



*Collaborations and Partnerships;  
Enhancing the Comox Valley Economy Together*



# 2018 ANNUAL REPORT

Comox Valley Economic Development & Tourism



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## Board of Directors

Justin Rigsby, *President*  
Deana Simkin, *Vice President*  
Richard Hardy, *Past President*  
Bruce Turner, *Treasurer*

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Brad Chappell, *Director*  
Tony Hayes, *Director*  
Brian Yip, *Director*

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Melanie McCollum, *City of Courtenay*  
Daniel Arbour, *CVRD Electoral Area A*

Arzeena Hamir, *CVRD Electoral Area B*  
Edwin Grieve, *CVRD Electoral Area C*

# President's Message & Executive Summary

As President of the Comox Valley Economic Development Society (CVEDS), 2018 was a year of new initiatives and renewals of others, and I am pleased to share some highlights with you.

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 Facilitation
- Communications

## **Highlight outcomes include:**

- Hosted a diverse range of over 600+ businesses for Business Development Workshops;
- Piloted a Downtown Comox Ambassador Program in collaboration with the Comox Business Improvement Association that engaged ~2k visitors;
- Secured \$225k in Destination BC Cooperative Marketing Partnerships Program funding and leveraged that funding and the MRDT funding to over \$530k;
- Renewed the Export Navigator Program in collaboration with Ministry of Jobs, Trade and Technology working directly with over 24 regional businesses to expand their exporting capacity;
- Developed and hosted the largest BC Seafood Festival Signature Weekend, with expanded 3 days and over 5,200+ tickets sold;
- Secured a new Memorandum of Understanding with the Comox Valley Arts Council.

With 2018 as the final year of our 5 Year Strategic Plan, significant focus was applied to secure additional dollars to leverage the contracted funds provided via Comox Valley Regional District to develop a new Strategic Plan called Innovate 2030; a new regional economic development plan that helps drive long-term technology and innovation initiatives within the area, across numerous sectors, and aligned with local government priorities.

With over \$40k additional funds secured to support an enhanced focus on agrifood and tech & innovation, an Innovate 2030 Request for Proposal was posted and awarded in Q4 of 2018. Additionally, an Innovate 2030 Advisory Committee was established, co-chaired by Lara Austin and Deana Simkin, comprised of a diverse range of stakeholders and sector representatives to help guide the process. To ensure wide and fulsome input into the development of the strategy, an extensive Engagement and Consultation plan will be executed which includes focus groups, forums, an Affordable Employee Housing Summit, surveys, open houses, and presentations. The forward looking, data driven plan will pave the way for a continued focus on the enhancement of the local economy through implementation of a range of business support activities and investment attraction tactics.

As this is my last year as President, I want to extend my personal thanks to all those businesses, organizations, entrepreneurs, local government elected officials and senior staff that collaborate daily with our office to help support the regional economic well-being of the Comox Valley. I also want to extend a special thanks to the Members and Directors of our Board, as well as the various individuals that participate on the Committees that assist greatly in our annual work plan efforts.

Justin Rigsby  
*President, CVEDS Board*



# 2018

## Comox Valley Economic Snapshot

(source: BC Stats)



**+5,555**  
(+8.4%)

**Population Growth**  
(2013 - 2018)



**2,570**  
(+7.4% from 2014)

**Enterprises with Employees**  
(2018)

**Growth in Business (Class 6) Assessed Values\***  
(2013-2018)



**\$116M**  
(+14.7%)



**Building Permit Values** (2018)  
**\$217M**  
(77% above 10-year avg.)

**Industrial/Commercial Building Permit Values**  
(2018)

**\$35M**  
(75% above 10-year avg.)

**Air Transport Passengers**  
(2018)

**419,765**  
(+34% from 2013)



**Largest Economic Sectors\***  
(by employment)



**Retail Trade**  
**3,885 (17.1%)**



**Health Care**  
**2,970 (13.1%)**



**Federal/Provincial Government**  
**2,275 (10.0%)**

\*2016 data

**Most Competitive Sectors\*** (relative to BC)

**Fishing, Aquaculture & Seafood Processing**  
(4.79 times larger than BC)

**Federal/Provincial Government**  
(2.05 times larger)

**Accommodation Services**  
(1.37 times larger)

\*2016 data



**Permitted Residential Units**  
(2018)

**688**  
(83% above 10-year avg.)

# 2018 Work Plan & Focus Areas

The Comox Valley 2018 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 fifth 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 continued to be placed on Export Programs, Event Expansion and Innovation.

