

Community Futures Boundary to Launch Mobile App to Support Community and Economic Development of British Columbia's Boundary Region.

Provided by BCEDA and 468 Communications, New App Will Reward Residents and Visitors for Exploring and Shopping Locally in Boundary Region

Grand Forks, BC – May 7, 2017 – Today, at the start of Economic Development Week, Community Futures Boundary (CFB) announced plans for a mobile app that will improve the visitor experience while promoting local commerce across the Boundary Region of British Columbia. Available later this year, the mobile app is provided by the British Columbia Economic Development Association (BCEDA) and 468 Communications, which have developed similar apps for communities across the province to support shop local initiatives and tourism.

“With a rich and diverse heritage, natural beauty and community, the Boundary Region needs a way to showcase what’s here while ensuring our local economy reaps the benefit of that promotion,” said Wendy McCulloch, General Manager, Community Futures Boundary. “The 468 Insider platform will help us create our own app that conveys the character of our region while rewarding people for exploring and supporting local businesses.”

468 Insider apps are named and branded by communities that deploy them. CFB will partner with local communities to set up, manage and dynamically update information within the Boundary app. By assigning points to each location in the app, users will have incentives to visit those places. CFB will work with communities to identify Rewards locations where users can redeem their points for value when they make purchases at local businesses. CFB and participating communities will benefit from reports on app usage, including where visitors are from and what places they visit.

“For local economies to thrive, communities must thrive,” said Dale Wheeldon, President and CEO of BCEDA. “The 468 Insider platform is a powerful tool for Community Futures to engage residents and visitors across the Boundary Region in a way that drives people into local businesses.”

CFB is in the process of collecting content for the region’s app which will be available later this year.

About Community Futures Boundary

Community Futures Boundary is a Not-for-profit Corporation directed by a volunteer group of citizens concerned about the economy and development of their community. Community Futures Boundary is mandated to act as a catalyst in supporting the process of community economic development to the people of the Boundary region of beautiful British Columbia, Canada.

About 468 Insider

Available from [BCEDA](#) and 468 Communications, [468 Insider](#) is a customizable mobile app that drives visitor engagement and commerce for communities by rewarding users for visiting places. Communities can easily customize the look and feel, locations and content in their own, branded apps. An online control panel provides valuable data including the popularity of individual destinations, periods of peak activity, and what part of the world visitors are from. For more information contact BCEDA at 604-795-7119 or visit www.468insider.com.