



2016 ANNUAL REPORT

Comox Valley Economic
Development & Tourism

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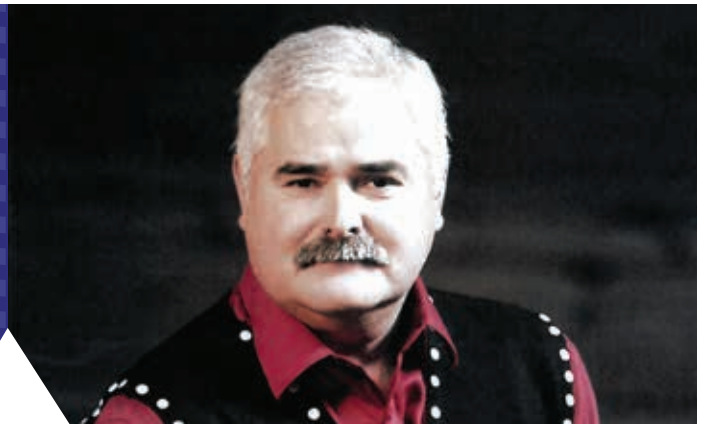
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Edwin Grieve, CVRD, Area C Representative

Bruce Jolliffe, CVRD, Area A Representative

PRESIDENT'S MESSAGE & EXECUTIVE SUMMARY



As outgoing President of the Comox Valley Economic Development Society (CVEDS), it is a time for me to reflect upon the 6 years that I have been involved with CVEDS, before handing over the reins to the incoming President.

Time has definitely passed by quickly and along the way I have met so many great individuals who own or operate local businesses in the Comox Valley, but during my involvement with the Society, perhaps the greatest people that I have had the pleasure of meeting and working with, have been the CVEDS staff.

The staff, in partnership with numerous industry organizations, businesses and individuals continue to advance the extensive Core Services Programs and Support Services Programs that come from the foundation of the 5 year Comox Valley Regional Economic Development Strategic Plan, which includes the following Focus Areas:

- Business Retention and Enhancement;
- Investment Attraction and Promotion;
- Economic Development Coordination, Facilitation
- Communications

Numerous activities and successes have been achieved in 2016 which are further outlined in this report including:

- Launch of the new Export Beyond Borders Program;
- Successful undertaking of the Fixed Wing Search and Rescue Attraction Campaign;
- Expansion of the BC Seafood Expo and BC Shellfish and Seafood Festival including the International Buyers and Media Missions;
- Securing new DBC Cooperative Marketing Partnerships Program funding;
- Support for the development of the new agriplex buildings and;
- Completion of the Comox Valley Welcome Sign Project.

My experience with CVEDS has been a great one, and I would encourage any of our local business operators to get involved in its many Programs to take advantage of the excellent work that the organization does on behalf of the region.

Our thanks to the countless businesses, individuals, organizations, industries and groups that collaborate with the staff and the various Committees of the Society; it is this combined focus of effort that has yielded many successes and laid the foundation for excellent outcomes in 2017.

A handwritten signature in black ink that reads "Richard Hardy".

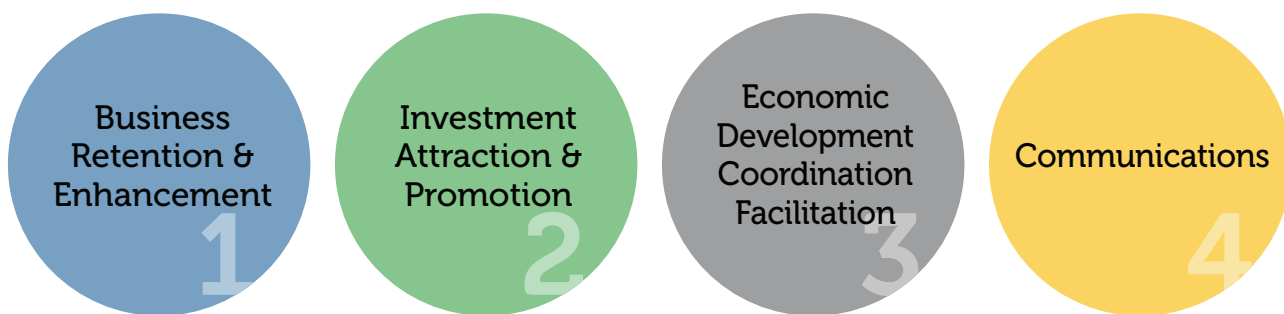
Richard Hardy
President, CVEDS Board

2016

WORK PLAN & FOCUS AREAS

The Comox Valley 2016 Annual Work Plan builds from the 5 year Strategic Plan that sets high level direction and primary Focus Area priorities, with input and approvals from the Comox Valley Regional District, the City of Courtenay and the Town of Comox. This has been the third Annual Work Plan developed from the 5 year Strategy and builds upon the momentum and key Focus Areas in Tourism, Agrifood and Business related Programs. Over the past year increased attention and consideration has also been placed on Defense, and Emerging Technology and Innovation sector.

