

Comox Valley Economic Development and Tourism (CVEDS)

Q2 2019 – Strategic Priorities Report Summary Highlights

Innovate 2030 – Regional Comox Valley Economic Development Strategic Plan Process

A Business and Community Online Survey was launched during the quarter with over 200 responses being received to date. Two Public Open Houses (April 8 and May 23) were also hosted during the quarter with the Innovate 2030 consulting team attracting over 200 attendees.

A feature was published in the Comox Valley Record (22k distribution) which outlined the Innovate 2030 process, included a Comox Valley economic snapshot and promoted public and business engagement opportunities including the Open House and online survey.

Alan Winter, BC Innovation Commission, provided the keynote address following a moderated panel discussion by the Innovate 2030 consulting team on May 23 prior to the 2nd public open house. A roundtable with 26 local tech and innovation industry leaders was also hosted with Alan Winter as part of the Innovate 2030 engagement process.

A series of stakeholder engagement sessions were hosted in early April including agriculture, education, transportation, and local government staff and elected officials.

An Employee Housing Summit was hosted in partnership with the CV Coalition to End Homelessness on May 23, 2019 at the Officers Mess at 19 Wing CFB Comox. The summit featured presentations by Jada Basi, Manager of Housing and Community Planning with CitySpaces, Cheeying Ho, Executive Director with Whistler Centre for Sustainability, Candace Koo, Affordable Housing Specialist with CMHC, and Raymond Kwong, provincial director with BC Housing Hub.

BC Seafood Expo and Festival

Total attendance for the 2019 BC Seafood Expo equaled 473 which is comprised of delegates, speakers, exhibitors, and the largest international buyers delegation to date supported by Global Affairs and the BC Ministry of International Trade. New to the Expo this year was the introduction of a Business to Business (B2B) meeting platform to allow for and encourage more interaction between the international buyers delegation and seafood producers. 385 meetings were conducted utilizing the system. Initial survey results from Expo attendees feature a net promoter score of 21 which is considered in the “good” range.

The BC Seafood Festival was enhanced and expanded again through additional Signature Weekend events including the addition of the new Jr. Chef Challenge, a new Oysters 101 MasterClass, Kids Shucking Classes, as well as the development of the Comox Harbour Dock Days on the first weekend of the Festival, in conjunction with the Comox Harbour Authority and extensive harbour user groups, businesses and tour operators to drive more awareness to the harbour and its diverse wild fisheries industry and range of activities. In all there were over 85 events and tours held during the 10 days of the festival, over 5000 tickets - making it the largest in its history.

Food Innovation and Processing Hub

As a result of the announcement by the Provincial Government to proceed with the development of a provincial Food Hub Network, CVEDS developed a response to the detailed Request for Qualifications in partnership with North Island College, FoodMetrics Laboratories, Pickeld Carrot Catering, Salish Sea Foods, Lentelus Farms including letters of support from 20 agriculture, agrifood and education related organizations. The Ministry of Agriculture advised CVEDS of its successful application on July 24 and confirmed CVEDS would be invited to submit a response to a Request for Proposal (RFP) that will open in August.

