

# COMOX VALLEY ECONOMIC DEVELOPMENT SOCIETY

## 2017 Q2-Q3 UPDATE

CVRD COW

October 17, 2017



## Q2/Q3 HIGHLIGHTS OVERVIEW

- Small Business Support
- Small Business Month – Business Counts Program and Partnerships
- Boil Water Advisory Impact Survey
- Summer Destination Marketing - VI Visitor Centre
- BC Shellfish & Seafood Festival and BC Seafood Expo
- Communications
- Agriculture Industry Support



# SMALL BUSINESS SUPPORT

## DOWNTOWN INTERACTIVE MAP

Current Opportunities Profiled	16
Developments Highlighted	32
Unique Pageviews (May 23 launch)	549

## SMALL BUSINESS / CLIENT SERVICES

Information/Referrals Provided	60
Individualized Business Plan Assistance	25
Business Site Visits	37
Workshops Hosted	4

## WEBSITE UNIQUE PAGEVIEWS

BusinessComoxValley.com	5,388
Events page	356
Resources pages	1,924
Start a business pages	685
Contact us/Staff directory page	668

# SMALL BUSINESS MONTH PROGRAM



## BUSINESS COUNTS WORKSHOP SERIES

- Sep 20 Organic Roadshow
- Oct 11 Export Pavilion @ Comox Valley Business Expo
- Oct 16-20 Small Business BC Webinar Series Partnership
- Oct 17 Community Food Lab Ground-breaking
- Oct 17 Comox BIA Professional Development
- Oct 18 ReThink Series: Rountable Discussion – CV Tech Talk
- Oct 19 ReThink Series: Refresh Your Minimum Viable
- Oct 19 ReThink Series: Customer Development Methodology
- Oct 24 E-Commerce Workshop



COMOX VALLEY  
CHAMBER of COMMERCE



Global Affairs  
Canada

Affaires mondiales  
Canada

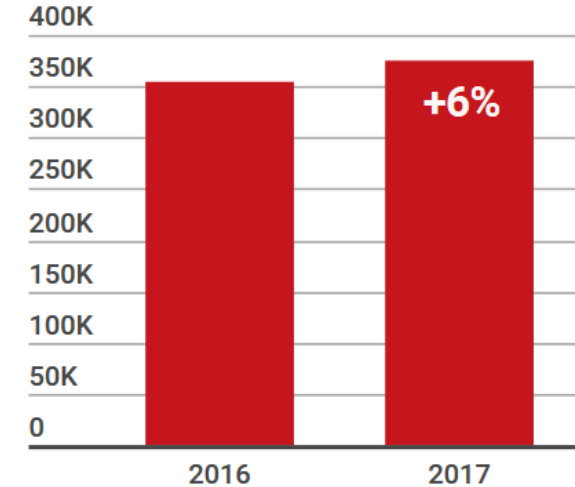
# BOIL WATER & WILDFIRE IMPACT SURVEY

	Boil Water	Wildfire
<b>Responses</b>	137	118
<b>Affected</b>	79 (58%)	35 (30%)
<b>Loss of Revenue (per day)</b>	\$11,170.00	\$3,100.00
<b>Increased Costs (per day)</b>	\$8,072.00	\$900.00
<b># of days</b>	48	10
<b>Total Revenue Loss reported</b>	\$536,160.00	\$31,000.00
<b>Total Increased Costs reported</b>	\$387,456.00	\$9,000.00
<b>Affected Sectors reporting (of 20)</b>	16	12
<b>Affected Sectors (Top 3)</b>	Accommodation & Food Services, Professional & Scientific Services, Retail trade	Accommodation and Food Services, Agriculture, Transportation & Warehousing

