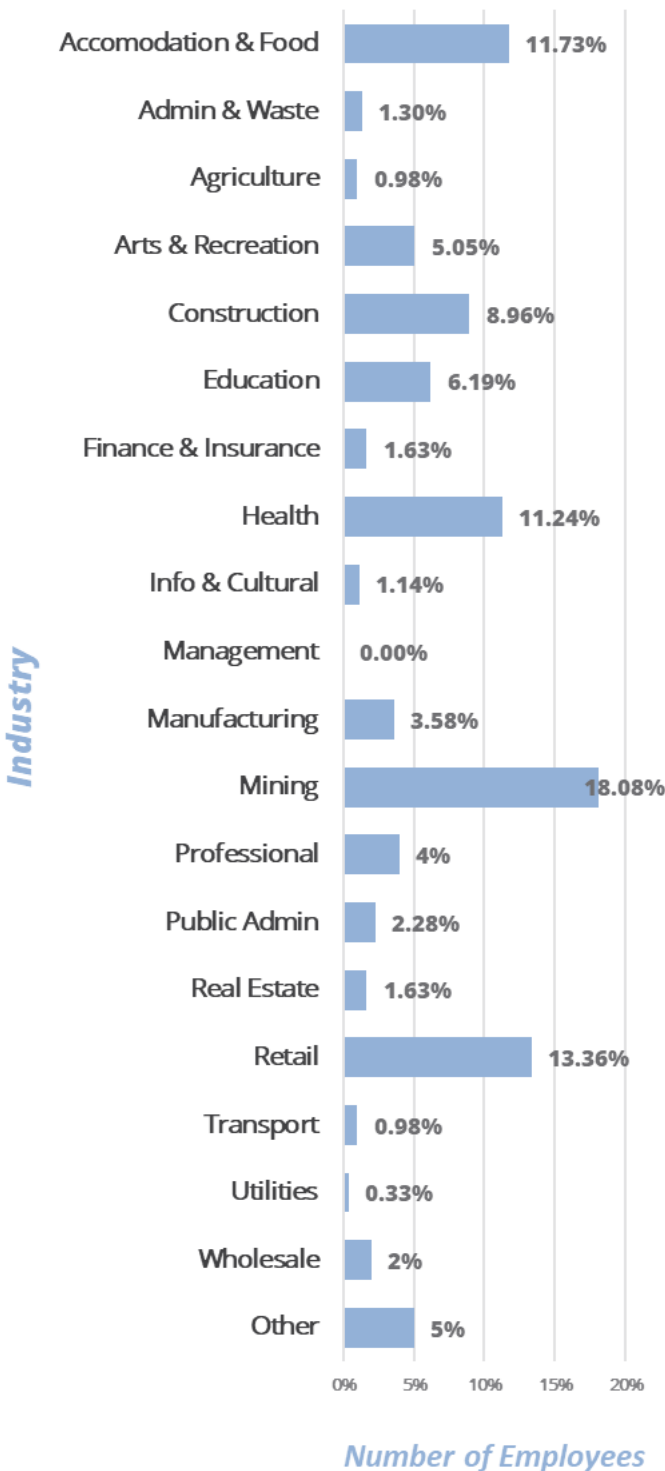
For a full list of transportation options please see:

tourismfernie.com/maps-travel/getting-to-fernie

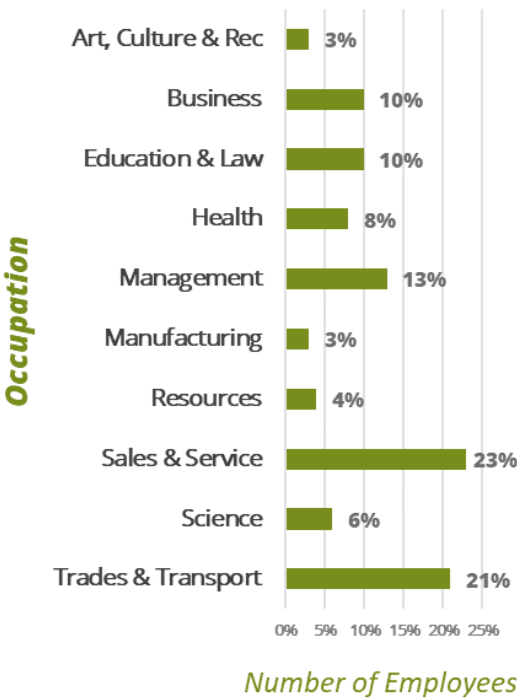
Labour Force

Fernie offers a well diversified and an above average educated workforce compared to BC, with a strong core of mining industry employees.

