

An aerial photograph of a wide river valley. In the foreground, a dense forest of evergreen trees covers a hillside. A dirt road winds through the trees. In the middle ground, a wide, muddy river flows through the valley. Beyond the river, a small town or village is visible, nestled in a valley. In the background, large, rugged mountains rise under a cloudy sky. The overall scene is a mix of natural beauty and human settlement.

# District of Lillooet

## 2022 Community Profile

**LILLOOET**  
GUARANTEED RUGGED





# COMMUNITY PROFILE

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## About Lillooet

Community contact information:

District of Lillooet Contact: [info@lillooet.ca](mailto:info@lillooet.ca)

Lillooet Chamber of Commerce: [info@lillooetchamber.ca](mailto:info@lillooetchamber.ca)

Community's website address:

District of Lillooet Webpage: <http://lillooet.ca/>

Lillooet Chamber of Commerce Webpage: <https://lillooetchamber.ca/>

## Executive Summary

**Municipal Population:** 2,302

**First Nations Population:** 2,500

**Area Population:** 6,000

The District of Lillooet is looking for entrepreneurs that wish to settle in a small, community-minded town of people who value kindness, hard work and time to play. We offer fertile farmlands, epic outdoor recreation and an excellent quality of life. Speciality value-add agriculture/viticulture businesses, tourism experiences, and health care/ health and wellness services will prosper from our sunny climate/fertile soils, our position on a primary touring route between Banff and Whistler and our growing base of residents and our proximity to larger markets in the Lower Mainland.

An aspiring entrepreneur in Lillooet will find a small, tight-knit community ready to welcome hard workers and self-starters. Between our Community Hub, weekly Farmer's Market, Municipal Government Office, and Chamber of Commerce, a new business owner will quickly meet like-minded entrepreneurs and be able to contribute significantly to the business community. As a small town, much in Lillooet is developed from personal connections and strong community ties and unique ideas are welcomed and supported. Located only 3.5 hours from a large urban population of Vancouver and the Fraser Valley, Lillooet offers the small-town community appeal with ready access to markets in larger urban centres.

Lillooet is a community with a long history filled with residents with diverse backgrounds including a large Indigenous St'át'imc Nation population. It offers, a beautiful dry sunny climate, unique temperate environment, and strong networks to build relationships. An entrepreneur will be able to learn from the first people here, the St'át'imc Nation, ride on horseback through a canyon, meet new people at the winery, and develop a new business idea all in the same day. The arts and culture scene is equally strong with many local artists and small festivals throughout the year. Lillooet is small and affordable while being proximate to major hubs like Whistler, Vancouver, or Kamloops allowing for day-trips and visits across the province.



In the next 5 years Lillooet will develop by building a small, proud, and strong community that supports and celebrates each other. Small scale organic farming, boutique wineries, health and wellness services and tourism development will lead sector growth. There is also room for value-added wood products such as custom furniture building, and other artisanal products.



Credit: Brad Kasselmann @coastphoto\_productions



## Community and Business Context

### The Setting

The District of Lillooet is situated at the confluence of the Fraser River and the Bridge River to the north, and the Fraser River and Cayoosh Creek to the south. Lillooet's first inhabitants named the area Pa-Shil-Qua-Ka-Meen – the place where three rivers meet. The District of Lillooet is located within the traditional territory of the St'át'imc Nation and the boundaries of Electoral Area B of the Squamish-Lillooet Regional District.

Lillooet is considered to be one of the oldest continuously inhabited settlements in North America, with archeological evidence stretching back more than 8,000 years. The area attracted large seasonal and permanent populations of the St'át'imc people, whose economy was based on salmon from the Fraser River. In the 1860s, the onset of the Gold Rush made Lillooet Mile 0 of the Cariboo Wagon Road. For a time, it was the second largest community north of San Francisco and west of Chicago. Gold mining and prospecting continue in the area to this day, and Lillooet remains one of the world's greatest sources of nephrite jade.

Lillooet's economy has historically been based around forestry, the railway, ranching, farming and government services. Grape-growing and wine production is now emerging as another important sector. The area's arid climate is well-suited to agriculture. Tourism also offers considerable potential given Lillooet's location on the primary touring route between Banff and Whistler and its easy access to hiking. Its "guaranteed rugged" terrain is ideal for outdoor adventures of every kind.



Nestled between the rugged [Coast Mountains](#) to the west and the [Fraser River](#) to the east, Lillooet sits in a [rain shadow](#) area that is typically drier than the coast. The rocky western section spills out of ancient glaciers from the [Lillooet Icefield](#) and gradually transforms into the grassland meadows and plateau zones for which the Chilcotin region is famous. It is a geologically unique area with many different types of rock in all shapes and sizes in a rainbow of different colours.

The area is home to an abundance of wildlife including bighorn sheep, mountain goat, grizzly and black bears, cougar, lynx, bobcat, wolverine, wolf, coyote, deer, moose, beaver, loons,

eagles, owls, herons, hummingbirds and hundreds of other species.

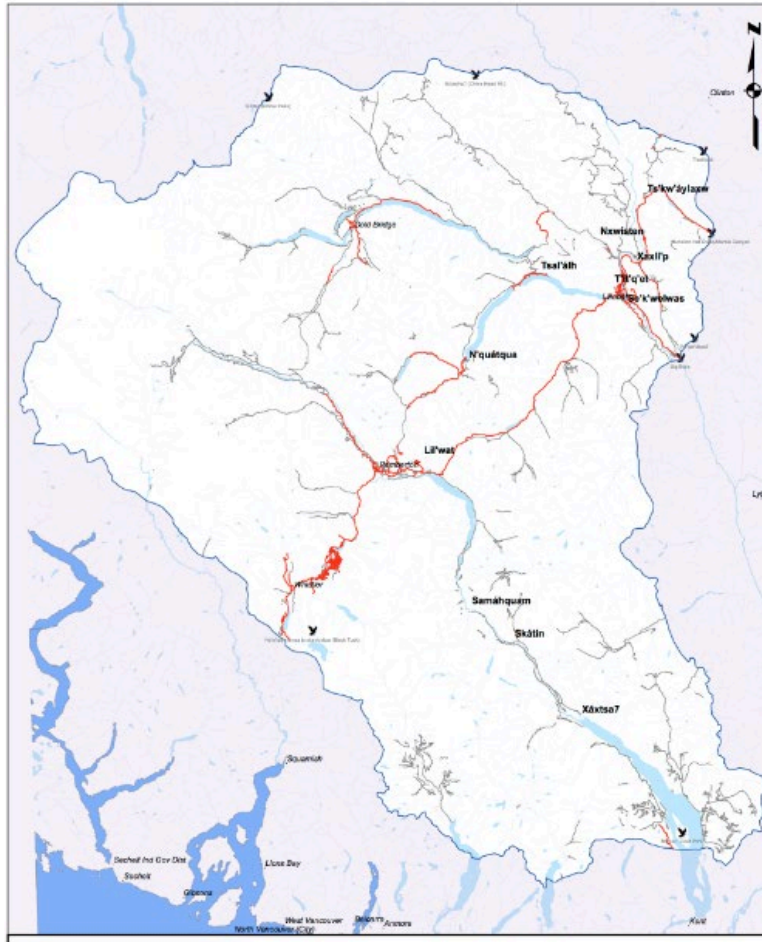




## St'át'imc Territory

The District of Lillooet lies within the unceded traditional territories of St'át'imc Nation. Neighbouring communities include Xwisten at the confluence of the Bridge River and the Fraser River; T'it'q'et; Sekw'el'was; Xaxli'p; Tsal'alh and Ts'kw'áylaxw. Extracted from [www.statimc.ca](http://www.statimc.ca):

### St'át'imc Territory



*"The St'át'imc are the original inhabitants of the territory which extends north to Churn Creek and to South French Bar; northwest to the headwaters of Bridge River; north and east toward Hat Creek Valley; east to the Big Slide; south to the island on Harrison Lake and west of the Fraser River to the headwaters of Lillooet River, Ryan River and Black Tusk.*

*The St'át'imc way of life is inseparably connected to the land. Our people use different locations throughout our territory of rivers, mountains and lakes, planning our trips with the best times to hunt and fish, harvest food and gather medicines. The lessons of living on the land are a large part of the inheritance passed on from St'át'imc elders to our children.*

*As holders of one of the richest fisheries along the Fraser River, the St'át'imc defend and control a rich resource that feeds our people throughout the winter, and serves as a valued staple for trade with our neighboring nations. The St'át'imc can think of no other better place to live.*