Toll Free 1.877.848.2427
Tel 250.334.2427
Fax 250.334.2414

investcomoxvalley.com

2019 STRATEGIC PRIORITIES PRELIMINARY UPDATE - Q2 (April, May, June)
COMOX VALLEY ECONOMIC DEVELOPMENT AND TOURISM

Project	5-Year Plan Reference	2019 Actions	Output Measurements	C
BUSINESS RETENTION AND EXPANSION – ACTIONS AND MEASUREMENTS				
PRIORITY PROJECTS				
Downtown Interactive Development Map and supporting resources	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 the online Development Map. 16 current downtown opportunities and 12 downtown developments highlighted.	IP
ONGOING ACTIVITIES				
Provision of business support services and resources	Business Visitation & Entrepreneurship Program	Provide referrals and resources on common challenges, issues, and barriers to growth Use current market and business plan resources to guide companies through the business planning and start-up process	Unique pageviews: Businesscomoxvalley.com landing page: Q1: 434 (+28%); Q2: 376 (-13%) Business Events page: Q1: 149 (+41%); Q2: 137 (-8%) Resources pages: Q1: 694 (+0.3%); Q2: 572 (-17%) Start a Business pages: Q1: 420 (+88%); Q2: 427 (+1.7%) Contact Us/Staff Directory: Q1: 320 (+23%); Q2: 359 (+12%) Information/Referrals Provided: 6	IP
Seminar series with partners in key small business sectors	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 Agriculture and Agri-Food Canada and the Small Scale Food Processors of BC to host a Safe Food for Canadians - Food Labelling for Industry workshop by the Canadian Food Inspection Agency on April 26, 2019.	C
Event Development and Enhancement	Tourism, Arts, Culture and Heritage Development Program	Grow existing signature events and expand one additional event	During this quarter the BC Seafood Festival was enhanced and expanded again through additional Signature Weekend events including the addition of the Jr. Chef Challenge, a new Oysters 101 Masterclass, Kids Shucking Classes, as well as the development of the Comox Harbour Dock Days on the first weekend of the Festival, in conjunction with harbour user groups, businesses and events to drive more awareness to the harbour and all its diverse wild fisheries and activities. In all there were over 85 events and tours held during the 10 days of the festival - making it the largest in its history. The BC Seafood Expo was also expanded with the largest International Buyers Mission from 14 nations, supported by Global Affairs and the BC Ministry of International Trade were tours to producer sites and processing facilities, as well as a robust B2B schedule was implemented to facilitate seafood buyer agreements for product export. See preliminary results below.	IP

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Project	5-Year Plan Reference	2019 Actions	Output Measurements	C
INVESTMENT ATTRACTION AND PROMOTION - ACTIONS AND MEASUREMENTS				
PRIORITY PROJECTS				
Biz Map Pilot Project - Small Business BC Downtown Incentive Zone Profiles	Resident and Entrepreneur Relocation Program	Downtown demographic and related investment information is listed in online Downtown Comox and Courtenay Biz Map Profiles for small business	Collected comparison business license data from both the City of Courtenay and Town of Comox during the quarter for the downtown area profiles.	IP
Community Food Safety Lab Partnership Project Phase 2; Innovation Centre for Food / Seafood Processing		Expand the partnership with the BC Small Scale Food Processors and applicable agri-food businesses in development of Innovation Centre	As a result of the announcement by the Provincial Government to proceed with the development of a provincial Food Hub Network, CVEDS developed a responds to the detailed Request for Qualifications in partnership with North Island College, FoodMetrics Laboratories, Pickled Carrot Catering, Salish Sea Foods, Lentelus Farms including letters of support from 20 agriculture, agrifood and education related organizations. The Ministry of Agriculture advised CVEDS of its successful application on July 24 and confirmed CVEDS would be invited to submit a response to a Request for Proposal (RFP) that will open in August.	IP
Renew and Expand the BC Seafood Festival Expo & Buyers Mission	Resident and Entrepreneur Relocation Program/Sustainability-Related Business Opportunities Program	Expand the 2019 BC Seafood Festival, Expo and BC Buyers Mission	<p>2019 BC Seafood Expo Key Stats</p> <p># Total Attendance: 473</p> <p># Delegates: 325</p> <p># Speakers: 28</p> <p># Conference Sessions: 12</p> <p># Media: 10</p> <p># Tradeshow Booths: 41</p> <p># B2B Meetings: 385</p> <p># International Buyers Delegation: 69</p> <p># Country's: 12</p> <p># Seafood Producer site visits: 14</p> <p># Sponsors: 29</p> <p>2019 BC Seafood Festival Key Stats</p> <p># Total Attendance: 5000+</p> <p># Chefs: 40+</p> <p># Media: 15+</p> <p># Food & Beverage Booths: 22</p> <p># Interactive Booths: 16</p>	IP
Immigrant & Entrepreneur Relocation	Resident and Entrepreneur Relocation Program	Participate in the Pilot program by hosting exploratory visits and providing referrals for nomination	Participated in the PNP Entrepreneur Immigration Regional Pilot community conference call sessions with the Province of BC during the quarter to provide feedback on program experience and progression.	IP

