

## **Comox Valley Economic Development and Tourism (CVEDS)**

### ***Q4 2018 – Strategic Priorities Report Summary Highlights***

#### **Export Navigator Program**

Hosted a delegation of Export Service Providers during the quarter from Small Business BC, Business Development Bank of Canada, Export Development Canada, as well as Agriculture and Agrifood Canada. Featured a seminar with Export Navigator Clients on "Export Sales Strategies and Tools for Profiting Beyond the Comox Valley" as well as took the delegation to four client site visits. CVEDS hosted an "Export Pavilion" at the Comox Valley Chamber of Commerce Small Business Expo with the Export Partners.

#### **Small Business Seminar Series**

Partnered with a variety of industry and small business support organizations including the Business Development Bank of Canada, Export Development Canada, Small Business BC, Agriculture and Agrifood Canada, Small Scale Food Processors of BC, Certified Organics Association of BC, Foodmetrics Laboratories, Community Futures Development Corporation of Strathcona, to host a series of business and industry professional development workshops during Small Business Month (October), including nine "Ask the Experts" discussion series sessions, and two agriculture specific sessions.

#### **Innovate 2030 – Comox Valley Economic Development Strategic Plan Process**

The RFP for Innovate 2030 closed during the quarter and the following proponents were selected; MDB Insights, Community Economic Development Strategy; Salmon Communications, Agrifood / Seafood Innovation Strategy; Innovation Island Technology Association, Technology and Innovation Development Strategy. An Innovate 2030 Advisory Committee kick-off meeting was held Dec. 3 of ~45 entrepreneurs and business leaders, and featured presentations on Defining and Measuring Community Economic Development from Brock Dickinson, Assistant Director of Economic Development Program, University of Waterloo and Jamie Vann Struth, Principal and Economist with Vann Struth Consulting.

#### **Destination Marketing Grant Applications and Collaborations**

CVEDS developed, supported and/or submitted grant applications via Destination BC and Investment Ag Foundation for the following initiatives: 2019/20 DBC Cooperative Marketing Partnerships Program (\$250k matching funding – BC Seafood Festival, Après Ski Winter Campaign, Culinary Campaign and Always-on Outdoor Adventure Campaign), as well collaborated with the 2019 BC Ale Trail Campaign application; 2019 Circle Tour Route Campaign applications, 2019 Vancouver Island Mountain Bike Consortium Campaign application. Successfully secured \$75k for matching to the 2019 BC Seafood Industry and Festival Domestic Media Development and Hosting Program.

#### **Small Business, Industry and Consumer Communications**

The following communications and outreach has been provided year to date to support small business & industry sectors, and consumer engagement & visitation to the region. This content, plus other regional businesses and industry success stories have been shared via CVEDS various social media channels:

- 42 Discover Comox Valley - Consumer e-Blasts
- 21 Business Counts - Regional Stats and Upcoming Events e-News
- 10 Tourism Industry e-News
- 27 BC Seafood Festival and Expo e-Blasts

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**2018 STRATEGIC PRIORITIES PRELIMINARY UPDATE - Q4 (Oct, Nov, Dec)**  
**COMOX VALLEY ECONOMIC DEVELOPMENT AND TOURISM**

Project	5-Year Plan Reference	2018 - 2019 Actions	Output Measurements	C
<b>BUSINESS RETENTION AND EXPANSION – ACTIONS AND MEASUREMENTS</b>				
<b>PRIORITY PROJECTS</b>				
<b>Export Navigator Pilot Program</b>	Export Development Program	Implement pilot program with Province of BC	Hosted a delegation of Export Service Providers during the quarter from Small Business BC, Business Development Bank of Canada, Export Development Canada, as well as Agriculture and Agrifood Canada. Featured a seminar with Export Navigator Clients on "Export Sales Strategies and Tools for Profiting Beyond the Comox Valley" as well as site visits to 4 clients. As well, CVEDS hosted an "Export Pavilion" at the Comox Valley Chamber of Commerce Small Business Expo with the Export Partners. CVEDS also participated at the Vancouver Island Economic Summit by featuring a display of Comox Valley Agrifood export and export ready products.	IP
<b>Online Tech Database Tool Development</b>	Online Tech Database Tool Development	Development of an online website and database to profile the communities technology assets, companies, and act as a gateway for lead generation	Innovation Island Technology Association (IITA) has been contracted to produce the technology database tool. The draft wireframe, content overview have been reviewed and the project is proceeding to online draft. The tool is intended to assist the Comox Valley in positioning itself for company relocation and Foreign Direct Investment (FDI).	IP
<b>Downtown Interactive Development Map and supporting resources</b>	Downtown, Waterfront and Local Area Enhancement Program	Current, proposed, and major projects are listed and maintained on the online mapping system	Available real estate opportunities and developments maintained in Development Map. 15 current downtown opportunities and 23 developments highlighted. Unique Pageviews 2018; TBD (+% over previous year - map launched May 23 2017).	IP
<b>ONGOING ACTIVITIES</b>				
<b>Provision of business support services, resources and individualized small business planning</b>	Business Visitation & Entrepreneurship Program	Provide referrals and resources on common challenges, issues, and barriers to growth	Information/Referrals Provided: 48 (YTD) Individualized Business Plan Assistance: 20 (YTD) Business Site Visits: 30 (YTD)	IP
		Use current market and business plan resources to guide companies through the business planning and start-up process	Unique pageviews: Businesscomoxvalley.com: 6,056 (YTD) Events page: 397 (YTD) Resources pages: 2,696 (YTD) Start a Business Pages: 923 (YTD) Contact Us/Staff Directory: 788 (YTD)	IP
<b>Seminar series with partners in key small business sectors</b>	Business Visitation & Entrepreneurship Program	Business Counts workshop series that addresses common issues and challenges such as Online Marketing, Financing, Product Development, HR, and Business Succession.	Partnered with a variety of industry and small business support organizations including the Comox Valley Chamber of Commerce, Business Development Bank of Canada, Export Development Canada, Small Business BC, Agriculture and Agrifood Canada, Small Scale Food Processors of BC, Certified Organics Association of BC, Community Futures Development Corporation of Strathcona to host a series of workshops during small business month (October). This featured 9 "Ask the Experts" discussion series sessions along with 2 agriculture specific business development sessions. Also, CVEDS presented on local small business resources to over 60 attendees at the "Prince's Trust Canada; Operation Entrepreneur" event at 19 Wing CFB Comox in November as well as supported the "Transitioning the Family Farm Seminar" hosted by MNP on December 5 to over 40 producers.	C