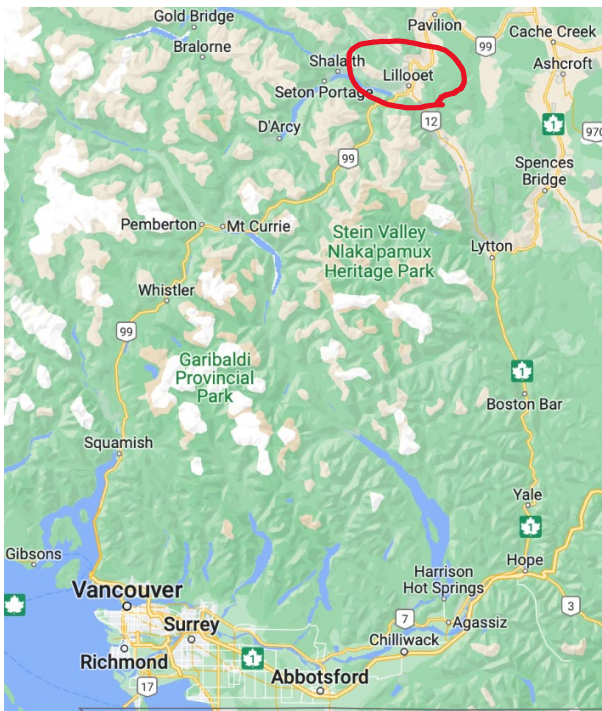
*Ci wa lh kalth ti tmicwa (the land is ours). The St'át'imc hold Title, rights and ownership to our territorial lands and resources. We are ucwalmicw (the people of the land). We are a nation, not an interest group. As proclaimed by our ancestors in the Declaration of the Lillooet Tribe, May 10, 1911: We claim that we are the rightful owners of our tribal territory and everything pertaining thereto. We have always lived in our country; at no time have we ever deserted it or left it to others. The source of these rights is St'át'imc law."*



While the legal landscape for rights and titles is complex and includes consideration of Treaty negotiations, landmark court decisions and other factors, it is considered a best practice in economic development to develop positive and healthy relationships with neighbouring Indigenous communities and where possible to find collaborative opportunities to work together for mutual benefit.

### Access to Lillooet

Lillooet is only two hours from the world-renowned Whistler Resort and three and a half hours from major markets in the Fraser Valley and Lower Mainland/Vancouver area. There are two primary access routes from Vancouver – westbound to Squamish/Whistler/Pemberton to Lillooet along Highway #99 or eastbound from Vancouver through the Fraser Valley communities of Langley, Abbotsford, Chilliwack to Hope where Highway #1 (the TransCanada Highway) routes through the Fraser Canyon to Highway 12 junction at Lytton. Highway 12 then follows the route of the Fraser River to Lillooet.



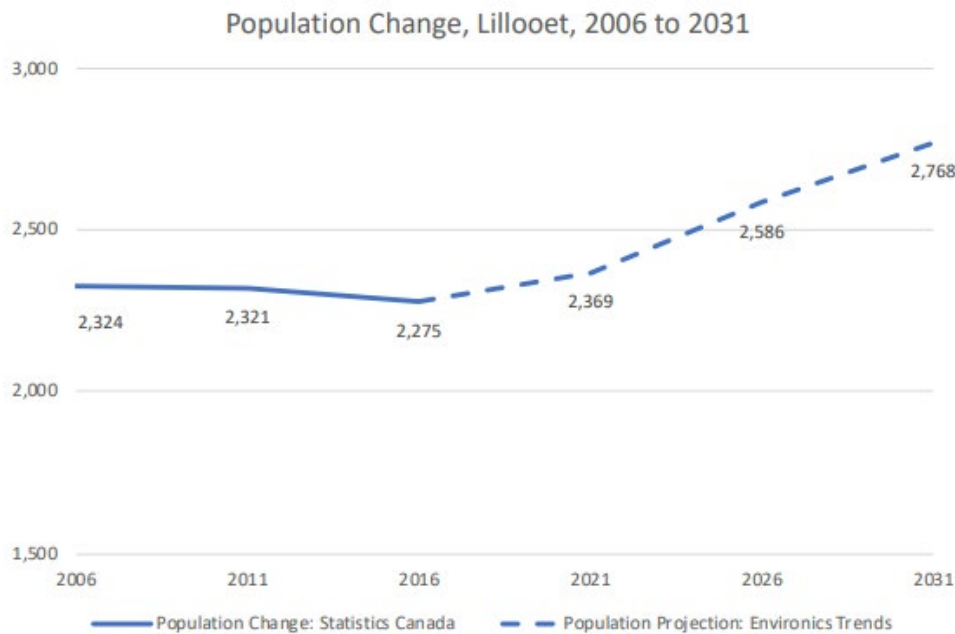
### Key Statistics

The recently adopted [Official Community Plan](#) for the District of Lillooet offers the following Community Profile. Some of this information comes from the [2021 District of Lillooet Housing Needs Report](#).



## Population and Demographics

As of 2021, the District of Lillooet was home to a population of 2,302 people. The population was relatively stable between 2006, 2016 and 2021, following a considerable decline from 2001 to 2006 reflecting the loss of forestry jobs. However, the population is projected to increase to 2,586 by 2026, according to Statistics Canada. Anecdotally, this recent growth may be due to a renewed interest in the rural recreational lifestyle and relatively affordable housing Lillooet has to offer. Note the following demographic data does not include St'át'imc members living on reserve.

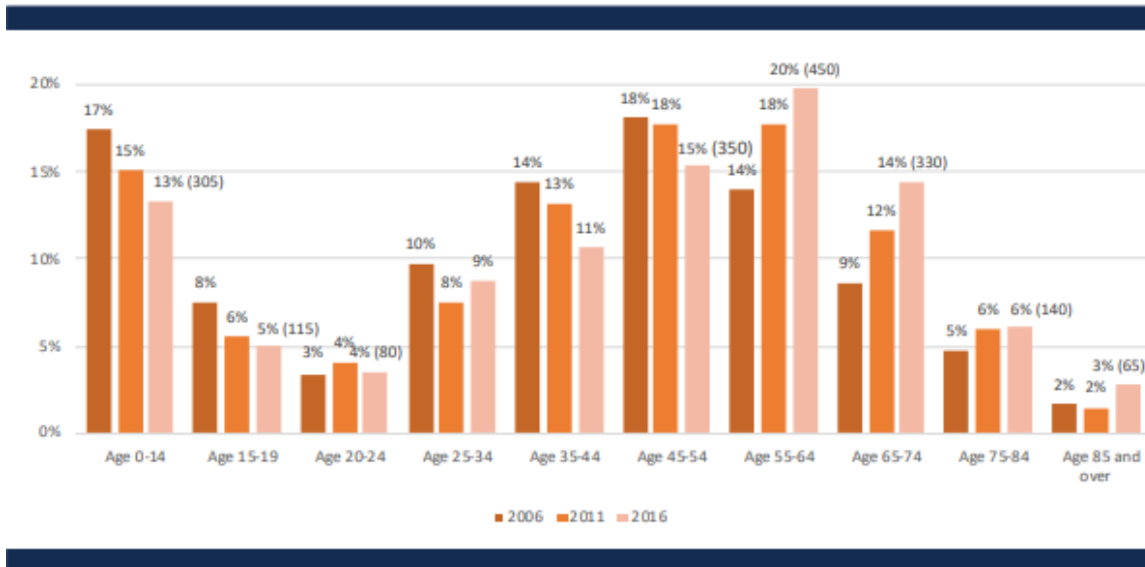


Lillooet historic population change from 2006-2016 from Statistics Canada Census 2016, 2011, 2006.

The median age in Lillooet has been increasing and is projected to continue rising modestly. In 2021, the median age was 54 years, with over one fourth of residents over the age of 65. The growing senior population will require Lillooet to plan for a variety of needs as an aging sub-population retires out of the workforce and begins requiring additional care and services, and the working-age cohorts decline.

Only 8% of the population is aged 15 to 25, suggesting that young people have moved out of Lillooet to pursue higher education or for job opportunities. This also indicates that the current labour force may not be adequately replaced in the next two generations. Anecdotally, however, there has been an increase in young families moving to the District over the past 5 years.



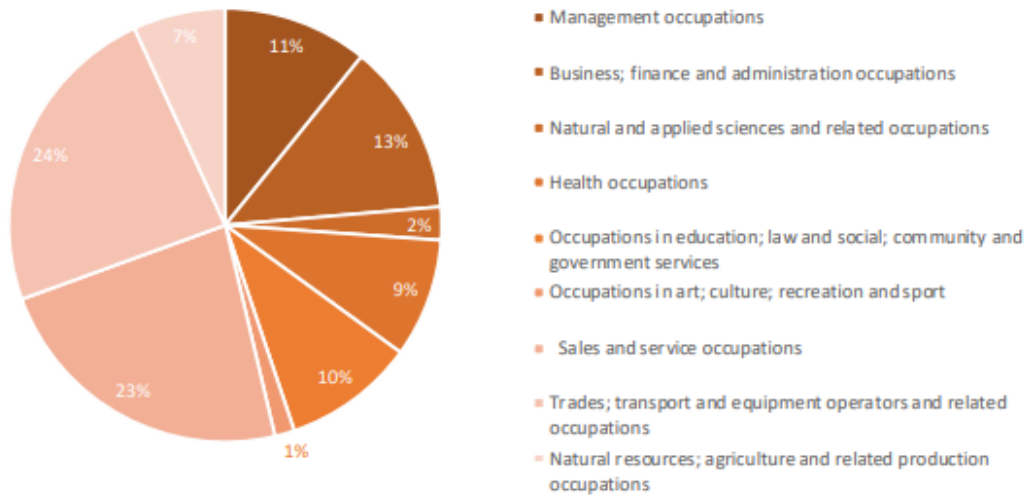


Source: Statistics Canada Census findings (as reported in the Lillooet 2040 - Official Community Plan), not updated with 2021 census data.