ONGOING ACTIVITIES

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Project	5-Year Plan Reference	2019 Actions	Output Measurements	C
Destination Marketing	Destination Marketing Program	Market the region as outlined in annual Work Plan	The BC Seafood Festival marketing campaign is one of the largest of the year - designed to not only drive out of town stays and ticket sales, but to also help position the awareness of the Comox Valley for its outdoor and culinary attributes for the coming months; Significant online marketing campaign that generated 260,000 website page views (30% increase) and 11,000+ Social Media post reactions (likes, comments, shares, etc.), plus traditional media marketing resulted in over 5000 tickets sold. MRDT results and additional marketing results will be provided in the Q3 report. Quarterly Destination Marketing Advisory Committee Meeting held (April) to develop fall planning.	IP
Visitor Services and Fulfillment	Visitor Services Opportunity Program	Engage operators to participate in Online Booking Agreement Program. Promote Visitor Centre Marketing Opportunities. Integrate ongoing social media posting to drive usage of the VIVC services and product sales.	This quarter saw the completion of content development with tourism industry partners, printing and distribution of the suite of Visitor Services Marketing Program visitor intercept materials including the 2019 Comox Valley Vacation Guide (65k), Dine & Drink Guide (7500), 2019 Arts & Culture Guide (24k) and the Comox Valley Growers Guide (100k). Four new companies have signed Online Activity Booking Agreements with the Centre thereby expanding the product and experiences sold online via Discover Comox Valley. Visitor data Q2: 7399 true visitors arrived at the Vancouver Island Visitor Centre (VIVC) CVEDS became a Google DMO Partnership Program - Trusted Verifier with capability to claim Google My Business listing, upload 360 degree photos to google listing and to optimize the listing. Island bus and tour operators were contacted to secure additional stops to the Visitor Centre and to the Comox Valley. Planning of the second year of the Downtown Comox Ambassador Program completed which included updating materials, route planning, and a walking tour with staff and the Comox BIA Executive Director. Summer staff were hired, trained to support not only the operations at the Visitor Centre in the peak summer period, but also the Downtown Comox BIA Ambassador Program CVEDS collaborates with, as well as Mobile Visitor Centre attendance at 10+ events. A Spring Familiarization Tours planned for the VIVC Staff including the Kingfisher Oceanside Resort, Comox Valley B&B Assn. New upgraded Charge Point 4000 Series electric car charger installed, upgrading existing model from 2012 when centre opened, which expands being able to charge one car to two cars.	IP