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## THE FOUR STRATEGIC FOCUS AREAS THAT ORGANIZE THE WORK PLAN ARE:



### Business Retention & Enhancement



### Investment Attraction & Promotion



### Economic Development Facilitation



### Communications

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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 2018. 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 within the region.

In 2019 the Innovate 2030 Regional Economic Development Strategy will be completed, guiding the coming years annual Work Plans.

Comox Valley  
Economic Development

# 2018

## Activity Highlights



**730**  
Businesses  
Supported Locally

Leveraged  
**\$530K+**  
for Marketing  
Initiatives

   
**873,900+**  
Paid Social  
Media Reach

Downtown  
Interactive Map  
Traffic Up  
**200%+**  
51 DEVELOPMENTS  
HIGHLIGHTED

**10K**  
Events &  
Tours Sold

**6,056**  
Website Views  
Business  
Comox Valley

**20**  
Workshops  
Hosted in  
2018

## 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.

**6,056**

Website Views  
Business  
Comox Valley



**48**

Information/  
Referrals  
Provided

**730**

Businesses  
Supported  
Locally

**30**

Assistance  
Business Site  
Visits

**20**



Workshops  
Hosted  
(209 Attendees)

**12**

Seminar  
Series  
Partners



Downtown Interactive  
Map Traffic Up

**200%+**

WITH 51 DEVELOPMENTS HIGHLIGHTED

**423**

BC Seafood Expo  
Registrants





# Business Retention & Enhancement

## Export Navigator Pilot Program

The Export Navigator Program contract renewal was completed with Ministry of Jobs, Trade and Technology for 2018. Key highlights during this year included;

- Hosted an "Export Pavilion" at the Comox Valley Chamber of Commerce Small Business Expo
- New Exporter Mission to Seattle
- Developed and delivered "Export Sales Strategies and Tools for Profiting Beyond the Comox Valley" seminar
- Hosted an Export Service Providers tour with Small Business BC, the Business Development Bank of Canada, Export Development Canada, and Agriculture and Agrifood Canada
- Hosted a delegation of six BC Trade and Investment Managing Directors
- Display of Comox Valley Agrifood export and export ready products at the Vancouver Island Economic Summit



## SMALL BUSINESS SUPPORT

### WEBSITE UNIQUE PAGEVIEWS

- 6,056** BusinessComoxValley.com
- 397** Events Page
- 2,696** Resources Pages
- 923** Start a Business Pages
- 788** Contact Us/Staff Directory Page

### SMALL BUSINESS / CLIENT SERVICES

- 730** Total Small Business Reach
- 48** Information/ Referrals Provided
- 12** Seminar Series Partners
- 30** Assistance Business Site Visits
- 20** Workshops Hosted (209 attendees)
- 423** Seafood Expo Registrants

### DOWNTOWN INTERACTIVE MAP

- 51** Developments Highlighted
- 3,132** Unique Pageviews



## Online Tech Database Tool Development

CVEDS partnered with the Innovation Island Technology Association to complete an Online Tech Database project to highlight businesses in the Tech Sector and profile them and the community technology assets to act as a gateway for lead generation and Foreign Direct Investment (FDI) attraction that enables the Comox Valley to position itself for company relocation and FDI. Funding support for the project was received from the Invest Canada Community Initiatives program.

## Downtown, Key Sector and Settlement Node Interactive Development Map and Supporting Resources

Current, proposed, and major projects were listed and maintained on the online mapping system during the year. Major upgrades to the system included the addition of the three Comox Valley Regional District regional growth strategy settlement nodes, addition of airport adjacent industrial zone, and the addition of agricultural opportunities.