However, from the perspective of a community economic development framework, these census findings are somewhat misleading as the economy of Lillooet does not stop at the borders defined as the local government area. Rather, it is important to consider the population and demographics of the neighbouring St'át'imc communities as well as Area B of the SLRD. Typically, Indigenous communities in British Columbia have significantly younger populations than non-Indigenous and given the proximity of the St'át'imc communities to Lillooet and their collective population.

### Economy and Income

Lillooet has a higher percentage of residents employed in primary production, trades, or health than the provincial average, but a lower percentage of residents employed in administration, science, art, or sports sectors. The unemployment rate was the same as the provincial rate in 2021 at 8.4%. The percentage of residents receiving government transfers in 2020 was higher in Lillooet than the rest of BC (23.6% vs. 16.8%). Since the latest census was taken during Covid-19, these numbers may not reflect the current situation. Lillooet had a similar percentage of self-employed residents compared with the provincial average (18.4% vs 17.3%).

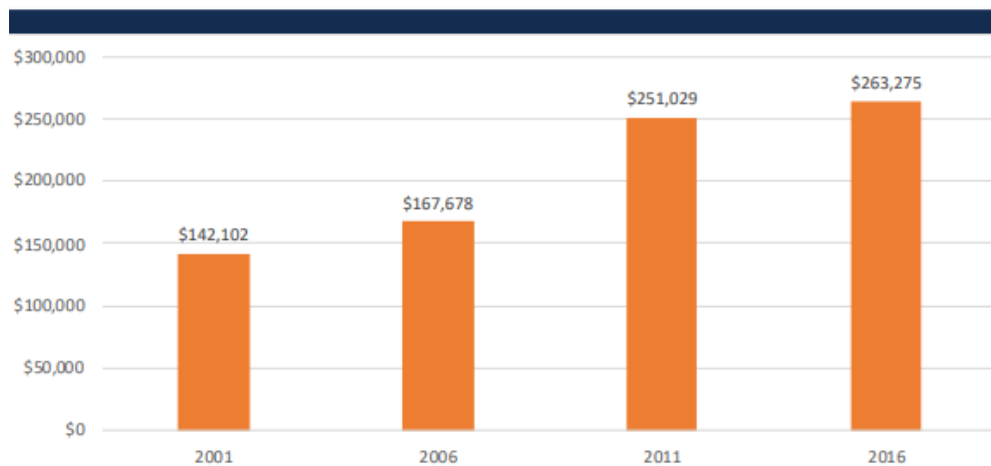


Source: Statistics Canada, 2016 Census as reported in the Lillooet 2040 – Official Community Plan

Lillooet has a higher percentage of residents without a diploma, certificate, or degree (23%) compared to the provincial average in BC (13%). However, the District has a greater percentage of residents with education in trades or apprenticeship (23%) than that of the Province (15%).

### Housing

Housing prices in Lillooet are rising, with the average dwelling value in 2021 of \$442,000 almost double that of the average in 2011. Dwelling purchase prices are still significantly below the 2021 SLRD average of \$1,182,000 and well below the Pemberton average of \$860,000.



Source: Statistics Canada, 2016 Census as reported in the Lillooet 2040 – Official Community Plan

A housing needs report was developed in parallel to this plan and explored both quantitative and qualitative data to help understand the current state of housing and the types of units that will be required in the future. With an outlook of 5 years, the housing needs report determined the following net new units would be required by 2024.



	Units Required by 2024	Additional Supply Required from 2016 Baseline
0-1 bedroom	373	+203
2 bedroom	554	+229
3 bedroom	330	+45
4 bedroom	192	-108

The Housing Needs Report also identified gaps in the type of housing available in the District. These needs include:

- Below-market housing options and supportive housing
- Rental housing and rental-secured housing
- Special needs housing
- Housing for seniors (i.e., assisted and supported living accommodations)
- Diversity in housing types for families (i.e, co-housing, co-ops, townhouses, duplexes, triplexes)
- Shelters for people experiencing homelessness and housing for people at risk of homelessness

Details from the 2021 Census findings for the District of Lillooet:

<https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&DGUIDist=2021A00055931026&GENDERlist=1,2,3&STATISTICIlist=1&HEADERlist=0>





Lillooet's population has increased slightly since the 2016 Census:

Characteristic	Lillooet, District municipality (DM) ⓘ British Columbia [Census subdivision] <div>✖ Remove</div>			Squamish-Lillooet, Regional district (RD) ⓘ British Columbia [Census division] <div>✖ Remove</div>		
	Counts			Counts		
	Total	Men +	Women +	Total	Men +	Women +
Population and dwellings						
Population, 2021 ⓘ <sub>1</sub>	2,302	...	...	50,496	...	...
Population, 2016 ⓘ <sub>1</sub>	2,275	...	...	42,665	...	...
Population percentage change, 2016 to 2021	1.2	...	...	18.4	...	...
Total private dwellings ⓘ <sub>2</sub>	1,214	...	...	26,330	...	...
Private dwellings occupied by usual residents ⓘ <sub>3</sub>	1,111	...	...	20,012	...	...
Population density per square kilometre	83.3	...	...	3.1	...	...
Land area in square kilometres	27.63	...	...	16,296.34	...	...



The majority of occupied private dwellings are single-detached houses and the average household size is 2.1 persons:

Characteristic	Lillooet, District municipality (DM) ⓘ British Columbia [Census subdivision] <a href="#">✕ Remove</a>			Squamish-Lillooet, Regional district (RD) ⓘ British Columbia [Census division] <a href="#">✕ Remove</a>		
	Counts			Counts		
	Total	Men +	Women +	Total	Men +	Women +
	Household and dwelling characteristics					
Total - Occupied private dwellings by structural type of dwelling - 100% data	1,110	...	...	20,010	...	...
Single-detached house	770	...	...	8,635	...	...
Semi-detached house	10	...	...	1,390	...	...
Row house	15	...	...	3,360	...	...
Apartment or flat in a duplex	65	...	...	1,800	...	...
Apartment in a building that has fewer than five storeys	120	...	...	3,420	...	...
Apartment in a building that has five or more storeys	5	...	...	655	...	...
Other single-attached house	5	...	...	75	...	...
Movable dwelling <sup>4</sup>	125	...	...	675	...	...
Total - Private households by household size - 100% data	1,110	...	...	20,015	...	...
1 person	385	...	...	5,235	...	...
2 persons	475	...	...	6,975	...	...
3 persons	130	...	...	3,335	...	...
4 persons	70	...	...	2,925	...	...
5 or more persons	50	...	...	1,545	...	...
Number of persons in private households	2,275	1,110	1,160	49,615	25,615	24,000
Average household size	2.1	...	...	2.5	...	...



The majority of individuals in Lillooet are married or living common law. There are as many widowed people as there are divorced. Roughly 25% of the population has never married.

Characteristic	Lillooet, District municipality (DM) ⓘ British Columbia [Census subdivision] <div>✖ Remove</div>			Squamish-Lillooet, Regional district (RD) ⓘ British Columbia [Census division] <div>✖ Remove</div>		
	Counts			Counts		
	Total	Men +	Women +	Total	Men +	Women +
Marital status						
Total - Marital status for the total population aged 15 years and over - 100% data	2,045	995	1,055	42,500	21,985	20,515
Married or living common-law	1,180	590	585	24,765	12,410	12,355
Married	920	460	455	16,655	8,355	8,305
Living common-law	260	130	130	8,105	4,055	4,050
Living common law - Never married	185	100	90	6,985	3,525	3,465
Living common law - Separated	10	5	5	185	85	105
Living common law - Divorced	55	25	30	865	425	445
Living common law - Widowed	5	5	5	70	25	45
Not married and not living common-law	865	405	465	17,735	9,575	8,160
Not married and not living common law - Never married	505	285	220	13,410	7,790	5,620
Not married and not living common law - Separated	50	25	25	960	450	505
Not married and not living common law - Divorced	160	70	85	2,150	1,030	1,115
Not married and not living common law - Widowed	160	25	135	1,220	300	915





The majority of families in Lillooet are 2 person:

Characteristic	Lillooet, District municipality (DM) ⓘ British Columbia [Census subdivision] <a href="#">✕ Remove</a>			Squamish-Lillooet, Regional district (RD) ⓘ British Columbia [Census division] <a href="#">✕ Remove</a>		
	Counts			Counts		
	Total	Men +	Women +	Total	Men +	Women +
<b>Family characteristics</b>						
Total - Census families in private households by family size - 100% data <a href="#">5</a>	695	...	...	13,680	...	...
2 persons	480	...	...	7,435	...	...
3 persons	120	...	...	2,870	...	...
4 persons	60	...	...	2,655	...	...
5 or more persons	35	...	...	715	...	...
Average size of census families	2.5	...	...	2.8	...	...
Average number of children in census families with children <a href="#">6</a>	1.6	...	...	1.7	...	...



