

2.3.1 Salmon Arm

The District of Salmon Arm was incorporated almost one hundred years ago in 1905. Salmon Arm is the central hub and retail centre with the largest community and the most complete array of services, stores, accommodations and restaurants in the Shuswap. The municipality is situated on a beautiful location on one arm of Shuswap Lake surrounded by four different mountains. The total land area is 190 square kilometres with a density of 80 persons per square kilometre. Salmon Arm is roughly one-half way (in driving time) between Vancouver and Calgary.

The 1996 population stood at 15,211, and grew 4 percent to 15,820 in 2001.¹ This represents a growth rate of 12 percent between 1996 and 2001 which is considerably slower than that of the five year period, 1991 to 1996, which showed a 21 percent increase in population. Salmon Arm has just under one-half, 46 percent, of the total population for the entire Shuswap region.²

The community of Salmon Arm attracts a slightly older than average aged person compared to the provincial average. In the 2001 population estimate there are 3,020 seniors (65 years and older) or 18 percent of the total population in Salmon Arm compared to the overall BC. seniors figure of 12 percent. The median household income in 1995 in Salmon Arm was \$36,006 and is lower than the BC. figure of \$42,160.

The two largest employers in the forestry/manufacturing sector located in the Salmon Arm area are CAE Newnes, Inc. and Federated Co-operatives situated in the town of Canoe within the District of Salmon Arm. There is plenty of good agricultural land within the municipality with cheese makers and specialty products being grown in the area. A well respected and popular winery, Larch Hills Wines, has established itself in the community and has been winning many prizes at various wine competitions. The local farmers market has recently increased in size and attracts many farmers who sell their produce three times a week at the market.

Tourism and recreation also play an integral part in the economy of Salmon Arm. The scenic attractions and the varied geography and climate hold great appeal for popular leisure activities such as houseboating, swimming, power boating, and skiing and skating in the winter months. Three new hotels opened their doors in 2001 in order to take advantage of the tourists bound for the Shuswap and increase the number of available rooms for visitors and offer conference facilities to Salmon Arm.

¹ Source of all population statistics in this report: Vance, Eric and Associates, in association with Crunch Analytics. *Columbia Shuswap Regional District Economic Profile and Analysis*. March 2002.

² Note the distinction between the Columbia Shuswap Regional District (cited in Section 2.2.1) and the Shuswap region identified here.