



# Comox Valley Economic Development 2019 Work Plan & Innovate 2030 Strategy Update

**Committee of the Whole – Comox Valley Regional District**

January 15, 2019

# Q4 2018 Strategic Priorities Reporting Process

- **5yr Economic Development Strategy**
- **Annual Strategic Priorities Work Plan**
- **Quarterly Strategic Priorities Report / Annual Report**

# SMALL BUSINESS SUPPORT – Q4 2018 Report

Support Area	Metric	Year-to-date
Small Business / Client Services	Total Small Business Reach	<b>730</b>
	Information/Referrals Provided	<b>48</b>
	Individualized Business Plan Assistance	<b>20</b>
	Business Site Visits	<b>30</b>
	Workshops Hosted	<b>20</b> (209 attendees)
	Seafood Expo Registrants	<b>423</b> (+21%)
	Downtown Interactive Map	Current Opportunities Profiled
	Developments Highlighted	<b>51</b>
	Unique Pageviews	<b>3,132</b>
BusinessComoxValley.com	Unique Pageviews	<b>6,412</b>

# SMALL BUSINESS SUPPORT – Key Projects

- **Export Navigator Program**
- **Small Business Seminar Series**
- **Online Tech Database Tool**
- **VI Community Consortium Initiative for Regional Tech Attraction**
- **Downtown Interactive Development Map**
- **Community Food Analysis Lab – Foodmetrics Laboratories**

# DESTINATION MARKETING – Q4 2018 Report

Support Area	Metric	Year-to-date
Destination Stats	Visitor Centre – Visitor Number	29,358
	Hotel Tax (MRDT)	\$269,090.94 (Jan. to Oct.)
	Grant and Private Sector Leveraging	\$265,000+
	New – Downtown Comox Ambassador Program, Visitors Served	~3,000
BC Seafood Festival	Social Media Engagements	83,616
	Unique Page Views	161,000
	TV Contest Entries	9,300
Additional Events	CV Farm Cycle Tour (Farms)	29
	WinterFest (Apres Ski Events)	30+
	CV Dine Around (Restaurants)	25+

# COMMUNICATIONS – Q4 2018 Report

Support Area	Metric	Year-to-date	
Earned Media & Communications Outreach	Earned Media	<b>80+ articles</b>	
	Local Government Presentations	<b>4</b>	
Business, Industry & Consumer E-News	New contacts added	<b>4,260+</b>	
	Direct signups	<b>149</b>	
	Tourism Industry e-News sent	<b>10</b>	
	Consumer e-Blasts sent	<b>42</b>	
	Expo e-News sent	<b>27</b>	
	Business e-News sent	<b>21</b>	
Social Media	Twitter @ComoxValley	<b>2,294</b>	<b>(+2.5%)</b>
	Facebook CVEDS	<b>1,392</b>	<b>(+9.5%)</b>
	Twitter @VIVisitorCentre	<b>2,282</b>	<b>(+12.5%)</b>
	Facebook VIVisitorCentre	<b>17,472</b>	<b>(+10.5%)</b>
	Instagram @discovercomoxvalley	<b>1,450</b>	

# 2019 Strategic Priorities Plan - DRAFT

## Priority Economic Outcomes

### Key Focus Areas

- Business Retention & Enhancement
- Investment Attraction & Promotion
- Economic Development Facilitation
- Communication

### Priority Projects

### Ongoing Activities

### New for 2019

- Google 360 Small Business Verification
- Biz Map Pilot Project – Small Business BC Downtown Incentive Zone Profiles
- Community Food Safety Lab Partnership Phase 2; Innovation Centre for Food / Seafood Processing
- Indigenous Tourism Partnership – KEDC
- Regional Partnerships and Collaboration: ie. Regional Tech Strategy Implementation

# Comox Valley Economic Development Society 2019 Strategic Priorities Plan - DRAFT



## PRIORITY ECONOMIC OUTCOMES

- Increase in Class 6 (Business) property assessment
- Increase in population in core areas and target demographics
- Increase percentage of ALR land Seafood Tenures used for food production
- Increase in hotel room revenue
- Increase in earned media coverage of the Comox Valley
- Increase in exported goods and services

## KEY FOCUS AREAS

### Business Retention and Enhancement

### Investment Attraction and Promotion

### Economic Development Facilitation

### Communications

## PRIORITY PROJECTS

- Export Navigator Program
- Early-Stage Technology Entrepreneur Support Services
- Online Tech Database Tool development
- Small Business E-Commerce Pilot Program

- Downtown, key sector and settlement node Interactive Development Map and supporting resources
- Community Food Processing Incubator MOU with SSFPA
- BC Seafood Festival, Expo and Buyers Mission

- Innovate 2030
- Contact Management System
- Vancouver Island Community Consortium Initiative for Regional Tech Attraction

- CVEDS Program Awareness Initiative
- Memorandum of Understanding Agreements

## ONGOING ACTIVITIES

- Provision of business support services, resources and individualized small business planning
- Seminar Series with partners in key small business sectors
- Secure matching funding of \$50k

- Destination Marketing
- Visitor Services and Fulfillment
- Inbound and Outbound Trade and Investment Delegation Support
- Secure matching funding of \$250k

- Business and Community Economic Analysis and Surveys
- Data and Resource Updates and Maintenance
- Secure matching funding of \$40k