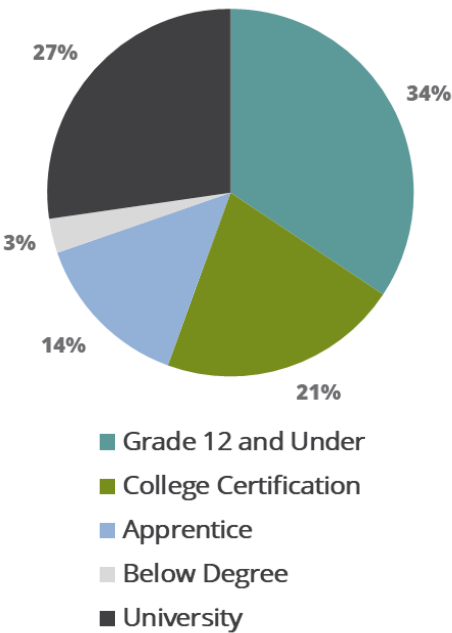
Employees by Industry



Employees by Occupation



Education Level



Labour Force

39 Years Old

AVERAGE AGE (MEAN)

3,110 People

SIZE OF LABOUR FORCE
(AGES 15-64)

69%

EMPLOYMENT RATE

60%

OF WORKERS COMMUTE UNDER
15 MINUTES TO WORK

\$18-20.99 /hr

AVERAGE ENTRY LEVEL WAGE

\$52,736.00

AVERAGE EMPLOYMENT INCOME

Local Business & Jobs

Tourism was the highest ranked sector to attract to Fernie that would benefit businesses

The highest percentage of local businesses are classified as **"Construction", "Professional, Scientific & Technical Services", "Arts, Entertainment & Recreation", and "Retail"**

The industry sectors with the most demand for jobs are: **Food & Beverage**, then **Construction & Trade**

For a full list of current job openings, see <https://www.workinfernie.com/>

Fernie's 2021 BRE report: <https://theelkvalley.ca/wp-content/uploads/2022/05/Fernie-BRE-Report-2022.pdf>

Business Growth

Building permits growth are an indicator of strong economic performance and business license growth indicates favourable economic conditions.

34%

Business license growth from **2010-2020** (1)

234%

building permits growth from **2015-2020** (1)

187 units

Current & anticipated housing demand from **2016-2026** (1)

44% of businesses

listed themselves as *growing*

59% of businesses

plan to *expand* in the next 3 years

47% of businesses

expect their *number of employees to increase* over the next 3 years

Business Climate

\$335.12

WATER RATE (ANNUAL AVERAGE - RESIDENTIAL)

5%

MUNICIPAL TAX RATE (RESIDENTIAL) (2)

11.19%

MUNICIPAL TAX RATE (BUSINESS) (2)

\$0.42

NATURAL GAS (BASIC CHARGE PER DAY) (3)

\$0.209

ELECTRIC (RESIDENTIAL BASIC CHARGE PER DAY) (4)

\$352.78

SEWAGE (FLAT RATE)

\$12.20

AVERAGE LEASE RATE (PER SQUARE FOOT - TRIPLE NET LEASE)

\$4,954

TOTAL RESIDENTIAL PROPERTY TAXES AND CHARGES (5)

(1) <https://stateofthebasin.ca/>

(2) <https://www2.gov.bc.ca/gov/content/governments/local-governments/facts-framework/statistics/tax-rates-tax-burden>