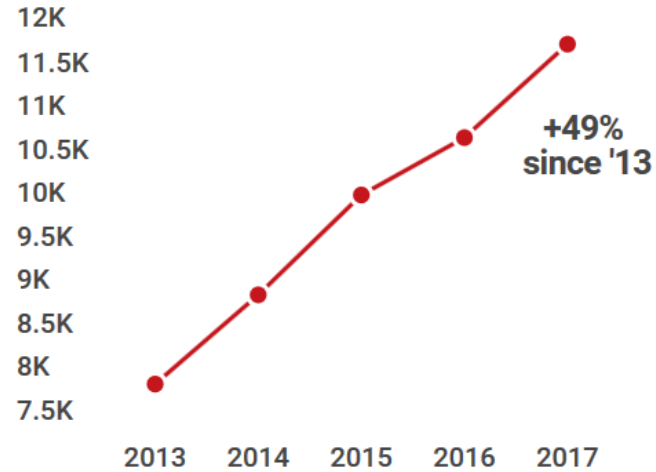
# SUMMER DESTINATION MARKETING



### DiscoverComoxValley.com Pageviews



### VIVC True Visitors (Aug. YTD)



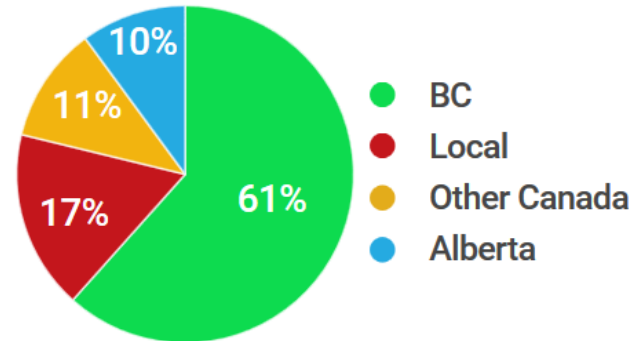
### YTD online sales



### VIVC visitors since 2012



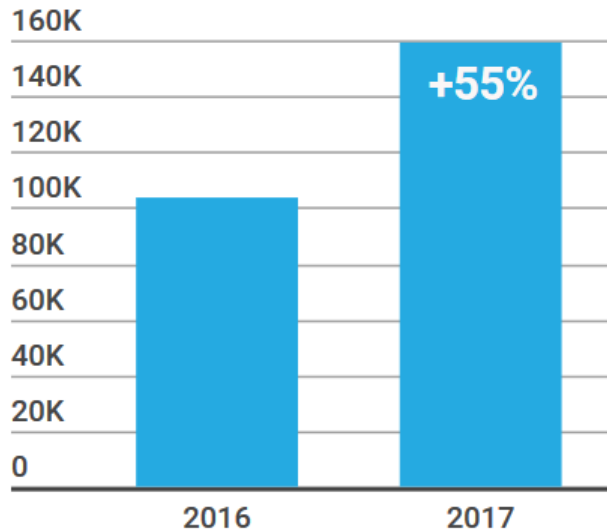
### Visitor Origin



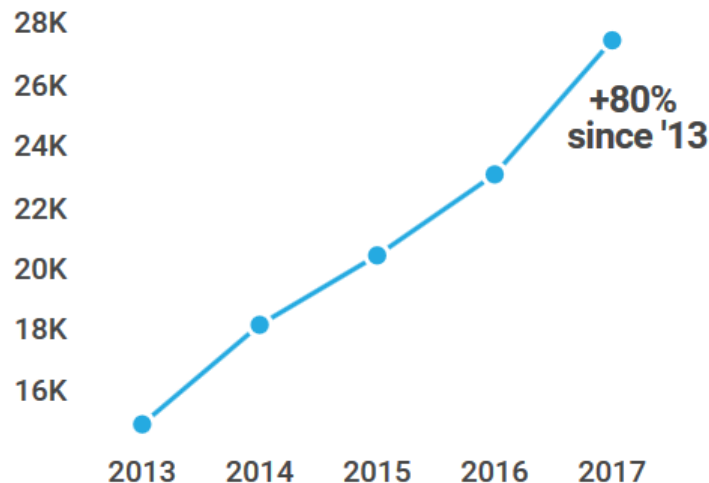
# BC SHELLFISH & SEAFOOD FESTIVAL



### BCShellfishFestival.com Pageviews



### June MRDT (\$)



**70+**  
Events

A white icon of a calendar with a grid of dates and a small square at the top right.

**\$200K+**  
leveraged funds

A white icon representing a stack of three banknotes.

**\$1m+**  
PR value

A white icon of a newspaper with a masthead and a folded edge.

**81m+**  
circulation

A white icon of an envelope with a folded flap.



# COMMUNICATIONS

## BUSINESS AND INDUSTRY E-NEWS (14k+ distribution list)

Tourism Industry:	<b>5</b>
Discover Comox Valley (consumer):	<b>25</b>
Expo (Seafood and Agriculture):	<b>16</b>
Business	<b>8</b>

## SOCIAL MEDIA

Twitter @ComoxValley followers:	<b>2210 (+2%)</b>
Twitter @VIVisitorCentre followers:	<b>1937 (+28%)</b>
Facebook CVEDS:	<b>1245 (+8%)</b>
Facebook VIVisitorCentre:	<b>15,196 (+29%)</b>

## EARNED MEDIA

Media Familiarization Tours / Outlets Hosted:	<b>39</b>
Press Releases:	<b>7</b>
Articles / Interviews Published:	<b>48</b>
BC Shellfish and Seafood Festival 2017	<b>\$1m+ PR value</b> <b>81m+ circulation</b>



# AGRICULTURE INDUSTRY SUPPORT

## 1. Community Food Analysis Lab

- Partnership with Small Scale Food Processors Association of BC

## 2. Abattoir Training Program

- Meat Processing Certificate Training
- Jan – March 2018

## 3. BC Cattlemen's Association

- Sept 20, 2017 Meeting in CV

## 4. Canadian Angus Association

- AGM & National Convention
- June 7 – 10, 2018

# THANK YOU & QUESTIONS

## PRESENTATIONS AND UPDATES

### COMMUNITY

- Aug. 3, Comox Valley Young Professionals
- May 25, CVEDS Annual General Meeting

### LOCAL GOVERNMENT

- Oct. 2, City of Courtenay
- Oct. 11, Town of Comox
- Oct. 17, Comox Valley Regional District
- May 10, Town of Comox
- May 15, City of Courtenay
- May 16, Comox Valley Regional District