## Seminar Series with Partners in Key Small Business Series

CVEDS partnered with a variety of industry and small business support organizations to host a series of small business workshops during the fall (small business month): 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, and Community Futures Development Corporation of Strathcona. This featured 9 "Ask the Experts" discussion series sessions along with 2 agriculture specific business development sessions. Also, CVEDS and partners hosted an Economic Forecasting

event; a Business Succession Planning workshop in April; 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.



### Business Comox Valley Fall Small Business Activities

#### Ask the Experts: CVEDS 101

Explore and discover the resources and supports that aid in starting, expanding and promoting your business. Discussion on CVEDS small business programs, activities, and projects.

**Date:** October 10, 2018 | **Time:** 12:00 – 1:00 PM | **Place:** CVEDS Boardroom

#### Ask the Experts: Data, Data, and Well, More Data

Learn about the vast amount census and related economic data to help you make informed decisions around your business.

**Date:** October 16, 2018 | **Time:** 12:00 – 1:00 PM | **Place:** CVEDS Boardroom

#### Ask the Experts: Sales Strategy & Tools for Profiting Beyond the Comox Valley

Looking to diversify your customer base and increase profitability? Join us for an informative update and discussion with leading export trade officials and service providers on current market trends, international and interprovincial tradeshows, as well as grant and financing opportunities to extend your business beyond borders.

**Date:** October 17, 2018 | **Time:** 9:30 – 11:30 AM | **Place:** CVEDS Boardroom

#### Small Business Expo

Visit CVEDS "Export Pavilion" booth display to discover small business support services and export service providers from Business Development Bank of Canada, Export Development Canada, Small Business BC and Agriculture and AgriFood Canada

**Date:** October 17, 2018 | **Time:** 12:00 – 4:00 PM | **Place:** Florence Filberg Centre

#### Export Service Provider Tour

Export Service providers tour: Wayward Distillation House, Blue Moon Winery, Natural Pastures Cheeses, and Natural Glacial Waters to talk in depth about their export opportunities and issues.

**Date:** October 17 – 18, 2018

#### Food Safety Workshop with FoodMetrics Laboratory

FoodMetrics Laboratory in Courtenay, the first community food analysis lab of its type in western Canada, is opening its doors for an open house and food analysis workshop. Join us to learn about the importance of analysis in food safety and the role FoodMetrics will play in the food and agricultural industry of the Comox Valley. This free forum will feature discussions and hands-on demonstrations.

**Date:** October 19, 2018 | **Time:** 4:00 – 6:00 PM | **Place:** FoodMetrics Laboratory









## 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 and residents.



Leveraged  
**\$530K**  
for Marketing Initiatives


**873,900+** Paid Social  
Media Reach



## BC Seafood Festival

### WEBSITE STATS

**148,973** Unique page views  
BCSeafoodFestival.com

 **826** Referrals to  
accommodation partners  
(outbound clicks)

### DIGITAL ADVERTISING

**2,807,303** Facebook Impressions

**17,320** Facebook Clicks

 **4,978** Facebook Event Likes

**32,885** YouTube Video Views

### CONTEST ENTRIES

**11,213** Total Contest Entries

 **2,688** Total E-Newsletter Sign Ups

**5,200** Number of Tickets Sold



# Investment Attraction & Promotion

## BC Seafood Festival & Expo and Buyers Mission

After 12 years the next generation of the BC Seafood Festival (June 8-17), now the largest seafood festival in Western Canada, was unveiled in 2018. Led by CVEDS, in collaboration with seafood producers and associations, as well as tourism and culinary event partners, the Festival's Signature Weekend (June 15-17) expanded to three days, with new events, a record breaking number of local, domestic and for the first time, international Chefs, as well as exciting new competitions. The Festival and Expo exceeded expectations, including:

- Extensive Domestic Media Coverage (75+ articles)
- 45+ domestic and international Chefs participated
- 45+ International Seafood Buyers Mission delegates, from 10 nations
- 350+ BC Seafood Expo registered delegates, 40+ tradeshow booths
- Seafood Festival evaluation survey, the Net Promoter Score increased by 58% (from 31 in 2017 to 49 in 2018).