THE FOUR STRATEGIC FOCUS AREAS THAT ORGANIZE THE PLAN ARE:



Annual projects and resources are targeted towards the creation of opportunities for increased small business success, employment and exports, and take into consideration the importance of the linkages between economic growth and sustained and growing property tax revenue, employment, and economic diversification.

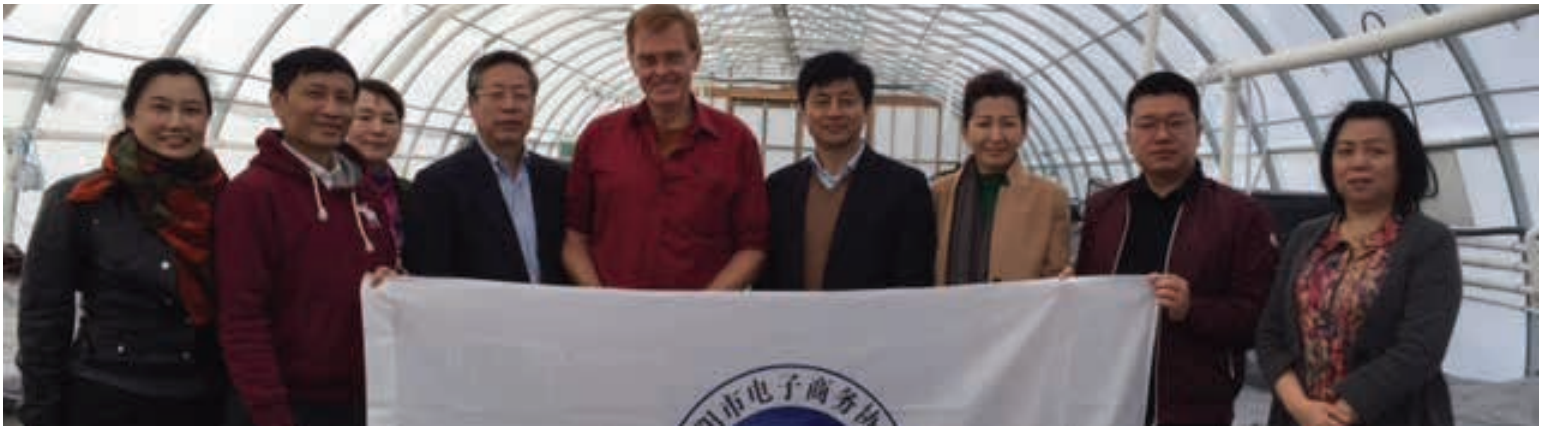
Moving further towards an outcome based serviced delivery, with key metrics for specific Programs and Projects, was the primary objective when CVEDS was setting priorities for 2016. Recognizing that the level of service needs to be focused into the areas where economic development efforts can be the most effective, key shifts were made to direct resources and attention into web and social media improvements, specific small business supports to grow exports, and increasing the attention and efforts for expanding local events with in the region.





Fixed Wing Search and Rescue Training Centre Announcement:

On December 8, 2016, the Town of Comox and 19 Wing CFB Comox was officially designated as the location for the highly advanced training and simulation Centre for the Fixed Wing Search and Rescue Replacement (FWSAR) Project contract, awarded to Airbus Defence & Space, with its C295 plane.



FOCUS AREA

Business Retention & Enhancement

Business Retention and Enhancement is a core focus of many economic development organizations to ensure support for existing businesses and retain existing customers. CVEDS prioritizes Programs within this Focus Area and directs the services listed below towards the retention of previous customers and supporting the expansion into new markets for existing companies and industries.

EXPORT “BEYOND BORDERS” PROGRAM

Encouraging Comox Valley companies to expand their sales into export markets creates economic benefits for not just the exporting company, but also more broadly for the entire regional economy. 2016 small business support activities increased in this Focus Area on local export-ready and current exporters through the following initiatives;

Export Navigator Program

In November, MLA Don McRae announced the Comox Valley as one of four communities in BC that was selected for the pilot Export Navigator Program. The Program aims to offer businesses access to a personalized, step-by-step approach to exporting and help connect businesses to market information, export programs, financial services, and business development experts. The Program is in partnership with the Province of BC and Small Business BC.

MIT Regional Outreach Seminar

CVEDS hosted the Ministry of International Trade, Advantage BC, and the Bank of China for a regional outreach market development seminar in order to promote international trade, educate employers on new trade tools, provide market intelligence, and to learn about regional needs.