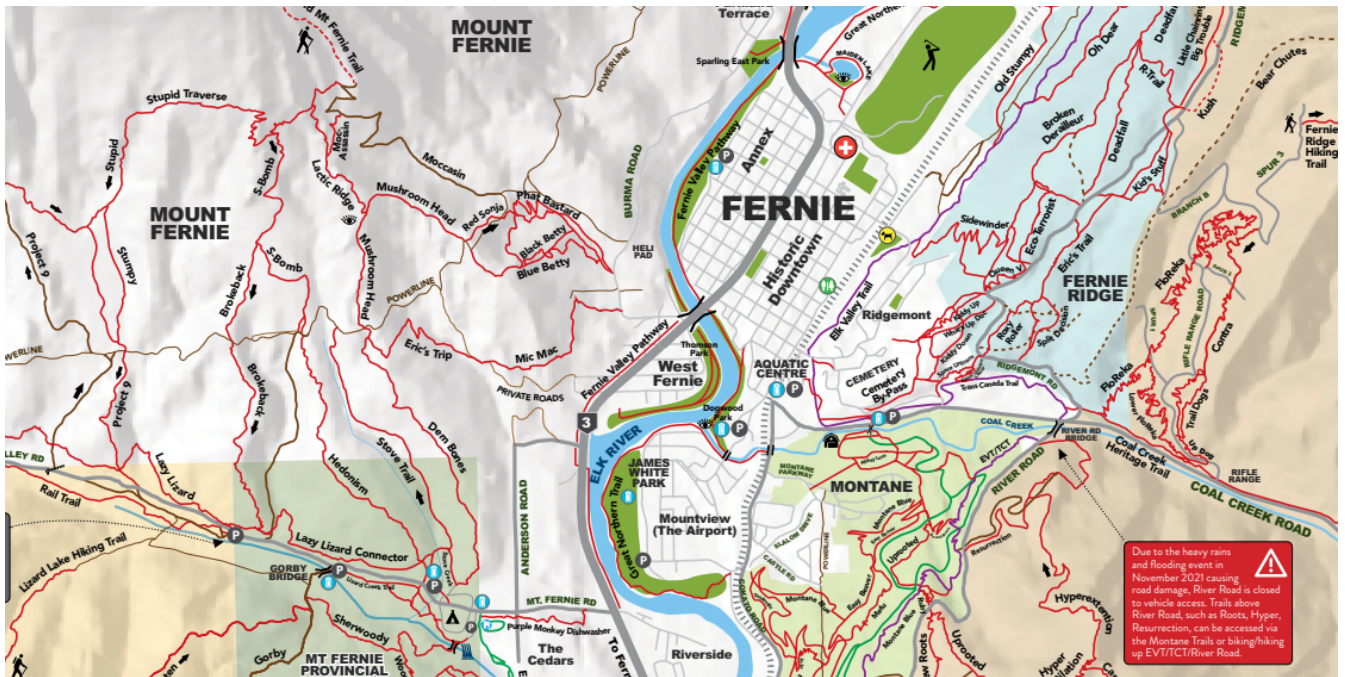
(3) <https://www.fortisbc.com/accounts-billing/billing-rates/natural-gas-rates/residential-rates>

(4) <https://app.bchydro.com/accounts-billing/rates-energy-use/electricity-rates/residential-rates.html>

(5) https://stateofthebasin.ca/statics/reports/CommunityProfileReport_2020_Fernie.pdf

Industry Sector – Adventure Tourism

Fernie's diversity and natural beauty make it a perfect destination for front and backcountry adventure activities. Four distinct seasons, with warm, dry summers and deep snow in the winter, broaden the range of activities that can be experienced here. Fernie also has strong cultural, historical, and recreational tourism opportunities. See [Tourism Fernie](#) for a full list of things to do.



See the full trail map here: <https://tourismfernie.com/maps-travel/trail-maps>

130 million dollars in tourism spending in 2019

Annual visitation of over **300,000 per year**

Visitors to Fernie have an average spend of **\$580** per overnight visitor and an average length of stay of **3.4 nights**.

<https://tourismfernie.com/uploads/documents/4/FernieValue-Of-Tourism-3.pdf>

If you are interested in working in Adventure tourism and want to learn necessary skills to create a career, the College of the Rockies Mountain Adventure Skills Training (MAST) Program is for you: <https://cotr.bc.ca/programs/mountain-adventure-skills-training/>

ACTIVITIES

Fernie is filled with shops providing anything you need for an adventure, as well as companies offering guided adventures. There are year-round adventures tourism opportunities and jobs.



Skiing: Nordic, Alpine, Touring



Biking: Mountain biking, Fat biking, Gravel, Leisure, Bikepacking



Water sports: White water rafting, Paddleboarding, guided scenic floats



Golfing: 18 hole, 70 par championship course



Hiking: Nature walks, Trail running, Guided hikes, Mountain scrambling



Fly fishing: Guided tours in one of the most productive and dry fly destinations in the world

Sources & Additional Information

State of the Basin Fernie 2020 Community Profile:

https://stateofthebasin.ca/statics/reports/CommunityProfileReport_2020_Fernie.pdf

Elk Valley Economic Initiative's 2022 Fernie Business Retention & Expansion Report:

<https://theelkvalley.ca/wp-content/uploads/2022/05/Fernie-BRE-Report-2022.pdf>

Statistics Canada 2021 Census:

<https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E>

Fernie's 2020 Housing Needs Report:

<https://fernie.civicweb.net/document/122420/>

Tourism Fernie:

<https://tourismfernie.com/>

City of Fernie:

<https://www.fernie.ca/>

BC CDC Health Profile for the Fernie Local Health Area:

<http://communityhealth.phsa.ca/HealthProfiles/HealthReport/Fernie?archiveYear=2019>

BC Government Municipal tax rates and tax burdens:

<https://www2.gov.bc.ca/gov/content/governments/local-governments/facts-framework/statistics/tax-rates-tax-burden>

BC Government Community Information Tool:

<https://communityinformationtool.gov.bc.ca/cit-dashboard/public/search-communities>

Fernie Trails Alliance:

<https://fernietrailsalliance.com/the-trails/>

Fernie Chamber of Commerce:

<https://ferniechamber.com/>