Sponsors supported the expansion: FortisBC, Coast Capital Savings, Air Canada, Comox Valley Airport, Flying Fresh Air Freight, Ocean Wise, Garland Canada among many others.

The BC Seafood Expo has grown from an initial 40 participant afternoon workshop five years ago to a full two day industry conference featuring over 400 registrants in 2018, including a tradeshow of 40+ exhibitors. Participation from industry also evolved to include significant participation from Wild Fisheries associations and First Nations.



## INBOUND AND OUTBOUND TRADE AND INVESTMENT DELEGATION SUPPORT

CVEDS hosted the Province of BC Trade and Investment representatives and Managing Directors from Europe, USA, North & East China and the Philippines. Their visit featured a networking event and tour at Wayward Distillation House with Export Navigator Program clients, a roundtable with economic development practitioners on services and investment opportunities, as well as a meeting the Komoks First Nation Economic Development Corporation Board regarding Foreign Direct Investment.



## Destination Marketing

### *Destination BC Cooperative Marketing Partnerships Programs*

Comox Valley Application - \$225k secured and leveraged to \$450k+

To leverage MRDT and tourism destination marketing resources to expand the reach and awareness of Comox Valley tourism products and attractions, CVEDS successfully developed the application to secure \$225k for the Comox Valley 2018/19 Destination BC Cooperative Marketing Partnerships Program with four distinct marketing and sales campaigns including:

- BC Seafood Festival (spring)
- Marine and Outdoor Campaign (fall)
- Crave Culinary Campaign featuring Farm Cycle Tour and Dine Around Festival (fall)
- Après Ski Winter Campaign

### *DBC and Provincial Destination Marketing Organizations*

Additionally, CVEDS collaborated with other Island Destination Marketing Organizations (DMO's) and communities DBC Sector and Consortium projects to further leverage destination marketing funding as follows:

- VI Mountain Bike Consortium: Campbell River, Nanaimo, Mount Washington and Cumberland.
- Ski Areas Program: BC/Canada wide, multi-media campaign in partnership with BC ski resorts and destinations including Mount Washington Alpine Resort and Mount Washington Resort Assn.
- Circle Tour Route Campaign: Promoting rubber-tire traffic touring central north Island and Sunshine Coast communities.
- BC Ale Trail: Video, photography, content development and marketing featuring Comox Valley craft breweries.

## WinterFest/Awesome All Winter Campaign

DECEMBER 2017 - FEBRUARY 2018

<b>13,076</b>	Total Pageviews CVWinterFest.com
<b>645</b>	Total Outbound Clicks to Hotels
<b>6,470</b>	Total Ski & Save Pageviews on DiscoverComoxValley.com

### PAID SOCIAL MEDIA

<b>380,788</b>	<b>9,963</b>
Total Reach	Online Contest Entries
<b>71,581</b>	<b>3,085</b>
Total Engagements	E-Blast Sign Ups

<b>50</b>	Après Events Supported
<b>258</b>	Après Tickets Sold Through Our Online System (3 Events)

### *WinterFest Campaign*

The Awesome All Winter/WinterFest campaign was extended and ran January 11 to mid-March to motivate visitation to the region, during the slower shoulder season, for winter ski and après ski experiences. CVEDS collaborated with the Courtenay and Comox BIA's and numerous businesses and groups including Mount Washington Alpine Resort, Mount Washington Resort Association, Pacific Coastal Airlines, local entertainment & food/beverage venues, 40 Knots Winery, Comox Valley Exhibition and Courtenay hoteliers to develop an extensive event calendar (50), featuring new events, and market Ski & Stay and Après & Stay Packages to Vancouver Island and lower mainland residents.