Trade and Investment Officials Tours

To explore and discuss access to markets, emerging product trends and market development activities with local export and export ready businesses, CVEDS hosted a variety of trade delegations throughout 2016 including; the UK Trade Commissioner, the Business Development Director for the International Trade and Investment office for South China, China Dairy Export Delegation, as well as the provincial and private International Seafood Buyers Delegations representing China, Europe, Japan, Korea, Philippines, Thailand, Taiwan, and the USA.

Export Catalogue

Collected and compiled company, product and export related information to produce an export catalogue that is now used to promote trade opportunities and market development. The catalogue contains contact information, logos, product lists & information, current and potential markets, shipping information and product images.



BUSINESS COUNTS PROGRAM

Small businesses are the major source of new investment and employment growth in the region. During 2016, CVEDS focused on the following initiatives to support these businesses;

Business Leaders Survey

Partnered with the Comox Valley Chamber of Commerce and MNP on a business leaders survey to assess the local business climate, economic outlook, and local business issues in the area. Survey results featured a positive business outlook highlighting that more than 60% of local business leaders are optimistic about the financial performance of their business in 2017, and 44% expect to hire additional employees.

Business Counts Workshop Series

CVEDS collaborated with the following groups and partners to host a series of professional development and capacity building (Financing, HR, Marketing, Business Planning) workshops for local Comox Valley small businesses, with over 360 small businesses participating, including:

- MIT Regional Outreach Seminar
- Certified Organic Association of BC Road Show
- Value Added Workshop
- BC Seafood Expo
- National Farmers Union Regional Annual Convention
- Comox BIA Marketing Professional Development Workshop
- Small Scale Food Processor Association Business Development Workshop
- BC Restaurant & Food Services 'Restaurant Talks'

Tech Start-Up & Innovation Series

CVEDS continued to partner and work closely with the Innovation Island Technology Association in providing direct support to early stage entrepreneurs and high growth potential companies within the technology sector. Support was also provided to three 'Ladies Learning Code' workshops held at North Island College, as well as a SD71 'Girls Do Code' workshop held at NIDES. In addition, CVEDS attended Globe 2016; Sustainable Business Summit, as well as BC Tech Summit

to support regional tech companies who attended and leverage awareness about the region for innovation.

BC Seafood Labour Roundtable

As a result of industry concerns brought forward during meetings at the 2016 BC Seafood Expo, CVEDS, in partnership with the Ministry of Jobs, Tourism and Skills Training, hosted an "Access to Labour: Community Solutions – A Discussion with the Seafood Sector" roundtable event in August. It was attended by over 40 aquaculture business / association representatives, including the Minister of Agriculture Norm Letnick, and has resulted in subsequent follow-up activities related to skills training programs and access.

Small Business Recognition

CVEDS participates and sponsors a variety of small business events throughout the year to leverage exposure and recognition of local business award recipients and leaders. Events supported during 2016 included:

- Comox Valley Chamber of Commerce Annual Community Awards
- Vancouver Island Top 20 Under 40
- Business Examiner Small Business Awards
- Vancouver Island Commercial Real Estate Awards





AGRICULTURE ENHANCEMENT PROGRAM

Islands Agriculture Show

CVEDS participated as an exhibitor at the 2016 Islands Agriculture Show, in partnership with the CV Farmers Institute and CV Exhibition Society, to profile opportunities for Agri-tech and innovation investment in the Comox Valley. CVEDS also facilitated the “How Farmers can tap into the island craft brewing industry” workshop, which featured presentations by Phillips Brewing, Hops Connect, and Sannichton Farm, as well as product samplings provided by Gladstone Brewery.

Agriculture Exhibition Centre

CVEDS facilitated and hosted several workshop sessions with the CV Exhibition Society and CV Farmers Institute to explore collaboration between the two agriculture groups on the development of an Agriculture Awareness Centre at the CV Exhibition Fairgrounds. These sessions resulted in the submission of a joint funding application to the BC Rural Dividend Fund. In addition, CVEDS engaged and provided direct support to the CVEX/CVFI joint Agriculture Exhibition Centre project via participation in concept meetings, business plan development, and preparation of presentation materials.



FOCUS AREA

Investment Attraction & Promotion

The Investment Attraction and Promotion Programs operate under the notion of generating brand recognition, awareness and defining the unique, compelling advantages about the Comox Valley's key attributes to external target audiences including potential investors, visitors & residents.