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ECONOMIC DEVELOPMENT FACILITATION - ACTIONS AND MEASUREMENTS				
PRIORITY PROJECTS				
Innovate 2030; Economic Development Strategic Planning Process		Tech and ag sector planning is developed as targeted sectoral strategies to attract and increase investment and productivity	Innovate 2030 process is underway. Update on engagement and outreach activities during the quarter provided below in Communications. Documents, interim reports, and presentations are all loaded to Innovate 2030 Advisory Committee web portal.	
Regional Partnerships and Collaborations	Regional Technology Strategy Implementation	Online tech-attraction oriented website is established and other actions are evaluated and implemented in partnership with the VI Coast Economic Developers Association	Hosted VICEDA Quarterly meeting on June 12, 2019 at Native Sons Hall. Featured an update on the VI Tech Sector Investment Attraction website project that is a working committee partnership with the following communities; Comox Valley, Campbell River, Port Alberni, Parksville/Qualicum, Nanaimo, and Cowichan and Ucluelet.	IP
ONGOING ACTIVITIES				
Data and Resource Updates and Maintenance	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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COMMUNICATIONS - ACTIONS AND MEASUREMENTS				
PRIORITY PROJECTS				
Innovate 2030; Stakeholder Engagement		Implement Stakeholder Engagement Plan including supporting Advisory Committee meetings, development and activation of a range of focus group sessions and business/sector surveys	<p>A Business and Community Online Survey was launched during the quarter with over 200 responses being received to date. Two Public Open Houses (April 8 and May 23) were also hosted during the quarter with the Innovate 2030 consulting team attracting over 200 attendees and included Mentimeter survey questions and the online survey station, and well as information displays.</p> <p>A feature was published in the Comox Valley Record (22k distribution) which described the Innovate 2030 process, included an economic snapshot of the region and promoted the public engagement opportunities including the Open House, and online survey.</p> <p>Alan Winter, BC Innovation Commission, provided the keynote address following a moderated panel discussion by the Innovate 2030 consulting team on May 23 prior to the 2nd Public Open House. A roundtable with 26 local tech and innovation industry leaders was also hosted with Alan Winter as part of the Innovate 2030 engagement process.</p> <p>A series of stakeholder engagement sessions were hosted in early April including agriculture, education, transportation, and local government staff and elected officials.</p> <p>An Employee Housing Summit was hosted in partnership with the CV Coalition to End Homelessness on May 23, 2019 at the Officers Mess, 19 Wing CFB Comox. The Summit featured presentations by Jada Basi, Manager of Housing and Community Planning with CitySpaces, Cheeying Ho, Executive Director with Whistler Centre for Sustainability, Candace Koo, Affordable Housing Specialist with CMHC, and Raymond Kwong, provincial director with BC Housing Hub. ~100 attended, including local media.</p>	IP
Communications & Presentations		A summary of all communications and presentations undertaken by CVEDS compiled and shared annually. Host the AGM event in May 2019.	The 2018 Annual General Meeting planning, Annual Report development and implementation presented May 23, Florence Filberg Centre, with Keynote Speaker, Mr. Alan Winter, BC Innovation Commissioner as well as information stations of 2018 CVEDS initiatives. 100+ attended.	IP
ONGOING ACTIVITIES				

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Project	5-Year Plan Reference	2019 Actions	Output Measurements	C
		Update and report on quarterly CVEDS Strategic Plan updates & news	Presentations: April 6-9 Innovate Engagements - Comox Valley Airport, NIC, CV Farmers Market, Beverage Producers, Elected Officials and Government Senior Staff, Innovate Advisory Committee, and Public Open House April 25 - CVEDS Board of Directors meeting May 8 - Spring update presentation to Town of Comox May 23 - Board Meeting and CVEDS AGM with Open House June 25 CVEDS - CVRD Board to Board Meeting June 25 Innovate 2030 Update Presentation - CVRD Committee of the Whole	IP
		Provision of key business and industry stats, resources and content to regional stakeholders	# of Consumer Tourism e-Blasts: YTD: 14 # Tourism Industry e-news: YTD 2 # of Expo e-News: YTD: 16 # of Innovate 2030 e-News: YTD: 14 CVEDS Twitter followers: Q1: 2,313 (+0.8%); Q2: 2,316 (+0.1%) CVEDS Facebook likes: Q1: 1,415 (+1.2%); Q2: 1,439 (+1.7%) VIVC Twitter followers: Q1: 2,327 (+2.2%); Q2: 2,426 (+4.2%) VIVC Facebook likes: Q1: 18,195 (+4%); Q2: 18,763 (+3%)	IP

Notes:

The "C" column stands for Completion
 In the C column; IP = Progress, C = Complete, O = Ongoing

Comox Valley Economic Development and Tourism (CVEDS) ***Q3 2019 – Strategic Priorities Report Summary Highlights***

Comox Valley & Northern Vancouver Island Food Innovation and Processing Hub

The Comox Valley Economic Development Society's (CVEDS) approved 2019 Strategic Priorities Work Plan included supporting and facilitating an Innovation Centre for Food / Seafood Processing project. Further, as part of the Innovate 2030 Regional Economic Development Strategic Plan process, an online Business Survey was undertaken where agrifood processing facilities was identified as the top major infrastructure project that would have the most positive impact on the Comox Valley's economy. In June 2019, the Ministry of Agriculture released a Request for Qualifications (No. 10554) for a Food Hub Network project. With the direction of the Work Plan, and the support of 20+ partner groups, CVEDS prepared and submitted to the RFQ Small Scale Food Processing and Innovation Centre project category in early July. CVEDS RFQ qualified successfully to participate in the development of the Request for Proposal (RFP) process, which was submitted Sept. 3.