# DISCOVER COMOX VALLEY VISITOR INFO | TOUR & EVENT BOOKING

**REGISTER NOW!**  
ANNUAL COMOX VALLEY  
**FARM CYCLE TOUR**  
SEPTEMBER 23, 2018 - 10 AM - 4 PM  
Tickets: \$15 (persons) - Kids 13 & under FREE



*Learn, Taste and Explore*

Free registration with stay at participating hotels  
**FarmCycleTour.com** or call **1-855-400-2882**

#FarmCycle @WhistlerCentre

Participating businesses and locations listed at the bottom of the poster.





### Crave Culinary Campaign

This consumer-direct campaign promoted the Comox Valley as the premiere culinary destination on Vancouver Island.

### Dine Around Comox Valley

Developed, together with the Dine Around Committee, held February 20 to March 11, 2018. There were 22 participating restaurants, the most in the history of the event, featuring 30 three course menus, as well as Sip Around happy hour venues, Lunch Around options, and various culinary tours and events to drive increased spending in food and beverage businesses during what is a typically slower time of the year.

### Comox Valley Farm Cycle Tour

Held September 23, organized by CVEDS in cooperation with Comox Valley Farmers Market, Comox Valley Farmers Institute and the Comox Valley Cycling Coalition. In 2018, the highest number of farms and producers participated in the one-day event, creating the strongest line up for cyclists to select from; 300+ cyclists attended, and it received a Net Promoter Score of 76 (over 70 is considered "world class").

### Marine and Outdoor Campaign

The WILDerness campaign focused on late spring to fall marketing showcasing the range of outdoor activities offered in the region via print publications, e-blasts, magazine advertising, a new roaming Visitor Centre Ambassador Program, proactive activity and tour agreement outreach tactics and sales, and organic social media postings.

### Dine Around Advisory Committee

Sandra Viney, Atlas Café  
Barbara Hanson, Edd Moyers, Blackfin Pub  
Deana Simkin, High Tide Public House  
Ronald and Tricia St. Pierre, Locals Restaurant  
Gregor Mowat, Avenue Bistro

### Two Wheels Cycle Fest/ Farm Cycle Tour

SEPTEMBER 2017

#### WEBSITE LANDING PAGES (JULY - SEPT)

**11,050** 9,449 Unique Pageviews  
**1,490** 1,072 Unique Pageviews on Accommodation Referrals Page  
**193** Referrals to Accommodation Partners

#### DIGITAL & SOCIAL MEDIA ADVERTISING

Farm Cycle Tour	Two Wheels Festival
<b>1,875,000 Impressions</b>	<b>146,000 Impressions</b>
<b>6,234 Clicks</b>	<b>2,531 Clicks</b>

**331** Farm Cycle Tickets Sold MRDT Value (September): \$28,960 (+46% YOY)

### Outdoor Adventure Campaign

#### WEBSITE LANDING PAGES (JUNE - SEPT)

**34,186** 27,193 Unique Pageviews  
**401** Referrals to Accommodation Partners  
**1,041** Website Referrals to Stakeholders

#### DIGITAL & SOCIAL MEDIA ADVERTISING

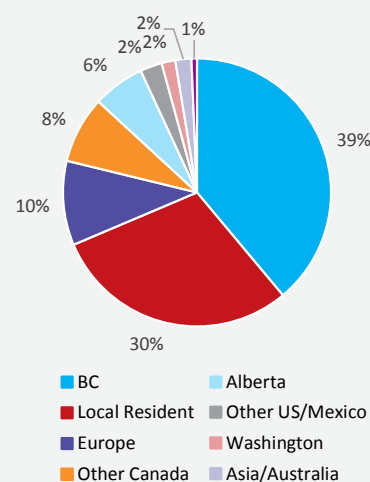
**697,113** Impressions  
**9,848** Click Throughs  
**8,580** Online Contest Entries  
**4,883** E-Blast Sign Ups

## VISITOR SERVICES & FULFILMENT

The Vancouver Island Visitor Centre (Comox Valley) continues to be one of the top busiest Centre's on Vancouver Island, welcoming thousands of visitors from around the world and directing them to attractions and businesses throughout the region.