- Earned Media Generation and Hosting
- Delivery of timely, relevant & engaging industry, tourism, business content via digital & traditional media
- Secure matching funding of \$65k

# INNOVATE 2030 - Components

## Community Economic Development Strategy

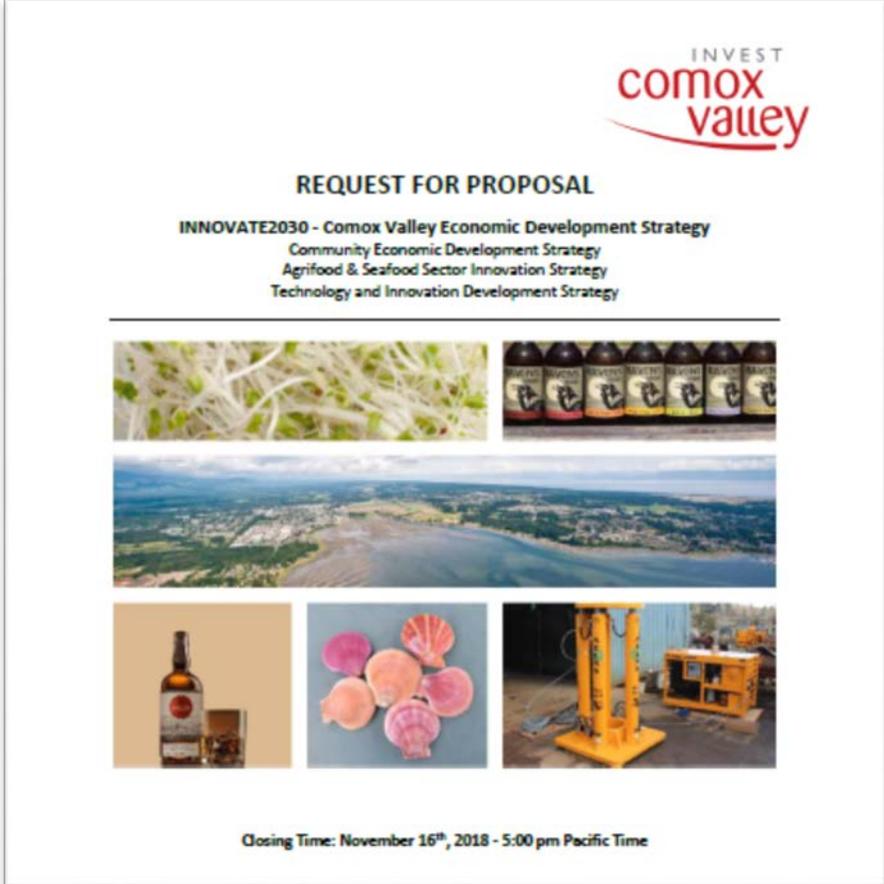
- Provide a unifying vision for all local government, community, business and related industry associations regarding local economic development;

## Agrifood & Seafood Sector Innovation Strategy

- Recognize and incorporate the potential impacts disruptive agrifood tech on local economic development, food systems, and the current and future agrifood workforce;

## Technology and Innovation Development Strategy

- Analyze how the current capacity of the tech sector can be expanded and how new technology companies, workers, and investment can be supported.



**INVEST  
comox  
valley**

**REQUEST FOR PROPOSAL**

**INNOVATE2030 - Comox Valley Economic Development Strategy**  
Community Economic Development Strategy  
Agrifood & Seafood Sector Innovation Strategy  
Technology and Innovation Development Strategy

Closing Time: November 16<sup>th</sup>, 2018 - 5:00 pm Pacific Time

# INNOVATE 2030 - Stakeholder Engagement

## INNOVATE 2030 Stakeholder Forum:

- Jan 23-25, 2019, Crown Isle Resort
- Focus Groups / Workshops / Presentations

## Additional range of engagements:

- Advance Reconnaissance Interviews (community leaders, elected officials, institutional leaders)
- Online Business Survey
- Roundtable Sessions
- Advisory Group & Sub-sector Group Sessions
- Open House & Presentations



# Thank you & Questions

# INNOVATE 2030 - Consultants

## MDB Insight

- Paul Blais, Executive Vice-President
- Erle Lamothe, Senior Consultant
- Jordan Tidey, Research Analyst



## Salmon Communications

- Ruth Lynn Salmon, Principal of Salmon Communications
- Douglas Blair, President of RIAS Inc
- Ronald Keith Salmon, Principal of Neptune Strategies

## Innovation Island Technology Association

- Graham Truax, Lead Consultant
- Joseph Bowes, Sub-Contractor & Investigator



# INNOVATE 2030 – Outputs & Deliverables

## Community Economic Development

- Situational Analysis
- Community Site Selection Profile
- Policy & Regulation Review
- Gap Analysis & Needs Assessment
- Business Retention and Expansion Strategy
- Business Dev. & Investment Case

## Agrifood & Seafood Sector Innovation

- Research & Trend Analysis
- Regulatory, Trade and Supply Management SWOT
- Review of Purchasing Methods
- Ag Innovation Map
- Long Term Strategy

## Tech & Innovation Development

- Definition and Analysis of Local Tech
- Sector Competitive Advantages
- Industry Targeting
- Labour Force Trend Analysis
- Tech Attraction Strategy

## Reporting

- Preliminary Findings Presentations
- Draft Final Report
- Final Report & Presentation