AGRIFOOD INVESTMENT PROGRAM

BC Seafood Expo

The BC Seafood Expo supports our strong local aquaculture industry base, and helps to increase and strengthen regional competitiveness. In particular, this year's Expo resulted in strong participation from both wild capture fisheries and the aquaculture industries via industry associations including; BCSGA, BCSFA, CAIA, AAA, Salmon Marketing Council, Underwater Harvesters Assn, Pacific Halibut Management Assn, Pacific Sea Cucumber Harvesters, and Pacific Urchin Harvesters Assn. Also, CVEDS collaborated with the Ministry of International Trade to host international seafood buyers from Europe, Asia, and the USA for B2B meetings and site tours with regional seafood producers.

SEAFOOD AND BEVERAGE SHOW ATTENDANCE

CVEDS attended several international and domestic shows in partnership with the Province of BC, provincial industry associations, and local agrifood & beverage producers which included:

- Seafood Expo Global - Brussels
- Seafood Expo North America - Boston
- FHC - China

LAND DEVELOPMENT AND INVESTMENT

Engagement in City of Courtenay Downtown Revitalization Process

CVEDS staff met with and supported the project consultants and the City's senior staff with relevant statistics and data including identifying vacated lands and economic data including visitor spending. CVEDS staff also engaged in all public events and meetings held at Native Sons Hall in March.

Employment Lands Strategy

CVEDS participated in outreach and engagement with the government, private stakeholders & businesses. The final report provides a detailed summary of research and analysis activities resulting in a FDI Action Plan and recommendations enhancing investment readiness, targeting investment opportunities, and FDI marketing

and promotion activities. Final report submission and presentation to the CVRD COW occurred on April 12, 2016. Communication of the final report findings with business organizations also occurred including the review of recommendations related to Professional Services and Technology sector with the Innovation Island Technology Association.

CORE AREA DOWNTOWN INCENTIVE PROGRAM

Downtown Mapping Project

CVEDS completed the development of an Interactive Downtown Mapping Project that features Current & Proposed Developments, Available Commercial Leases,

Major Projects, Tax Incentive Zones and Boundaries, as well as available Real Estate opportunities in downtown Courtenay and Comox, to support increased investment and development in those areas.

**INCREASE IN
POPULATION IN
CORE AREAS
2011 - 2016**

DOWNTOWN COMOX

0.3%

DOWNTOWN COURTENAY

9.5%

DESTINATION MARKETING PROGRAM ADVERTISING & PARTNER OPPORTUNITIES:

General awareness of tourism activities and call-to-action to web are still an integral component of marketing the destination. Even with the stronger mandate to promote the Valley through event expansion and increased festival-specific advertising, Discover Comox Valley participated and generated additional awareness for the region via the following:

- 6 Tourism VI campaigns including: TVI Outdoor and Vacation Guides, Wine and Culinary Guide, Guide Distribution Program, Island Moments and online advertising;
- 2 campaigns; Summer Campaign with Harbour Air featuring getaway packages during July and August and a Winter Campaign called "Awesome All Winter" that promoted the beginning of the 2016 ski season.

Highlight results include:

- Website page views increased 28% in 2016; 2016 visits- 530,930
- AHRT revenues increased by 28% in 2016 and totalled \$288,121

Destination BC Cooperative Marketing Partnerships Program Confirmation

CVEDS secured \$175k matching funds for a destination marketing grant application developed to undertake 4 major multi-media campaigns with numerous partners, including the Comox Valley Airport, Mount Washington Alpine Resort, the Comox Valley Cycling Coalition, the Comox BIA and the Downtown Courtenay BIA;

- BC Shellfish and Seafood Festival
- Outdoor Adventure Campaign
- Two Wheels Bike Festival Campaign
- WinterJAM Festival Campaign



DISCOVER COMOX VALLEY SIGNATURE EVENT PROGRAM

Signature Events continue to play an integral role in the core messaging of destination marketing activities. With the securing of the Destination BC Cooperative Marketing Partnerships Program funding of \$175k, three of the four campaigns were event-focused as the way in which to drive increased visitation & overnight stays in the shoulder seasons, to enhance the economy.