Total 2018 Visitors  
**33,992 (+7%)**

### 2018 VISITOR ORIGIN



## DOWNTOWN COMOX AMBASSADOR PROGRAM PILOT

The Ambassador Program pilot project, in partnership with the Comox BIA, saw DBC Visitor Centre Program trained staff provide mobile visitor services and business referrals to visitors within the downtown area and harbour. ~2K individuals, including visitors from Asia, Australia and Washington were assisted.

## FOCUS AREA



# Economic Development 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. This includes profiling current and timely economic and demographic information to local businesses and investors.

### Enterprises with Employees (2018)



# 2,570

(+7% from 2014)

Industrial/  
Commercial  
Building  
Permit Values  
(2018)

# \$77M

(+51%  
from 2013)

Building  
Permit  
Values  
(2018)



# \$217M

(75% above  
10-yr. avg.)

New Incorporated  
Enterprises (2013 - 2018)

# 1,324

(+22.1%)

### Population Growth

(2013 - 2018)

# 5,555

# (+8.4%)







# Economic Development Facilitation

## 5 Year Comox Valley Regional Economic Development Strategy Renewal – Innovate 2030

Applications to the Island Coastal Economic Development Readiness Program were submitted for an Agrifood Innovation Strategy and Technology Attraction Strategy components. These applications were approved to secure an additional \$40k at the ICET Board support the overall economic development strategy process.

Key components of Innovate 2030 Strategy include Community Economic Development, Agrifood/Seafood Sector Innovation and Technology & Innovation Growth.

A launch meeting was held December 3 with the Innovate 2030 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.

## VI Community Consortium Initiative for Regional Tech Attraction

NordiCity was contracted by the Vancouver Island and Coast Economic Developers Association (VICEDA) to complete a Regional Technology Attraction Strategy under the guidance of a project committee with representation from the Comox Valley, Campbell River, Port Alberni, Parksville / Qualicum, Nanaimo, and the Cowichan Valley. The resulting strategy featured recommendations on key roles for the VICEDA and actions related to placemaking, connectivity, coordination, marketing, communication and promotion.



## INNOVATE 2030 REGIONAL ECONOMIC DEVELOPMENT STRATEGY COMPONENTS

### Community Economic Development:

- Situational Analysis
- Community Site Selection Profile, Research and Trend Analysis
- Review and Analysis of Local Bylaws, Policies, Processes and Regulations Relating to Economic Growth
- Sector Specific Gap Analysis and Needs Assessment Including Retail
- Business Retention and Expansion Strategy
- Labour Force Development Strategy

### Agrifood/Seafood Sector Innovation:

- Research and Trend Analysis
- Regulatory, Trade and Supply Management SWOT
- Review of Changing Purchasing Patterns and Methods
- Development of an Agri-Innovation Map – Pathway for Future Growth

### Technology and Innovation Growth:

- Asset Mapping
- Innovation Paths
- Targeted technology industry network player identification
- Retention and recruitment strategies for technology industry
- Strategic leveraging of technology in target sectors
- Labour force considerations in technology industry
- Technology attraction strategy



## 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 \$1.5M+ in earned media coverage.

### Media Relations Program List of Outlets

Vancouver Sun  
Eating with Kirby  
BC Living Magazine  
Upscale Living Magazine  
VancouverScape  
Times Colonist  
Global BC  
Foodology  
The Georgia Straight  
West Canada Weekly  
Epoch News  
Seattleite  
SeaWestNews  
C'est la vie a Maggi  
The Epochtimes  
Dainik Bhaskar Bhopal Circulation  
Dainik Jagran Delhi Circulation  
Navabharat Times Dehli NCR Circulation  
HelloBC  
Westerly News  
Comox Valley Record  
News Wire  
Northwest Travel & Life