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<b>Event Development and Enhancement</b>	Tourism, Arts, Culture and Heritage Development Program	Grow existing signature events and expand one additional event	<p>Launched the Winter Après Ski Marketing Campaign development to secure live après ski events in local F &amp; B businesses and event hosting venues (i.e.. Sid Williams, Native Sons, Filberg, hotels) throughout the region to provide an robust event line up between Jan. 18 to Feb. 10 to drive increased overnight stays in the Comox Valley from winter visitors in partnership with Mount Washington Alpine Resort, Mount Washington Resort Assn, Comox Valley Exhibition, numerous event host venues and performing artists and musicians. Over 35 après ski events are currently booked.</p> <p>Launched an expanded Dine Around Festival participation to encourage F &amp; B industry and tourism attractions to run Dine Around and Sip Around menus, a to encourage a significantly expanded culinary event line up between Feb. 21 to March 17, 2019. This include hosting a Dine Around Festival Launch Mixer to apprise the industry of 'what's new' for 2019 and how to engage, and an F &amp; B and Hospitality Trends and Issues Workshop that saw ~60 industry operators in attendance at both events. This included showcasing the launch of the new Ale Trail that includes the Comox Valley, presented by the BC Craft Brewers Guild.</p> <p>Supported the Courtenay Museum regarding the competition for the official fossil symbol for the Province of BC with communications and marketing support including VIVC Voting display, inclusion in e-blasts to consumers (16k) and industry, as well as boosted posts that generated a total reach of 18550 and 1843 engagements.</p> <p>Held wrap-up meeting with the Comox Valley Cycling Coalition Farm Cycle Committee to review survey results and capture event items to expand or change for the 2019 Comox Valley Farm Cycle . Overall the event was incredibly well received both via the participation stops and the cyclists. The registrants ranked the event using the Net Promoter Score system at 76; a Net Promoter Score of over 50 is considered excellent, and a score of over 70 is considered 'world-class'.</p>	C

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<b>INVESTMENT ATTRACTION AND PROMOTION - ACTIONS AND MEASUREMENTS</b>				
<b>PRIORITY PROJECTS</b>				
<b>BC Seafood Festival Expo &amp; Buyers Mission</b>	Resident and Entrepreneur Relocation Program/Sustainability-Related Business Opportunities Program	Expand the 2018 BC Seafood Festival, Expo and BC Buyers Mission	An RFP for Event Management Services was developed and posted to BC Bid for the BC Seafood Festival and Expo, in collaboration with BC seafood industry and festival partners. An review committee evaluated the submissions received, to select a firm to undertake the 2019 Festival and Expo. Contracting will be completed in December 2018. TThe Ministry of International Trade aprised CVEDS and regional shellfish producers of the opporutnity to participate in the first Canadian Oyster Festival in NYC, which included a Trade and Consumer events. In addition to attending those events, CVEDS also secured two pop-up Oyster-Bar Take Over events for media and VIP buyers to attend. The initiative was to support an enhanced opportunity to show case BC Pacific oysters east coast buyers and increase awareness of the Destination and the Festival amongst key media.	IP
<b>ONGOING ACTIVITIES</b>				
<b>Destination Marketing</b>	Destination Marketing Program	Market the region as outlined in annual Work Plan	The 2019/2020 DBC Cooperative Marketing Partnership Grant was developed and submitted, with the support and input of the Destination Marketing Advisory Committee for \$500k for destination marketing initiatives including the BC Seafood Festival, Winter Campaign, Culinary Campaign, and Outdoor Campaign. Confirmations were provided to partner in other DBC Cooperative Marketing Partnership Collaborations including: <ul style="list-style-type: none"> <li>• 2019/2020 BC Ale Trail</li> <li>• 2019/2020 Circle Tour Route Campaign</li> <li>• 2019/2020 VI Mountain Bike Consortium Campaign</li> </ul> The Courtenay 2019 MRDT 1 Year Tactical Plan was submitted to the DBC MRDT department, as was the Mount Washington Resort Assn. 2019 MRDT 1 Year Tactical Plan.	IP