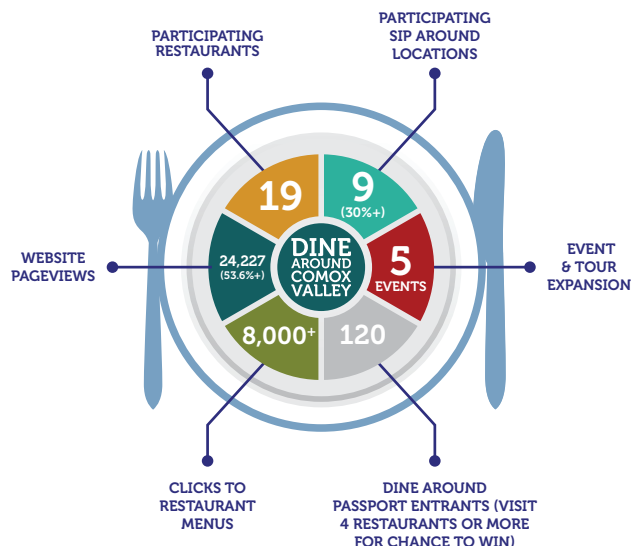
WINTERJAM, JANUARY 15 – 31, 2016

Together with Mount Washington Alpine Resort, Courtenay Municipal & Regional District Tax (MRDT) Properties, Downtown Courtenay Business Improvement Association, the Comox Valley Destination Marketing Advisory Committee, 40+ businesses and service providers, CVEDS led the expansion, marketing and hosting of the 2016 WinterJAM festival, with a focus on 50% off Ski with Stay packages at participating Courtenay hotels and motels, and also the WinterJAM Fun Zone which brought back the outdoor rink and special events to activate the downtown core in the slower season.

SKI & STAY PACKAGES	225 (+158% YOY)
APRÈS SKI LIVE EVENTS & CONCERTS	45+
WINTERJAM FUN ZONE	
SPECIAL EVENTS.....	20+
SKATERS	600+
VISITORS	5,000+
CONTEST ENTRIES	3,525
NEWSLETTER SIGN UPS.....	1,161
NEW SOCIAL MEDIA FANS	1,176
WEBSITE PAGE VIEWS (+57% YOY)	17,354

DINE AROUND COMOX VALLEY, FEBRUARY 18 – MARCH 13, 2016

Lead by the Dine Around Steering Committee comprised of owners from Billy D's Pub, Atlas Café, Locals Restaurant, and Blackfin Pub, CVEDS undertook the 7th annual multi-media campaign in partnership with 19 restaurants to promote 3-course pre-fixed menus and happy hour drink locations to drive increased economic activity to the restaurants and pubs during the shoulder season.



BC SHELLFISH & SEAFOOD FESTIVAL, JUNE 9 – 19, 2016

With the support of the new Destination BC Co-op Marketing Partnerships Grant Program and extensive tourism & seafood partner collaboration, CVEDS celebrated the 10th anniversary of the BC Shellfish & Seafood Festival, the biggest and most successful event in its history. Further funding was leveraged from Buy BC to undertake a BC Seafood on Your Plate Marketing Campaign to drive increased visitation to seafood restaurants and consumption of BC seafood products via over 140 grocery stores, regional restaurants, and seafood shops during the Festival and BC Seafood Month.

HIGHLIGHTS & RESULTS AS FOLLOWS:



FARM CYCLE TOUR, SEPTEMBER 25, 2016

With a new Memorandum of Understanding with the Comox Valley Cycling Coalition established to explore enhancing cycling events and the creation of cycling resource materials, including the new Z Map and the 6th Annual Comox Valley Farm Cycle Tour, the event was undertaken to showcase cycling product and drive increased awareness of small scale food and beverage producers.

TOUR STOPS	26 (18%+)
WEBSITE PAGE VIEWS (89% INCREASE (YOY))	7,467
CYCLISTS (31% INCREASE YOY)	327
LOCAL CYCLISTS	55%
OUT OF TOWN CYCLISTS	31%
UNKNOWN CYCLISTS	14%

SPORT & EVENT ATTRACTION & EXPANSION GRANT PROGRAM

To support the region's ability to attract and host events in the Comox Valley that can drive overnight stays, and thereby support increased economic impacts in the shoulder seasons, the Sport & Event Attraction and Expansion Grant Program offers financial and in-kind marketing support

to local organizations that are planning or wish to secure events, festivals, races, tournaments and conferences to be held in the Comox Valley. 2016 saw significant uptake in the Program and results:

EVENTS FUNDED IN 2016

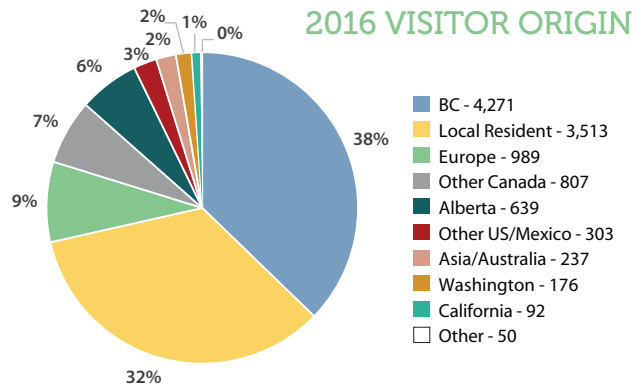
Over \$30K in Funding Assistance to 18+ Community Events • Over 3,000 Out-of-Town Guests Attended