Residents of Lillooet are generally lower income than the rest of the SLRD and median government transfers are higher:

Characteristic	Lillooet, District municipality (DM) ⓘ British Columbia [Census subdivision] <div>✖ Remove</div>			Squamish-Lillooet, Regional district (RD) ⓘ British Columbia [Census division] <div>✖ Remove</div>		
	Counts			Counts		
	Total	Men +	Women +	Total	Men +	Women +
Income of individuals in 2020						
Total - Income statistics in 2020 for the population aged 15 years and over in private households - 100% data ⓘ <sub>10</sub>	2,015	980	1,035	41,640	21,480	20,160
Number of total income recipients aged 15 years and over in private households in 2020 - 100% data	1,995	965	1,030	40,740	21,020	19,720
Median total income in 2020 among recipients (\$)	35,200	40,000	31,600	45,600	50,800	41,200
Number of after-tax income recipients aged 15 years and over in private households in 2020 - 100% data	1,995	965	1,030	40,780	21,045	19,735
Median after-tax income in 2020 among recipients (\$)	32,800	37,600	29,400	40,800	44,800	37,600
Number of market income recipients aged 15 years and over in private households in 2020 - 100% data	1,760	860	900	38,060	19,760	18,300
Median market income in 2020 among recipients (\$)	26,800	32,400	21,600	39,200	46,000	33,200
Number of government transfers recipients aged 15 years and over in private households in 2020 - 100% data	1,735	825	910	32,535	15,790	16,750
Median government transfers in 2020 among recipients (\$)	13,600	13,600	13,600	9,000	8,300	9,500



Almost half of Lillooet residents have a postsecondary certificate, diploma or degree. However, approx. 23% do not have any certificate, diploma or degree indicating the potential for significant disparity in living conditions is possible even in a relatively small community:

Characteristic	Lillooet, District municipality (DM) ⓘ British Columbia [Census subdivision] <a href="#">✕ Remove</a>			Squamish-Lillooet, Regional district (RD) ⓘ British Columbia [Census division] <a href="#">✕ Remove</a>		
	Counts			Counts		
	Total	Men +	Women +	Total	Men +	Women +
Highest certificate, diploma or degree						
Total - Highest certificate, diploma or degree for the population aged 15 years and over in private households - 25% sample data <a href="#">165</a>	2,050	1,040	1,010	41,640	21,480	20,155
No certificate, diploma or degree	465	270	195	3,900	2,195	1,705
High (secondary) school diploma or equivalency certificate <a href="#">167</a>	570	240	335	11,690	6,540	5,150
Postsecondary certificate, diploma or degree	1,015	535	485	26,050	12,745	13,305
Bachelor's degree or higher	315	150	160	13,150	5,865	7,285
Bachelor's degree	185	90	95	8,845	4,110	4,735
University certificate or diploma above bachelor level	50	15	30	995	355	630
Degree in medicine, dentistry, veterinary medicine or optometry	20	20	0	240	135	110
Master's degree	60	25	35	2,740	1,080	1,660
Earned doctorate <a href="#">171</a>	0	0	0	325	180	145





The largest industry sectors offering employment were Health care and social assistance, Retail trade, Educational services, and Construction. These were closely followed by Accommodation and food services, Professional, scientific and technical services, and Manufacturing indicating quite a diversified economy for a relatively small community:

Characteristic	Lillooet, District municipality (DM) ⓘ British Columbia [Census subdivision] <a href="#">✕ Remove</a>			Squamish-Lillooet, Regional district (RD) ⓘ British Columbia [Census division] <a href="#">✕ Remove</a>		
	Counts			Counts		
	Total	Men +	Women +	Total	Men +	Women +
	Industry - Sectors - North American Industry Classification System (NAICS) 2017					
Total - Labour force aged 15 years and over by industry - Sectors - North American Industry Classification System (NAICS) 2017 - 25% sample data <a href="#">194</a>	1,140	595	540	31,135	16,540	14,595
Industry - not applicable <a href="#">190</a>	25	20	0	315	165	145
All industries <a href="#">191</a>	1,110	575	530	30,820	16,370	14,450
11 Agriculture, forestry, fishing and hunting	55	45	0	640	405	235
21 Mining, quarrying, and oil and gas extraction	0	0	0	205	175	30
22 Utilities	10	0	0	180	130	50
23 Construction	105	100	0	3,675	3,300	375
31-33 Manufacturing	60	60	0	895	565	330
41 Wholesale trade	0	0	0	440	280	160
44-45 Retail trade	130	55	75	3,210	1,620	1,585
48-49 Transportation and warehousing	50	35	10	950	690	260
51 Information and cultural industries	20	0	15	675	390	285
52 Finance and insurance	20	0	20	645	315	325



53 Real estate and rental and leasing	0	0	0	895	400	495
54 Professional, scientific and technical services	75	45	35	3,020	1,600	1,425
55 Management of companies and enterprises	0	0	0	55	25	25
56 Administrative and support, waste management and remediation services	40	15	30	1,490	790	700
61 Educational services	105	35	75	1,780	625	1,155
62 Health care and social assistance	190	35	155	2,790	405	2,390
71 Arts, entertainment and recreation	30	25	0	1,460	805	655
72 Accommodation and food services	100	50	55	4,795	2,505	2,290
81 Other services (except public administration)	55	35	20	1,225	490	735
91 Public administration	50	25	30	1,815	855	960



## Key Partners

The District of Lillooet, with the support of the Economic Development Advisory Committee, have identified a number of key partners and efforts continue to collaborate and work together with the following:

### St'át'imc Communities and St'át'imc EcoResources

Information sharing and relationship building with economic development counterparts in neighbouring St'át'imc communities is ongoing. The first quarterly meeting was held in September 2021 and a summary of community economic information was drafted and shared for review and update. Several economic development opportunities and initiatives were identified that would be best approach collectively and collaboratively.

### BC Hydro

The Bridge River Valley hydroelectric system is the third largest system operated by BC Hydro in BC. The Bridge River hydroelectric complex consists of three dams and stores water for four generating stations. The system uses Bridge River water three times in succession to generate 492 megawatts, or 6 to 8 per cent of British Columbia's electrical supply. A representative of BC Hydro participates on the Lillooet Economic Development Advisory Committee and presentations have been organized to better understand upcoming capital programs and the nature of the employment/contract skills and services that will be needed in future years reviewed so that local training and capacity building can occur now and capture as much economic benefit locally as is possible for these types of specialized construction projects.



Map of Bridge River Valley shows Pemberton and Gold Bridge on the left side, near the start of BC Hydro's Bridge River electricity system at Downton Reservoir.

Source: <https://www.bchydro.com/news/conservation/2016/bralorne-needs-people.html>



The Bridge River system generates enough electricity to power the equivalent of 300,000 homes a year. Glacier fed, the Bridge River's emerald waters run through two reservoirs and a lake, generating power at four powerhouses, including Bridge 1, which was B.C.'s largest source of electricity when it started operating in 1946.

With powerhouse components past their 50-year best-before date, the list of planned upgrades in the system includes more than 100 projects. Between 2015 and 2019, BC Hydro is spending almost \$400 million on the system, whose proximity to the Lower Mainland provides the entire BC Hydro system with the flexibility to operate more efficiently. There are significant capital investments also planned for the next 20 years.

#### Aspen Planers

Headquartered in Merritt, BC, Aspen Planers operates Savona Specialty Plywood – a producer of high quality veneers. This facility remains a significant employer in Lillooet.

## Current Situation Analysis

### Iconic Natural Assets

#### Fraser River

Lillooet sits perched above the mighty Fraser River at the confluence with Cayoose Creek. There is a boat launch from the campground and an activity operator offering sturgeon fishing tours. Concern over the sturgeon population has made this activity more restricted.