Vancouver Island Visitor Centre – Summer at a Glance

The Centre is the busiest centre on Vancouver Island, behind only the downtown Victoria centre and the Tofino centre. It welcomed and served over 8k true visitors this summer from British Columbia, Europe and beyond, brining the total visitors served since opening to 240k+. Expanding its bricks and mortar services, the Centre activated its Mobile Visitor Centre unit this summer to attend nine festivals and events in the Comox Valley, engaging 2k+ visitors. CVEDS and their Visitor Centre team became a Google Trusted Verifier DMO Partner, to help support regional businesses to be digital ready and visible across key online search engines like Google and TripAdvisor. This free Google My Business Verification Program supports businesses to help verify/optimize their Google My Business listing, which includes a site visit to the business to take 360 degree photos and upload them to the businesses Google My Business Listing.

Business Counts Fall Workshop Series Development

October is Small Business Month and CVEDS developed its annual fall Business Counts Lunch & Learn Sessions, Professional Development Workshops, and a Tourism Industry Mini-Conference for local business owners, managers, and staff to access professional skills and business development, and networking opportunities. Many of the sessions are free and include: Lunch & Learn Workshop Series sponsored by the Business Development Bank of Canada, with topics including starting a new business, alternative sources of capital, business transition, food safety innovations, to expanding markets. Additional professional development workshops have been scheduled to focus on the tourism and hospitality sector including: 'Superhost Destination Ambassador Comox Valley', a Food & Beverage Industry Workshop 'Make Social Media Work for You', and the 'Grow with Google' session. These culminate with the largest tourism industry event, Tourism Industry Mini-Conference, October 24, Vancouver Island Visitor Centre, with mini-sessions, tradeshow, 2020 marketing and event registrations, input on 2020 tourism plans, and networking dinner.

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Fax 250.334.2414

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Project	5-Year Plan Reference	2019 Actions	Output Measurements	C
BUSINESS RETENTION AND EXPANSION – ACTIONS AND MEASUREMENTS				
ONGOING ACTIVITIES				
Provision of business support services and resources	Business Visitation & Entrepreneurship Program	<p>Provide referrals and resources on common challenges, issues, and barriers to growth</p> <p>Use current market and business plan resources to guide companies through the business planning and start-up process</p>	<p>Unique pageviews: Businesscomoxvalley.com landing page: Q1: 434 (+28%); Q2: 376 (-13%); Q3: 412 (+9.5%) Business Events page: Q1: 149 (+41%); Q2: 137 (-8%); Q3: 162 (+18%) Resources pages: Q1: 694 (+0.3%); Q2: 572 (-17%); Q3: 751 (+31%) Start a Business pages: Q1: 420 (+88%); Q2: 427 (+1.7%); Q3: 503 (+17.8%) Contact Us/Staff Directory: Q1: 320 (+23%); Q2: 359 (+12%); Q3: 253 (-29.5%)</p>	IP
Seminar series with partners in key small business sectors	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.	<p>Partnered with the Small Scale Food Processors Association - Intrisk Training Solutions to host a HCCP Workshop for local food processors. Workshop was held Aug 27 & 28, 2019 and due to high demand plan to host another in early 2020.</p> <p>Coordinated an information session with the BC Restaurant and Foodservices Association (BCRFSA) for Comox Valley local food and beverage industry to highlight the BCRFSA recently launched Foreign Worker Program, as a resource to support labour shortage issues that have been identified in the sector.</p> <p>Developed a series of Lunch and Learn seminars to be hosted predominantly during Small Business Month (Oct) with business service provider partners including the Comox Valley Chamber of Commerce, Business Development Bank of Canada, Community Futures Development Corporation of Strathcona, Export Navigator - Small Business BC, and FoodMetrics Laboratories.</p> <p>Planned the Tourism Professional Development Week (October) to include small business workshops, culminating in a Tourism Industry Mini Conference with speakers, tradeshow, and networking components (October. 24).</p>	C
Event Development and Enhancement	Tourism, Arts, Culture and Heritage Development Program	Grow existing signature events and expand one additional event	<p>Extensive BC Seafood Festival and Expo reporting was completed in this quarter including grant reporting for Destination BC, Investment Ag Foundation and Buy BC, as well as the provision of a Seafood Festival and Expo public report showcasing tickets sales, visitation and marketing outputs. Event expansion included numerous new Satellite events, new Dock Days with numerous harbour businesses and water-based user groups, Jr. Chef Challenge, B2B Expo meeting platform that resulted in 385 buyer to producer meetings.</p> <p>The 9th annual Comox Valley Farm Cycle Tour was developed in collaboration with the CV Cycling Coalition, Comox Valley Farmers Market, and others; 260 preregistered cyclists, 29 farm and producer stops, and despite rain, over 150 cyclists attended.</p>	IP