BC Hockey Championships.....	March 12-17
CVSC- Elvis Stojko.....	March 19
Axe Capoeira Comox Valley.....	March 30 – April 3
CVUS- Soccer Island Invitational Cup.....	April 9 – 10
CV Monarch Lions Club Spring Conference.....	April 15 – 17
Brick House Roller Derby.....	April 16 – 17
Incon Convention.....	April 29 – May 1
Crown Isle PGA Qualifier.....	May
BC Naturalist Society BC Nature Conference.....	May 12 – 15

CV Road Runners Cumberland Trail Race.....	May 28
CV Minor Baseball Assoc. Rookie Tournament.....	June 3 – 5
Single Action Shooting Society	
National Championship.....	Aug 30 – Sep 5
Comox Valley Cycle Cross.....	September 17
NCHL Draft Hockey Tournament.....	Sept 2 – 4
Municipal Information Systems	
Assoc. Fall Conference.....	Sep 19 – 22
Comox Valley RibFest.....	Sep 15

VANCOUVER ISLAND VISITOR CENTRE

The Visitor Centre undertakes extensive tracking, on a daily basis, as part of its Fee for Service Contract with Destination BC, allowing for deeper understanding of visitor trends and trip motivation which are shared not only with CVEDS and the Destination Marketing Advisory Committee, but also tourism operators, to assist with the creation of business plans, events and marketing tactics. The Vancouver Island Visitor Centre (VIVC) continues to experience steady growth, remaining one of the top 3 busiest centres on the Island.



ONLINE TOUR RESERVATION & MANAGEMENT SYSTEM

In 2016 the Vancouver Island Visitor Centre expanded its infrastructure by engaging Rezgo, a web-based tour reservation and management system specifically designed and built for tours, activities, excursions and events, that allows visitors on any mobile or desktop device, anywhere in the world, to easily find and book experiences available through the Visitor Centre. Over 21 tourism businesses have Activity Agreements in place with the Centre. In addition, Centre staff have a backend Point-of-Sale system for booking walk-in and phone-in guests that draws from the same inventory as web visitors. Operator partners receive instant booking notifications by email, while guests are provided with paperless receipts and vouchers for check-in.

TOTAL VISITOR PARTIES	2016 - 18,205	2015 - 16,988	+7%
TRUE VISITOR PARTIES	2016 - 14,677	2015 - 13,428	+9%
VISITOR NUMBERS	2016 - 28,825	2015 - 26,659	+8%
NUMBER OF BUSES	2016 - 38	2015 - 28	+26%

COMOX VALLEY WELCOME SIGN PROJECT

The new Comox Valley Welcome Sign was unveiled in September, with the support and direction of the Comox Valley Signage Committee, in partnership with the Ministry of Transportation. In addition to the seed funding providing by local Comox Valley municipalities, over 50 businesses and groups contributed cash and in-kind materials, coupled with extensive volunteer hours that were provided to undertake the project.

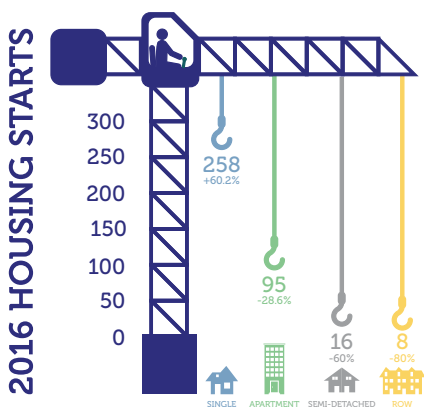


Volunteers, contributing businesses, elected officials and volunteers celebrated the completion of the new Comox Valley Welcome Sign in September 2016.

FOCUS AREA

Economic Development Coordination, Facilitation

CVEDS regularly facilitates partnerships with other organizations at regional and provincial levels in order to successfully implement many of the Programs throughout a given year. The coordination of these partnerships allow CVEDS to engage in larger projects, which enable the Society to further the business and economic priorities of the area.



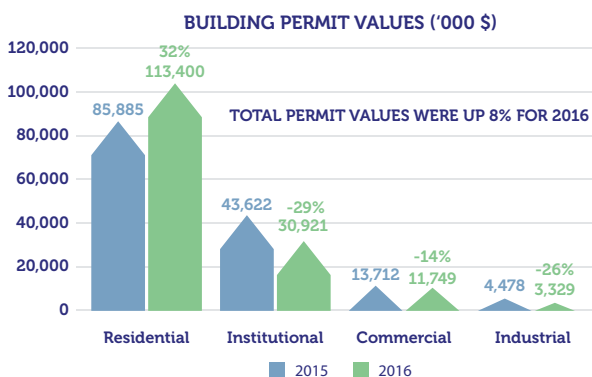
FWSAR & AEROSPACE INDUSTRY SUPPORT

CVEDS actively positioned the Comox Valley and 19 Wing Comox as a strategic location for the Fixed Wing Search and Rescue replacement project with the Federal Government by attending key industry events such as the Aerospace Security and Defence Show in Abbotsford, and by maintaining online strategic area information for project proponents such as the “CV Fixed Wing Aircraft Replacement” report.