South of Lillooet, REO Rafting offers float tours <https://www.reorafting.com/rafting/fraser-day-trip.html>  
Kumsheen Rafting also offers river-rafting on the Fraser and Thompson Rivers. <https://kumsheen.com/>





## Seton Lake and the Seton Lake Lookout

**Seton Lake**<sup>[1]</sup> is a freshwater fjord draining east via the Seton River into the Fraser River Fraser. It is about 22 km long, 26.2 km<sup>2</sup> in area.

The lake is natural in origin but was raised slightly as part of the Bridge River Power project the two main powerhouses of which are on the north shore of the upper end of the lake near Shalalth. At the uppermost end of the lake is the community of Seton Portage and the mouth of the short Seton Portage River, which connects Anderson Lake on the farther side of the Portage to Seton Lake.

There is a short 1.2 km hike to a lookout that is popular.

## Nephrite Jade

British Columbia is the number one source of jade in the world today. The history of jade in Lillooet is from time immemorial. The local First Nation community used jade as a trade staple - trading north, south and west within other indigenous communities. First Nation peoples made axes, deer scrapers and other tools for daily use from jade. Ceremonial figures were also carved from this gemstone and are documented in historical records.

Jade is part of the geological history of the region and can still be found on the shores of the local rivers and in the surrounding mountains. Jade is found only in certain unique areas where two rock formations shift, thereby allowing jade to surface from its source fifteen miles deep under the earth's crust. Lillooet is one such rare place.

The Chinese gold miners were amazed to find jade here when they came to construct the railways and to search for gold. Gold was their cash source, but jade held a special honour in their hearts, where it was thought to bring health, wealth and happiness into their lives. British Columbia's rich jade heritage served much of 19th century Chinese nephrite jade carving.

Jade is still being found along the rivers and local rock-hounders, including First Nations people, have collected and worked with jade over the years. Their commitment and donations led to the Jade Monuments Project. The Jade Trail was created with thirty jade monuments in town. The stones have been cut, polished and mounted to reflect the different qualities each face displays. The Jade Walk is a tribute to BC's Official Gemstone and Lillooet's jade mining history.

## Unique Ecosystems

Lillooet lies in a unique transitional zone between the dry, arid central interior plateau and the Coast Mountains. As a consequence, there is great diversity of plant and wildlife. For more information visit <https://www.lillooetnaturalistsociety.org/>



### Marble Canyon Provincial Park

[https://bcparks.ca/explore/parkpgs/marble\\_can/](https://bcparks.ca/explore/parkpgs/marble_can/)

A small, quiet campground, set between two small lakes Turquoise and Crown nestled in the rugged Pavilion Mountain Range. The limestone canyon in which Marble Canyon Provincial Park is located is a rather rare geological formation in British Columbia.

The white, chalk-faced slopes are different- not composed of granite, as are the nearby Coast Mountains. The weathered peaks, surmounted by the remarkable Chimney Rock, have the appearance of a crumbling castle wall. A waterfall on the far side of suitably named Turquoise Lake reminds you of the power of the elements to eventually wear all things down.



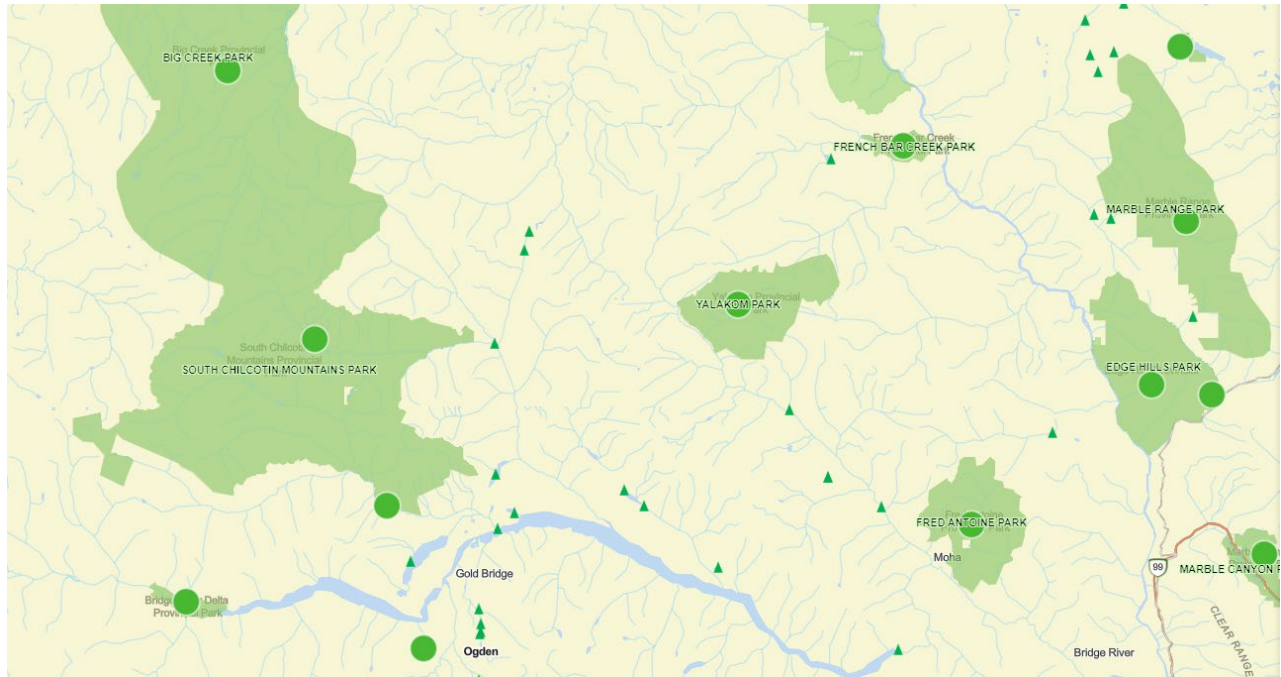
**Park Size:** 355 hectares

- **History:** Established in 1956 with the addition of Pavilion Lake on April 18, 2001.
- **Cultural Heritage:** The Pavilion Indian Band holds special heritage and spiritual connection to Pavilion Lake and the surrounding land.
- **Conservation:** From the campground, view spectacular limestone cliffs 1 km high, part of the Pavilion Range. The park boundary now includes all of Pavilion Lake and the lake bottom to protect the unique and sensitive freshwater stromatolite features. Pavilion Lake is only one of a few places in the world where freshwater stromatolite features can be found. [Click here for more information about Pavilion Lake Research Project \[PDF 6.81MB\]](#).
- **Wildlife:** Trout are found in Crown, Turquoise, and Pavilion Lakes. Black bears are frequently seen in the area.



## South Chilcotin Provincial Park/ Big Creek Provincial Park

South Chilcotin Mountains Provincial Park and Big Creek Provincial Park can be accessed via Lillooet and Road 40.



### *South Chilcotin Mountains Provincial Park*

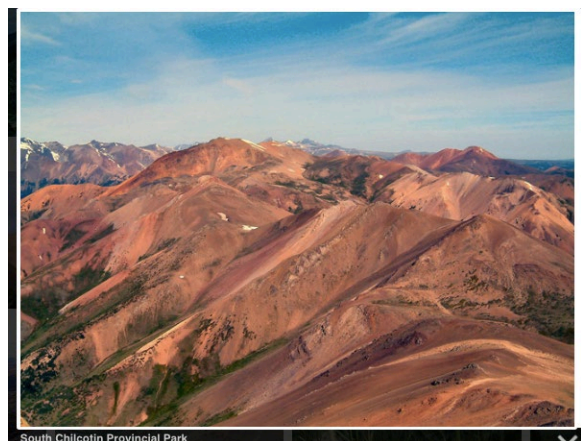
[http://www.env.gov.bc.ca/bcparks/explore/parkpgs/south\\_chilcotin\\_mts/](http://www.env.gov.bc.ca/bcparks/explore/parkpgs/south_chilcotin_mts/)

South Chilcotin Mountains Provincial Park is a visually spectacular area with mid elevation grasslands, sub alpine and alpine meadows, alpine lakes and mountain peaks. The park encompasses the complete watersheds of Lizard and Leckie Creeks and significant portions of other large intact watersheds and headwaters.

There are broad valleys and ridges with interconnecting trail systems. Over 200 km of trails through broad valleys, alpine meadows and ridges offer an excellent variety of loop trips of varying difficulty and distances for hikers, horse riders and mountain bikers. Visitors to this park will have an outstanding wilderness experience.

**Established Date:** April 18, 2001

**Park Size:** 56,796 Hectares



Hiking, mountain biking, horseback riding and viewing spectacular mountain scenery are the main activities here, as well as wildlife viewing, fishing and skiing in winter.





### *Big Creek Provincial Park*

[http://www.env.gov.bc.ca/bcparks/explore/parkpgs/big\\_crk/](http://www.env.gov.bc.ca/bcparks/explore/parkpgs/big_crk/)

The park's landscapes vary from dramatic mountains and alpine lakes in the south, to gentler volcanic hills and lava formations, to the flat, forested Chilcotin Plateau in the north.