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INVESTMENT ATTRACTION AND PROMOTION - ACTIONS AND MEASUREMENTS				
PRIORITY PROJECTS				
Biz Map Pilot Project - Small Business BC Downtown Incentive Zone Profiles	Resident and Entrepreneur Relocation Program	Downtown demographic and related investment information is listed in online Downtown Comox and Courtenay Biz Map Profiles for small business	Collaborated with both Courtenay and Comox BIA Executive Directors on the BizMap project to assist in groundtruthing statistical data collected and analysis, as well as to support provision of images for the two downtown area profiles.	IP
Community Food Safety Lab Partnership Project Phase 2; Innovation Centre for Food / Seafood Processing		Expand the partnership with the BC Small Scale Food Processors and applicable agri-food businesses in development of Innovation Centre	As a result of the announcement by the Provincial Government to proceed with the development of a provincial Food Hub Network, and CVEDS successful approval in the RFQ stage, CVEDS responded to the RFP in Q3 with North Island College, FoodMetrics Laboratories, Pickled Carrot Catering, Salish Sea Foods, Lentelus Farms, which included extensive business case analysis & research, project budgets and Gantt charts, presenting an interconnected framework to support regional agrifood business enhancement and support services.	IP
Renew and Expand the BC Seafood Festival Expo & Buyers Mission	Resident and Entrepreneur Relocation Program/Sustainability-Related Business Opportunities Program	Expand the 2019 BC Seafood Festival, Expo and BC Buyers Mission	2019 BC Seafood Expo - Key Stats # Total Attendance: 473 # Delegates: 325 # Speakers: 28 # Conference Sessions: 12 # Media: 10 # Tradeshow Booths: 41 # B2B Meetings: 385 # International Buyers Delegation: 69 # Country's: 12 # Seafood Producer site visits: 14 # Sponsors: 29 2019 BC Seafood Festival Signature Weekend - Key Stats # Total Attendance: 5500+ # Chefs: 40+ # Media: 15+ # Food & Beverage Booths: 22 # Interactive Booths: 16	IP
Immigrant & Entrepreneur Relocation	Resident and Entrepreneur Relocation Program	Participate in the Pilot program by hosting exploratory visits and providing referrals for nomination	Participated in the PNP Entrepreneur Immigration Regional Pilot community conference call sessions with the Province of BC during the quarter to provide feedback on program experience and progression. Over 400 expression of interest emails have been received to date.	IP