CVEDS also supported the announcement of 19 Wing CFB Comox being selected as the Training Centre for the FWSAR project by hosting a media event and developing and releasing Canada-wide communications of the significant economic impact to the regional economy and industry, which was picked up by over 200 news outlets.

STATISTICS & RESOURCES DATA

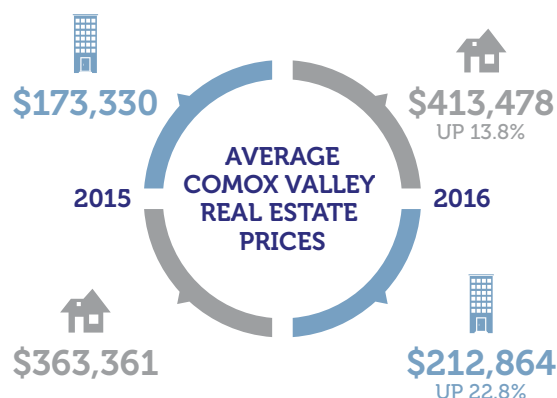
Updated demographic, labour force, construction & real estate, tourism statistics and industry studies & reports are maintained online for the purposes of supporting small business planning & expansion. The updated statistics and resources website area accumulated over 1,100 views in 2016 since its late fall launch. In addition, CVEDS sent 10 statistical newsletters featuring data and trends around construction, real estate, labour force and tourism.



LAND & ECONOMIC IMPACT ANALYSIS MODEL

Economic Impact Assessment

The Development Impact Model was updated with new 2016 tax rates, and multipliers. 5 Assessments were completed. Business growth, lease rates, and available land databases have been regularly updated and maintained.



FOCUS AREA

Communications

COMMUNICATIONS & MEDIA RELATIONS PROGRAM

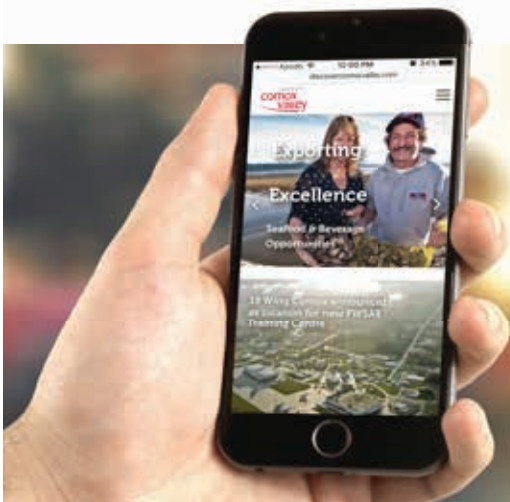
CVEDS hosts visiting Business, Trade, Culinary and Tourism media throughout the year to learn about related attractions and opportunities, and meet one on one with business and industry leaders across key sectors to generate increased awareness about the Comox Valley's key attributes and thereby leverage the external marketing being undertaken to influence a new visit, relocation or investment decision. The Visiting Media Program held during the BC Shellfish and Seafood Festival alone yielded approximately \$3M in earned media coverage. Some of the media outlets that visited the region in 2016 were:

- Vancouver Sun
- The Province
- Korean Publishers Network
- Indo-Asian News Service
- China Daily
- The Star Malaysia
- Asia News Network
- Notimex Mexico
- The Daily Meal
- Japan Times
- Economic Times India
- Ming Pao
- Fairchild TV
- Chicago Food Scene
- Jiemain News China
- Wine and Food China
- Shanghai Morning Post
- AB Road Korea
- Edge Media Group (Singapore)

DIGITAL COMMUNICATIONS

These mechanisms ensure integrated and strategic communications across multiple e-platforms to provide timely stats, resources and opportunities to businesses across key sectors, and targeting external audiences to raise the profile of the region's unique value propositions for investment and tourism.

Tourism Industry E-News Sent:	13				
Consumer Tourism E-News Sent:	22				
Invest/Business E-News Sent:	21				
Agrifood / Expo E-News Sent:	17				
Tourism Industry E-News:	19				
Discover Comox Valley (consumer) E-Blast:	60				
CVEDS SOCIAL MEDIA CHANNELS	2015	2016	Y/Y Increase	% Increase	
VI VISITOR CENTRE					
Facebook Fans	6,628	10,768	4,140	62%	
Twitter Followers	995	1,425	430	43%	
CVEDS					
Facebook Fans	889	1,043	154	17%	
Twitter Followers	1,871	2,120	249	13%	
TOTAL SOCIAL FOLLOWERS	10,383	15,356	4,973	48%	



ONLINE RESOURCE MANAGEMENT PROGRAM

CVEDS Website Redevelopment

CVEDS completed a major website overhaul to a mobile friendly platform. The redevelopment of the CVEDS website includes Invest, Business, Agrifood, and Discover sections to support improved communications and access to timely, relevant business support & investment information. Of these new updates, key features include a new integrated online Tour and Event Booking System, a more robust Business Directory system, a News Centre area, and an enhanced Event Calendar functionality. Since the sites have gone live there has been a 15% increase in views since the same period last year.