### E-Newsletters



### Social Media

	2017	2018	Y/Y Increase	% Increase
<b>VI VISITOR CENTRE</b>				
Facebook Fans	15,786	17,488	1,702	+10.8%
Twitter Followers	2,006	2,277	271	+13.5%
Instagram New Followers	300+	300+		
<b>CVEDS</b>				
Facebook Fans	1,297	1,398	101	+7.8%
Twitter Followers	2,232	2,293	61	+2.7%
<b>TOTAL SOCIAL FOLLOWERS</b>	<b>21,621</b>	<b>23,756</b>	<b>2,135</b>	<b>+9.9%</b>

# 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:

AGRICULTURE CANADA

BC ABATTOIRS ASSN

BC ECONOMIC  
DEVELOPMENT ASSN

BC RESTAURANT & FOOD  
SERVICES ASSOCIATION

BC SALMON FARMERS ASSN

BC SHELLFISH GROWERS ASSN

BC SMALL SCALE FOOD  
PROCESSORS ASSN

BUSINESS DEVELOPMENT  
BANK OF CANADA

CANADIAN AQUACULTURE  
INDUSTRY ALLIANCE

CANADIAN & BC ANGUS ASSN

CERTIFIED ORGANIC  
ASSN OF BC

CFB 19 WING COMOX

COMMUNITY FUTURES  
DEVELOPMENT CORPORATION  
OF STRATHCONA

COMOX VALLEY AIRPORT  
COMMISSION

COMOX VALLEY ARTS COUNCIL

COMOX B.I.A.

COMOX VALLEY  
CHAMBER OF COMMERCE

COMOX VALLEY  
CYCLING COALITION

COMOX VALLEY DEVELOPMENT  
AND CONSTRUCTION ASSN

COMOX VALLEY EXHIBITION

COMOX VALLEY  
FARMERS' INSTITUTE

COMOX VALLEY  
FARMERS' MARKET

COMOX VALLEY  
HARBOUR AUTHORITY

CRAFT BREWERS GUILD

DESTINATION  
BRITISH COLUMBIA

DOWNTOWN  
COURTENAY B.I.A.

ECONOMIC DEVELOPMENT  
ASSN OF CANADA

GLOBAL AFFAIRS CANADA

INNOVATION ISLAND  
TECHNOLOGY ASSN

INNOVATION ISLAND  
TECH TALKS

INTERNATIONAL COUNCIL  
OF SHOPPING CENTERS

INVEST CANADA COMMUNITY  
INITIATIVES PROGRAM

ISLANDS AGRICULTURAL  
FOUNDATION

ISLAND COASTAL  
ECONOMIC TRUST

K'OMOKS FIRST NATION

MINISTRY OF AGRICULTURE

MINISTRY OF JOBS,  
TRADE & TECHNOLOGY

MINISTRY OF TOURISM,  
ARTS & CULTURE

MOUNTAIN BIKE BC ASSN

MOUNT WASHINGTON  
RESORT ASSN

NORTH ISLAND COLLEGE

OCEAN WISE

PACIFIC SEA CUCUMBER  
HARVESTERS

PACIFIC URCHIN HARVESTERS

SID WILLIAMS THEATRE

SMALL BUSINESS BC

SMALL SCALE FOOD  
PROCESSORS

TOURISM VANCOUVER ISLAND

UNDERWATER  
HARVESTERS ASSN

VANCOUVER ISLAND COAST  
ECONOMIC DEVELOPMENT  
ASSN

VANCOUVER ISLAND  
COMMUNITY DMO'S

VANCOUVER ISLAND  
ECONOMIC ALLIANCE

VANCOUVER ISLAND  
REAL ESTATE BOARD

YOUNG FISHERMEN'S  
NETWORK



## 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

Greg Fossen Courtenay Travelodge

Sheila Rivers Mount Washington Alpine Resort /  
Ski & Outdoor Recreation

Brenda Hetman-Craig 40 Knots Vineyard & Estate Winery /  
Agritourism

Carolyn Touhey Two Eagles Lodge / B&B Industry

Deana Simkin High Tide Public House/  
Restaurant & Culinary

Susan Wood Nautical Days / Comox BIA  
Heritage, Arts & Culture





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