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	Visitor Services Opportunity Program	Promote Visitor Centre suite of marketing services	2019 Visitor Services Marketing Program was launched in Q4 with an agreement with Blackpress to undertake sales and design to produce and distribute the official 2019 Comox Valley Vacation Guide, Dine & Drink Guide, Marine & Outdoor Adventure Guide. Instead of also producing the 2019 Arts & Culture Guide, CVEDS will collaborate with the Comox Valley Arts Council to partner in their Art and Culture Guide project.	IP

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<b>ECONOMIC DEVELOPMENT FACILITATION - ACTIONS AND MEASUREMENTS</b>				
<b>PRIORITY PROJECTS</b>				
<b>5 Year CV Regional Economic Development Plan</b>		Tech and ag sector planning is developed as targeted sectoral strategies to attract and increase investment and productivity	RFP for Innovate 2030 closed during the quarter and the following proponents were selected; MDB Insights, Community Economic Development Strategy; Salmon Communications, Agrifood / Seafood Innovation Strategy; Innovation Island Technology Association, Technology and Innovation Development Strategy. Launch meeting was held Dec. 3 with the Advisory Committee of ~45 entrepreneurs and business leaders and featured presentations on Defining and Measuring Community Economic Development from Brock Dickinson, Assistant Director of Economic Development Program, University of Waterloo and Jamie Vann Struth, Principal and Economist with Vann Struth Consulting.	IP
<b>VI Community Consortium Initiative for Regional Tech Attraction</b>		Support regional efforts to develop technology-oriented website with detailed community profiles on tech-related topics Identify and target companies and industries for digital and direct marketing, selected trade shows, etc.	Nordicity has completed the Technology Attraction Strategy with a Project Committee of the Vancouver Island and Coast Economic Developers Association during the quarter. Partners include the Comox Valley, Campbell River, Port Alberni, Parksville/Qualicum, Nanaimo, and Cowichan. Also, Ucluelet has recently joined the group and will be a partner on activities during 2019.	IP
<b>ONGOING ACTIVITIES</b>				
<b>Data and Resource Updates and Maintenance</b>	Economic Profile and Information Program	Profile current and timely economic and demographic information to local business and investors	Real estate (housing starts, building permits, real estate prices & sales) and tourism (YQQ passengers, VIVC true visitors, and MRDT revenue) statistics updated monthly during the quarter.	IP

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<b>COMMUNICATIONS - ACTIONS AND MEASUREMENTS</b>				
<b>PRIORITY PROJECTS</b>				
<b>Memorandum of Understanding Agreements</b>		Secure key MOUs with partner organizations to support focus of work plans and enhanced collaboration	MOU updates include: Comox Valley Cycling Coalition (completed) Comox Valley Arts Council (in progress) Comox Valley Airport (in progress) BC Shellfish Growers Assn (completed) BC Salmon Farmers Assn (in progress)	IP
<b>ONGOING ACTIVITIES</b>				
		Update and report on quarterly CVEDS Strategic Plan updates & news	Presentations: Courtenay Rotary Club, Oct 6, CFB Comox New Members Meeting, Oct 15, Village of Cumberland CAO & Staff, Oct 31, Prince's Trust Canada; Operation Entrepreneur, Nov 14 and CVRD General Manager of Planning and Development Services Branch, Nov 29	C
		Provision of key business and industry stats, resources and content to regional stakeholders	# of Tourism Industry e-News: YTD: 10 # of Consumer Tourism e-Blasts: YTD: 42 # of Expo e-News: YTD: 27 # of Business e-News: YTD: 21 CVEDS Twitter followers: Q2: 2,281 (+1%); Q3: 2,269 (-1%); Q4: 2293 (+1%) CVEDS Facebook likes: Q2: 1,350 (+3%) ; Q3: 1,382 (+2%); Q4: 1398 (+1%) VIVC Twitter followers: Q2: 2,242 (+7%); 2,260 (+1%); Q4: 2,277 (+1%) VIVC Facebook likes: Q2: 17,436 (+5%); Q3: 17,493 (0%); Q4:17,488 (-1%)	IP
Notes: The "C" column stands for Completion In the C column; IP = Progress, C = Complete, O = Ongoing				