Partnerships

Comox Valley Economic Development & Tourism has formed and enhanced dynamic partnerships with hundreds of companies and organizations within the region; the Society cannot do what it does without their support and collaboration:

COMOX VALLEY CHAMBER OF COMMERCE

INNOVATION ISLAND

COMOX B.I.A.

DOWNTOWN COURTENAY B.I.A.

BC ABATTOIRS ASSN

BC ECONOMIC DEVELOPMENT ASSOCIATION

BC RESTAURANT & FOOD SERVICES ASSOCIATION

BC SALMON FARMERS ASSOCIATION

BC SHELLFISH GROWERS ASSOCIATION

BC SMALL SCALE FOOD PROCESSORS ASSOCIATION

BC WINE INSTITUTE

CANADA SUMMER JOBS

CANADIAN AQUACULTURE INDUSTRY ALLIANCE

CFB 19 WING COMOX

COMOX VALLEY AIRPORT COMMISSION

COMOX VALLEY CYCLE COALITION
COMOX VALLEY DEVELOPMENT AND

CONSTRUCTION ASSOCIATION

COMOX VALLEY EXHIBITION

COMOX VALLEY FARMERS' INSTITUTE

COMOX VALLEY FARMERS' MARKET

CRAFT BREWERS GUILD

DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE

DESTINATION BRITISH COLUMBIA

ECONOMIC DEVELOPMENT ASSOCIATION OF CANADA

INTERNATIONAL COUNCIL OF SHOPPING CENTERS

INVEST CANADA COMMUNITY INITIATIVES PROGRAM

ISLANDS AGRICULTURAL FOUNDATION

ISLAND AGRICULTURE SHOW SOCIETY

ISLAND COASTAL ECONOMIC TRUST

K'OMOKS FIRST NATION

MINISTRY OF AGRICULTURE

MINISTRY OF INTERNATIONAL TRADE

MINISTRY OF JOBS, TOURISM AND SKILLS

MOUNT WASHINGTON ALPINE RESORT

NORTH ISLAND COLLEGE

PACIFIC SEA CUCUMBER HARVESTERS

PACIFIC URCHIN HARVESTERS

SID WILLIAMS THEATRE

TOURISM VANCOUVER ISLAND

UNDERWATER HARVESTERS ASSOCIATION

VANCOUVER BOARD OF TRADE

VANCOUVER ISLAND AEROSPACE ASSN

VANCOUVER ISLAND COAST ECONOMIC DEVELOPMENT ASSN

VANCOUVER ISLAND REAL ESTATE BOARD

YOUNG PROFESSIONALS COMOX VALLEY

MEMORANDUM OF UNDERSTANDINGS ESTABLISHED:

- Innovation Island Technology Assn.
- Comox BIA
- Downtown Courtenay BIA
- Comox Valley Cycling Coalition
- Comox Valley Chamber of Commerce
- Small Scale Food Processors

DESTINATION MARKETING ADVISORY COMMITTEE

Bill Anglin Chair CVEDS Appointed Representative
David Rooper Old House Hotel & Spa
Grant Smith Holiday Inn Express & Suites
Rick Browning Best Western Westerly Hotel
Kristy Pedersen Crown Isle Resort & Golf Community
Faruk Goz Courtenay Travelodge

Sheila Rivers Mount Washington Alpine Resort / Ski & Outdoor Recreation
Brenda Hetman Craig 40 Knots Estate Winery / Agritourism
Carolyn Touhey Two Eagles Lodge / B&B Industry
Deana Simkin Billy D's Pub and Bistro / Restaurant & Culinary
Susan Wood Nautical Days / Heritage, Arts & Culture

MUNICIPAL & REGIONAL DISTRICT TAX (MRDT) COMMITTEE

Rick Browning Best Western, Westerly Hotel & Convention Centre
Faruk Goz Courtenay Travelodge

Jason Andrew Crown Isle Resort & Golf Community
Roger McKinnon Old House Hotel & Spa
Grant Smith Holiday Inn Express & Suites



INVEST
comox valley

InvestComoxValley.com

BUSINESS
comox valley

BusinessComoxValley.com

DISCOVER
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DiscoverComoxValley.com

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