The spectacular scenery in the south makes it a popular destination for horseback riding, backpacking, hunting, wildlife viewing, and mountaineering. Because of the park's remoteness, visitors must be experienced in backcountry travel and completely self-sufficient.

This park teems with wildlife; you might see mountain goats, California bighorn sheep, moose or predators such as wolves, black and grizzly bears.



**Established Date:** July 12, 1995

**Park Size:** 67,918 hectares

### Iconic Cultural Assets

There is a deep and rich culture and history in and around Lillooet. Archeological evidence indicates this area is one of the longest occupied sites.

<http://hs.umt.edu/bridgeriver/default.php>

#### The Bridge River Archaeological Project

The Bridge River Archaeological Project is a partnership between The Department of Anthropology, The University of Montana, and Xwísten, the Bridge River Indian Band (Lillooet, B.C.) to study the ancient history of the Bridge River Valley and the Middle Fraser Canyon in south-central British Columbia. The project seeks to understand the growth and abandonment of large aggregate villages with a particular focus on the Bridge River site. The research intends to contribute to a range of theoretical problems associated with village establishment and growth, demographic history, subsistence change, socio-political evolution, technological history, and Colonial entanglements.



The Bridge River Archaeological Project has been active since 2003. Earlier research emphasized development of a detailed history of the entire village consisting of 80 housepits ranging in size from approximately 10 to nearly 20 meters in diameter. The earlier studies determined that the village was first established about 1800 years ago and steadily grew in size until approximately 1000 years ago, at which time it was temporarily abandoned. The village was re-established during the past 400 years and was in use through the mid-19th century.

Current research is centered on an intensive archaeological excavation study of Housepit 54. Housepit 54 was built and occupied during the periods of about 1500-1000 years ago and again during the middle portion of the 19th century. During these times, occupants of the house accumulated, through generational re-flooring and re-roofing activities, a remarkable record of at least 15 superimposed clay floor deposits and 4-8 roofs (collapsed roof deposits that include burned timbers and associated sediments). Each floor represents a time capsule of life during a particular generation with well-preserved food remains (animal bones and plant materials), stone and bone tools, and cooking and storage features.

An additional excavation was conducted in 2012 at a small nearby village known as the S7istken site, focusing on a small housepit occupied shortly before the arrival of Europeans in the Middle Fraser Canyon. The site provides critical data on housepit socio-economic and political organization at the end of the pre-Colonial period.

### St'át'imc Communities

The St'át'imc communities have for more than 20 years evaluated the opportunity for a Northern St'át'imc Cultural Centre to be constructed in several possible locations. In 2021, this opportunity was revisited and a feasibility/business plan developed that demonstrated that a Cultural Centre of the desired size and scale within a renovated Recreation, Education & Cultural Centre (REC Centre) would be financially





sustainable and would require far less annual operating subsidy than a standalone Cultural Centre. Leadership of the St'át'imc communities are continuing to review this opportunity with the District of Lillooet.

### Recent History

Lillooet's more recent history includes an important role in the Gold Rush where it served as Mile 'O' of the Cariboo Pavilion Road – the first wagon road to be surveyed in BC and the route to the Cariboo gold fields. In 1860 Lillooet was one of the largest cities west of Chicago, second only to San Francisco.

The Mile 'O' Cairn was erected in 1939, marking Mile 'O' of the old Cariboo Road. From this point in the early stagecoach days, all road houses and stopping places from here to Barkerville were known by their mileage from Lillooet - 70 Mile, 100 Mile, and so on. In 1858, Governor James Douglas ordered the construction of a wagon road from Fort Douglas on Harrison Lake to Lillooet. The Royal Engineers supervised the construction while miners with picks and shovels contracted to build the road for the sum of five English pounds each, which they received upon arrival, by land and portage, at Lillooet. 16,000 gold seekers outfitted here in the next four years, until 1863, when the Fraser Canyon route from Yale finally reached Lytton providing an alternate route.

Lillooet also has compelling stories of Chinese workers who came to Canada to build the railway. Once the Canadian Pacific Railway was completed in 1884, these workers came to Lillooet to work abandoned tailings left behind by miners who went north to richer strikes in the Cariboo. The Lillooet and District Museum and Archives is the keeper of related historical artifacts and is just now in the process of reviewing the items in the Museum and on-site storage to determine which items have heritage value and should be located in a facility with suitable climate controls and which other items should be repurposed, rehomed or disposed.

Lillooet served as one of many internment camps for Japanese Canadians during WWII and these stories collectively contribute to the rich heritage of the District of Lillooet and its sense of place. A Japanese Memorial Garden and interpretive signage can be found in south Lillooet.

### Agricultural Assets

Lillooet also has a long history as a farming, ranching and agricultural community. The terroir is now being recognized for viticulture as well with Fort Berens Estate Winery being recognized for the quality of their wines with many awards for their Riesling, Cabernet Franc and other wines. A second smaller winery (Cliff and Gorge Vineyards) has opened on Texas Creek Road in Area B of the SLRD. Lillooet Brewing Company has opened a brewery and tasting room at 104 Main Street in town.



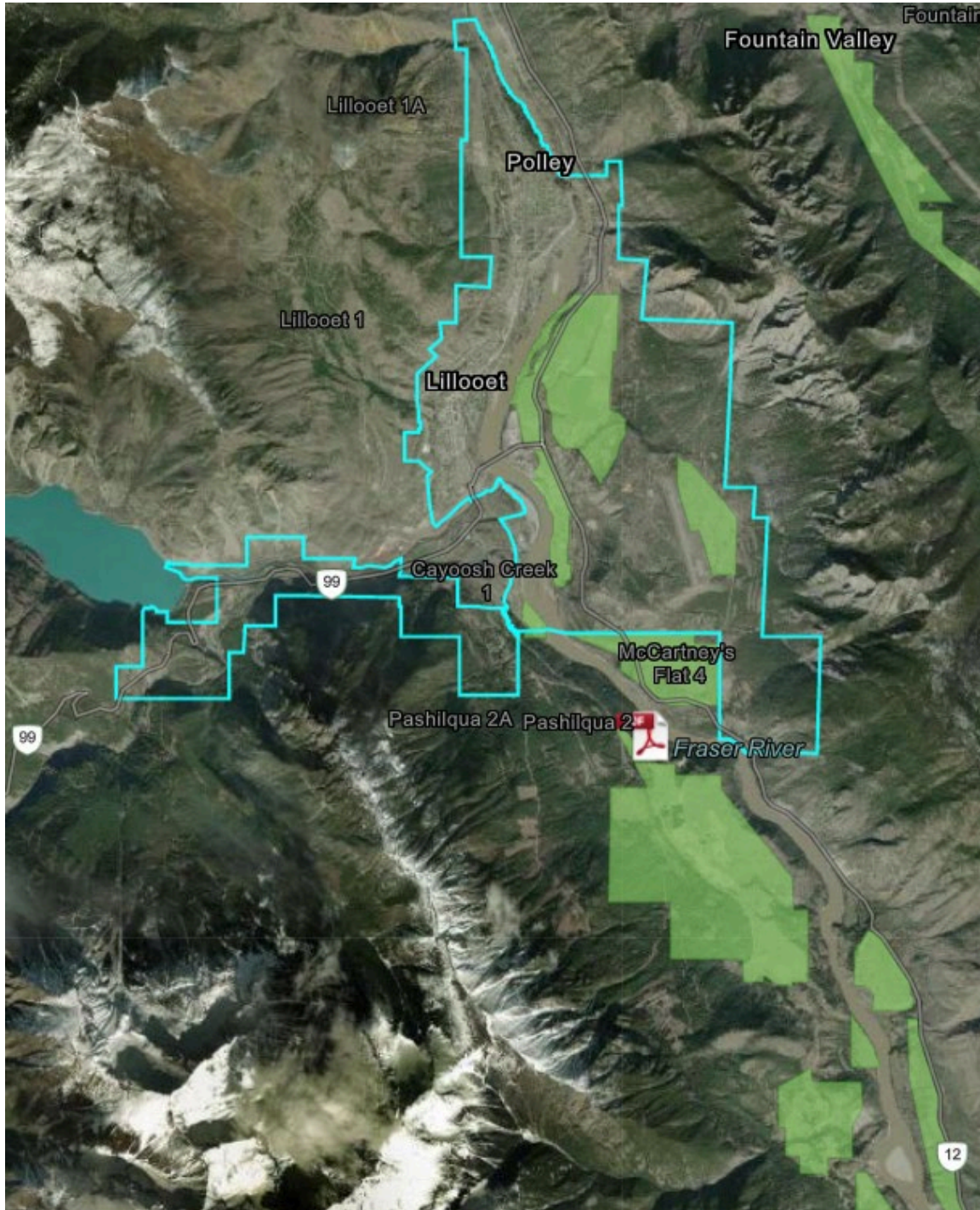
Lillooet Agriculture and Food Society lists the following farmers in the District of Lillooet and adjacent Area B of the SLRD:

DIRECTORY	DIRECTORY	DIRECTORY
<p><b>ABUNDANCE ARTISAN BAKERY AND CAFE</b> At the corner of 8th &amp; Main, Lillooet   250-256-8756 <a href="mailto:abundanceartisanbakery@gmail.com">abundanceartisanbakery@gmail.com</a>   <a href="http://abundancebakery.ca">abundancebakery.ca</a> <b>We sell:</b> Organic artisan bread, organic coffee, pastries, donuts, and lunch items made with locally sourced meat, produce and fruits. <b>Buy our products:</b> At our bakery. <i>Check us out on Trip Advisor &amp; Facebook.</i></p> <p><b>AM'LEC</b> 10 Scotchman Road, T'it'q'et   250-256-4118, ext. 230 <a href="http://www.facebook.com/titqet/">www.facebook.com/titqet/</a> <b>We sell:</b> Garlic and dehydrated products. <b>Buy our products:</b> At Seed to Culture, Buy Low Foods, and the Country Store. <i>Am'lec is a business that is promoting and trying to achieve food security for the T'it'q'et community.</i></p> <p><b>ARMITSPRING ORCHARD</b> 445 Kennedy Rd, Lillooet   250-256-9444 <a href="mailto:armitsspring@gmail.com">armitsspring@gmail.com</a> <b>We sell:</b> Berries, fruit, garlic, jams, jellies &amp; savory preserves, baked goods. <b>Buy our products:</b> At the Lillooet Farmers' Market &amp; at our farm. Delivery possible. <i>Naturally grown with no pesticides.</i></p> <p><b>BRUINS END ORCHARD</b> 4000 Moha Rd, Lillooet   250-256-7178 <a href="mailto:bruinsend@shaw.ca">bruinsend@shaw.ca</a> <b>We sell:</b> Apples, apricots, plums, cherries, etc. Fresh, dehydrated, or frozen. <b>Buy our products:</b> At our farm by appointment. <i>Certified organic by PACS.</i></p> <p><b>FORT BERENS ESTATE WINERY</b> 1881 Highway 99 North, Lillooet   1-877-956-7768 <a href="mailto:info@fortberens.ca">info@fortberens.ca</a>   <a href="http://www.fortberens.ca">www.fortberens.ca</a> <b>We sell:</b> Wine, preserves &amp; wine merchandize, and compelling regional cuisine on our patio in the summer. <b>Buy our products:</b> At our tasting room, by subscribing to our Wine Club, on our website, and at Farmers' Markets in the region.</p>	<p><b>FOUNTAINVIEW FARMS</b> 7615 Lytton-Lillooet Hwy   250-256-5420 <a href="mailto:farm@fountainview.ca">farm@fountainview.ca</a>   <a href="http://www.fountainviewfarm.ca">www.fountainviewfarm.ca</a> <b>We sell:</b> Carrots, winter squash &amp; garlic. <b>Buy our products:</b> At Buy Low Foods, The Country Store, The Sprouted Oven, Choices, Nature's Fair &amp; Farm Gate. <i>All our products are Certified Organic.</i></p> <p><b>GILLIAN'S HERBS</b> 4 Osterlund Rd, Yalakom Valley   778-765-4900 <a href="mailto:gillian@gilliansherbs.com">gillian@gilliansherbs.com</a>   <a href="http://www.gilliansherbs.com">www.gilliansherbs.com</a> <b>We sell:</b> Herbal medicines, herbal tinctures, herbal tea blends, skin care products &amp; herbal condiments. <b>Buy our products:</b> On our website, at Seed To Culture, and by contacting us.</p> <p><b>OLD AIRPORT GARDENS</b> 611 Hwy 12, Lillooet   250-256-7051 <b>We sell:</b> Fruits and vegetables <b>Buy our products:</b> At our fruit stand located at the farm. <i>No pesticides used. U-pick available in the summer.</i></p> <p><b>ONE LOVE FARM</b> 500 Jorgensen Road, Lillooet   778-558-0593 <a href="mailto:oneloveorganicfarm@gmail.com">oneloveorganicfarm@gmail.com</a>   <a href="http://www.onelovefarm.ca">www.onelovefarm.ca</a> <b>We sell:</b> Mixed vegetables and flowers. <b>Buy our products:</b> At the Lillooet Farmers' Market, at our farm, by subscribing to our CSA program, on our website and at the Riley Park Farmers' Market in Vancouver. <i>The varieties we grow are chosen for exceptional quality and flavour.</i></p> <p><b>RILEY CREEK FARM</b> 800 Purvis Rd, Lillooet   250-256-4246 <a href="mailto:karen.playfair@gmail.com">karen.playfair@gmail.com</a> <b>We sell:</b> Certified organic apples. <b>Buy our products:</b> At our farm. Farm open and apples available seasonally - mid-September to early October. <i>Please call to arrange a visit or to order apples.</i></p> <p><b>ROSE HILL FARM</b> 101 Purvis Rd, Lillooet   250-256-7616 <a href="mailto:rosehill.senger@gmail.com">rosehill.senger@gmail.com</a>   <a href="http://www.rosehillfarm.ca">www.rosehillfarm.ca</a> <b>We sell:</b> Fresh chicken eggs &amp; chickens (production-bred pullets and hens; and breeding roosters) from three breeds:</p>	<p>Barred Rocks, Marans (Blue, Birch &amp; Copper) and Americanas (Blue &amp; Silver). <b>Buy our products:</b> Available birds will be posted for sale on our website and/or Facebook. Direct sales from the farm require an appointment. <i>Send inquiries via e-mail please.</i></p> <p><b>SEED TO CULTURE</b> 107 7th Ave, Lillooet   604-910-6543 <a href="mailto:info@seedtoculture.ca">info@seedtoculture.ca</a>   <a href="http://www.seedtoculture.ca">www.seedtoculture.ca</a> <b>We sell:</b> Fermented food, kombucha, organic produce, organic eggs &amp; meat, health &amp; wellness products. <b>Buy our products:</b> At the Lillooet Farmers' Market &amp; at our business. <i>We grow all the vegetables that we use in our fermented products. We only sell Lillooet grown, produced and made products.</i></p> <p><b>SPRAY CREEK RANCH</b> 15045 Texas Creek Rd, Lillooet   250-256-1620 <a href="mailto:farmer@spraycreek.ca">farmer@spraycreek.ca</a>   <a href="http://www.spraycreek.ca">www.spraycreek.ca</a> <b>We sell:</b> Beef, pork, chicken, turkey &amp; eggs <b>Buy our products:</b> On our website, at the Lillooet Farmers' Market, at our farm (by appt.), at KC Health, &amp; at Seed to Culture. <i>Certified Organic by NOQA, Animal Welfare Approved &amp; Certified Grassfed by AGW.</i></p> <p><b>THREE RAVENS FARMSTEAD</b> 10111 Texas Creek Rd, Lillooet   250-256-0470 <a href="mailto:ravenmoonrain@gmail.com">ravenmoonrain@gmail.com</a>   <a href="http://www.threeravensfarmstead.com">www.threeravensfarmstead.com</a> <b>We sell:</b> Lamb, rabbit, duck, chicken, turkey, eggs (chicken &amp; duck), berries, fruit, veggies, farm-raised yarn and fibre art. <b>Buy our products:</b> On our website, at the Lillooet Farmer's Market and at Seed to Culture. <i>All of our animals are pasture raised and fed Certified Organic feed.</i></p> <p><b>WOLFE'S GREEN DIRT FARM</b> 10800 Texas Creek Rd, Lillooet   250-256-0161 <a href="mailto:greendirtfarm@gmail.com">greendirtfarm@gmail.com</a>   <a href="http://www.wolfesgreendirtfarm.com">www.wolfesgreendirtfarm.com</a> <b>We sell:</b> Baby leaf salads &amp; garlic <b>Buy our products:</b> At Buy Low Foods, Nature's Fare, Choices, Nester's Markets, IGA, KINS Farm Market, Save-On-Foods, Country Store, &amp; Seed to Culture. <i>Certified Organic.</i></p>

There is Agricultural Land Reserve both within the District of Lillooet's municipal boundaries and in Area B of the SLRD and there is a growing density of organic farmers and small batch food processors gaining recognition and serving higher end restaurant markets in Vancouver and Whistler.

