

2.3.3 Electoral Area C

Sorrento and the communities of Electoral Area C have a reputation as the “*Leisure & Retirement Capital of BC*”. The communities in Area C include not only Sorrento but also White Lake, Blind Bay, Eagle Bay, Reedman Point, Tappen, Sunnybrae, Notch Hill, Skimikin, Carlin and Wild Rose Bay. Area C is known as the Saddle and South Shore area of the Shuswap. The chain of communities it comprises are located between Shuswap Lake and Salmon Arm along the Trans Canada Highway, in hills off both sides of the highway, and on the shore of Shuswap Lake. The total land area is 60,980 hectares.

The population of Area C increased 34 percent between 1991 and 1996, from 4,868 to 6,503. The growth rate in the next five years slowed to 8 percent, and in 2001 the estimated population was 7,030. Area C comprises 21 percent of the population for the Shuswap.

Sorrento, the most visible and established town in Area C due to its prime location on the Trans Canada Highway, had 579 people in 1996. Blind Bay has attractive residential neighbourhoods which are both recreation and retirement oriented. Continuing up the lakeshore there are more summer homes. The number of seniors in Area C totaled 1,355 people who represent 21 percent of the total population in the area. These figures are similar to other areas in the Shuswap who tend to have a higher percentage of seniors compared to the province of BC overall.

There are no real major tourism employers in Area C. Although there are a large number of home-based businesses with a focus on arts and crafts, these businesses tend to be part time and low volume. Agriculture is important in the area with dairy and pig farming present and a new winery, Recline Ridge, which opened several years ago in the Tappen area. It is becoming well known in the Shuswap and attracting tourists to its lovely winery and wine-tasting building. Crannog Ales, an organic brewery in Sorrento, is also drawing more visitors. Other major employers in the area include Big Foot Log Homes, Sure Log Homes and a sawmill in Tappen.