<https://governmentofbc.maps.arcgis.com/apps/webappviewer/index.html?id=87dee902dc5e443fbff8ca7b4311b407>





Note: Agricultural Land Reserve is blocked in green – parcels within the District of Lillooet are on the east side of the Fraser



## Community Assets - Lifestyle, Services and Amenities

A comprehensive community asset inventory for the District of Lillooet has not yet been updated. For purposes of exploring a possible framework for Lillooet's economic future, important assets beyond the natural environment and cultural heritage that have been built and managed for the benefit of the community include:

### Health Care and Wellness

The District of Lillooet is within the Interior Health region. The Lillooet Hospital & Health Centre is a Level 1 Community Hospital offering services including 24 hour emergency and a laboratory.



Adjacent to the Hospital is Mountain View Lodge, a 22-bed facility (21 private room; 1 semi-private room) for assisted living. Resident profile is noted in the table below.

<https://www.seniorsadvocatebc.ca/quickfacts/location/9a4e5/>

Resident Profile (2019/20)	Facility	B.C.
Average age of population	85	84
Percent female	75.3%	64.4%
Percent 85 years or older	57.0%	55.1%
Percent younger than 65 years	0.0%	5.5%
Average length of stay (days)	1,132	834
Percent of residents diagnosed with depression	51.1%	23.3%
Percent of residents dependent in activities of daily living	40.9%	30.7%
Percent of residents with severe cognitive impairment	33.0%	28.8%
Percent of residents with dementia (mild to severe)	75.0%	64.0%
Percent of residents with physically abusive behaviour	9.1%	8.9%
Average index of social engagement	3.1	2.7
Percent of residents with low social engagement	39.8%	48.0%
Case mix index	0.66	0.58

There are currently four doctors listed on the BC Doctor Directory – Dr. Humber, Dr. Mascher, Dr. Miller and Dr. Routley. <https://www.bcdoctordirectory.ca/lillooet>.





Lillooet currently has a dental clinic, hearing clinic, and optometrist in town. There are several registered massage therapists in Lillooet including mobile massage. There is also athletic therapy offering injury prevention, injury assessment and rehabilitation services.

The Lillooet Seniors' Drop-In Centre offers activities to seniors (over 50) such as bridge, crib and other card games, board games, dancing, art, movies, etc.

There is an outstanding Farmers Market in Lillooet that also contributes to the health and wellness inventory allowing local residents to purchase fresh grown, often organic produce, meats, jams/jellies, baked goods, arts and crafts by local artisans etc. <https://bcfarmersmarkettrail.com/market/lillooet-farmers-market/>



## Parks and Recreation

The Recreation, Education, and Cultural (REC) Centre in the heart of downtown Lillooet offers an ice arena, swimming pool, squash court, bouldering gym, gymnasium, and weight room. Lillooet also has a curling rink, skateboard park, softball field, and access to hiking and mountain biking trails. Lillooet Sheep Pasture Golf Club offers 9 holes of community golf.

The mountains surrounding the community provide excellent opportunities for hiking, fishing, snowmobiling, mountain biking, backcountry skiing, as well as ice and rock climbing. Seton Lake is only ten minutes out of town and is an excellent place to swim or boat.

## Schools and Libraries

There are three public schools in the District of Lillooet. The high school population has remained steady in recent years at approximately 200 students. The two elementary schools have school populations of 149 and 89 in the 2020/21 school reporting year. See <https://studentsuccess.gov.bc.ca/schools/in/lillooet>:





## School District

Gold Trail (74)

[View Report for Gold Trail »](#)

## Public Schools

Name	Grade Level	Address
Cayoosh Elementary	K-7	351 6th Ave West, Lillooet, BC
George M Murray Elementary	K-7	281 Hollywood Cres, Lillooet, BC
Lillooet Secondary	8-12	920 Columbia St, Lillooet, BC

## Number of Students Across All Grades 2020/21

Student Group	8	9	10	11	12	Total
All Students	42	37	47	45	42	213
Indigenous	29	26	35	27	32	149
Special Needs	msk	msk	msk	msk	10	29

Post-secondary education opportunities are available in Lillooet at the Thompson Rivers University satellite campus. <https://www.tru.ca/regionalcentres/lillooet.html>

## Not-for-Profit Sector

There are several arts, culture and heritage organizations in Lillooet including:

- Lillooet and District Historical Society
- Miyazaki House Society - <https://miyazakihouse.com/>
- Lillooet Area Library Association - <https://lillooet.bc.libraries.coop/>
- Lillooet Music Society - <https://lillooetmusic.ca/>
- Lillooet Community Choir
- Arts Lillooet - <https://thehublillooet.ca/>
- Lillooet Learns
- Lillooet Quilters Guild
- Radio Lillooet
- Ucwalmicw Society
- Upper St'at'imc Language, Culture and Education Society (USLCES)
- Lillooet Friendship Centre Society - <http://www.lfcs.ca/>

Environmental stewardship groups include:

- Lillooet Regional Invasive Species Society – [www.lriiss.ca](http://www.lriiss.ca)
- Lillooet Naturalists Society – [www.lillooetnaturalistsociety.org](http://www.lillooetnaturalistsociety.org)



#### Business/Sector/Social Enterprise

- Lillooet and District Chamber of Commerce – [www.lillooetchamberofcommerce.com](http://www.lillooetchamberofcommerce.com)
- Lillooet Agriculture and Food Society – [www.lillooetagricultureandfood.org](http://www.lillooetagricultureandfood.org)
- Lillooet Farmers Market
- Tourism Lillooet – [www.visitlillooet.ca](http://www.visitlillooet.ca)
- Lillooet Community Connect Innovation HUB - <https://thehublillooet.ca/>
- Lillooet Food Matters

#### Recreational Groups

- Skate Lillooet
- Lillooet Memorial Curling Club
- SWIMS Lillooet <https://swimslillooet.ca/programs/>
- Lillooet Rowing Club - <https://www.lillooetrowing.com/>
- Mile 'O' Riding Club
- Lillooet Minor Hockey Association
- Lillooet Board and BMX Association
- Lillooet Off Road Cycling Association
- Lillooet Rod and Gun Club
- Route 99 Cruz-In Car Club

#### Service and Social Groups

- Lillooet Elks No 467
- Lillooet Canadian Legion #66
- Lillooet Seniors Club
- Lillooet and District Rescue Society
- Lillooet Restorative Justice
- Lillooet Friendship Centre Society - <http://www.lfcs.ca/>
- Lillooet Housing Society
- Lillooet Animal Advocates Society

#### Faith Groups

- Lillooet Gospel Chapel
- Better Living Centre (Seventh Day Adventist)
- St. Andrew's United and St. Mary's Anglican Church
- St. John the Baptist Catholic Church

#### Community Calendar

Stay up to date on recreational activities, festivals, and other community events in Lillooet by checking out the Community Calendar, run by the Lillooet and Area Library Association.

<https://lillooet.bc.libraries.coop/community-calendar/>



## Investment Opportunities

### Sector Profiles

#### Tourism

Outdoor recreation, culture, and heritage opportunities in/around Lillooet are plentiful – the entrepreneur must find ways to monetize these experiences with guided tours for hiking, history, heritage, geocaching and outdoor adventure, with equipment rentals (bicycles, hiking poles), and with other services to support hiking/cycling gear and repairs etc. The Fraser River is a major feature of interest, yet there is limited access for visitors creating business opportunities featuring river floats, boat tours, angling experiences.

Lillooet has limited accommodation types and a unique overnight accommodation model is missing (e.g. glamping, geodesic domes) as is a boutique luxury property for overnight stays that could potentially include spa services and fine dining.

There is a growing interest from travellers in Lillooet's agriculture, viticulture and associated culinary offerings that creates business opportunity for farm to table dining experiences in partnership with local growers and wineries, catering services, special events (long table dinners), destination wedding venues and special events. Visit [www.visitlillooet.ca](http://www.visitlillooet.ca) for more information about current tourism businesses.



Brad @ Kasselmann Creative



## Agriculture/Viticulture

Lillooet has a long, hot growing climate, fertile soil and proximity to high end restaurants seeking premium produce, meats and other artisanal products in Whistler and Vancouver. Fort Berens, Lillooet's first winery has produced many award-winning wines.

Business opportunity exists to increase the number of wineries in Lillooet (there are currently two) as well as to have more local, small scale organic and specialty farm products. Lillooet Agriculture and Food Society is currently exploring additional shared facilities to support local growers including a commercial production kitchen and refrigerated storage facilities. Visit [www.lillooetagricultureandfood.org](http://www.lillooetagricultureandfood.org) for more information.



Brad @ Kasselmann Creative

## Health and Wellness Services

Lillooet's warm sunshine and affordable real estate are making it an attractive destination for young families and retirees. These lifestyle migrants demand additional health and wellness services creating business opportunities for all manner of services including:

- Massage therapy
- Chiropractic
- Physiotherapy
- Chinese medicine/acupuncturists
- Spa services (manicure/pedicure/facials)
- Personal support workers
- Grocery delivery/meal preparation services
- Counselling services
- After-school programs and activities for children – dance classes; musical theatre; etc.