ONGOING ACTIVITIES

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Project	5-Year Plan Reference	2019 Actions	Output Measurements	C
Destination Marketing	Destination Marketing Program	Market the region as outlined in annual Work Plan	<p>In Q3 showcased the Comox Valley's strong Festival and Event line-up, online tour packages, attractions and accommodations via ten e-Blasts sent to ~15k consumers weekly to drive increase awareness and attendance to the region, supported by online engagement activities.</p> <p>Supported BC Ale Trail video update for the Vancouver Island Ale Trail Part II to include Land and Sea Brewing, and in the fall, Ace Brewing and New Tradition will be added. Also developed Craft Beer Month Passport Program to showcase new and existing Craft Breweries for distribution in October.</p> <p>Hosted the Destination Marketing Advisory Committee Fall Planning Meeting with extensive partner groups to secure input into the development of 2020 destination marketing plans, applications and tactics.</p>	IP
Visitor Services and Fulfillment	Visitor Services Opportunity Program	<p>Engage operators to participate in Online Booking Agreement Program.</p> <p>Promote Visitor Centre Marketing Opportunities.</p> <p>Integrate ongoing social media posting to drive usage of the VIVC services and product sales.</p>	<p>Visitor data Q3 - 8817 true visitors arrived at the Vancouver Island Visitor Centre (VIVC) from July to September, 10,870 Visitor Parties, 17,085 Visitors.</p> <p>The Mobile Visitor Centre participated in Canada Day, Courtenay Downtown Market Days, Filberg Festival, Nautical Days, Comox Valley Fall Fair, Comox Valley Farmers Market, Black Creek Fall Fair, and the Comox Valley Farm Cycle Tour.</p> <p>The Visitor Centre also hosted the Comox Valley Classic Cruisers and VW Bug Club for their two cruises with ~600 guest in attendance.</p> <p>In collaboration with the Comox BIA, the VIVC undertook the Downtown Comox Ambassador program for the second year in a row which resulted in ~2000 visitors.</p> <p>The VIVC is developing its fall on-site event plan to provide additional reasons for locals and visitors alike to access to centre, by presenting free activities and educational opportunities; Halloween I Spy, Pumpkin Bowling, Halloween Hoot w MARS.</p>	IP

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Project	5-Year Plan Reference	2019 Actions	Output Measurements	C
ECONOMIC DEVELOPMENT FACILITATION - ACTIONS AND MEASUREMENTS				
PRIORITY PROJECTS				
Innovate 2030; Economic Development Strategic Planning Process		Tech and ag sector planning is developed as targeted sectoral strategies to attract and increase investment and productivity	Update on engagement and outreach activities during the quarter provided below in Communications. Documents, interim reports, and presentations are all loaded to Innovate 2030 Advisory Committee web portal.	IP
ONGOING ACTIVITIES				
Data and Resource Updates and Maintenance	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

2019 STRATEGIC PRIORITIES PRELIMINARY UPDATE - Q3 (July, August, September)
COMOX VALLEY ECONOMIC DEVELOPMENT AND TOURISM

Project	5-Year Plan Reference	2019 Actions	Output Measurements	C
COMMUNICATIONS - ACTIONS AND MEASUREMENTS				
PRIORITY PROJECTS				
Innovate 2030; Stakeholder Engagement		Implement Stakeholder Engagement Plan including supporting Advisory Committee meetings, development and activation of a range of focus group sessions and business/sector surveys	Consultations conducted during the quarter by MDB Insights included; Union Bay Settlement Node Area, Construction and Development Association, CV Community Health Network and the CV Airport Commission.	IP
Memorandum of Understanding Agreements	Regional Business Development Collaboration Program	Secure, renew or expand key MOUs with partner organizations to support focus of work plans and enhanced collaboration	CVEDS is updating its Memorandum of Understandings (MOU) with the Comox Valley Arts Council, Downtown Courtenay BIA, Comox BIA, and others in Q3 and Q4.	
Communications & Presentations		A summary of all communications and presentations undertaken by CVEDS compiled and shared annually.	Presentations: August 25 CVEDS presented at CVRD requesting a letter of support for the Food Innovation Hub; Presentation on Q2 activities and Innovate 2030 occurred September 11, Town of Comox.	IP
ONGOING ACTIVITIES				
		Update and report on quarterly CVEDS Strategic Plan updates & news	Board and local government reporting provided, as well as updates to the About Us section on the CVEDS website, providing updates on recent initiatives and services.	IP
		Provision of key business and industry stats, resources and content to regional stakeholders	# of Consumer Tourism e-Blasts: YTD: 25 # Tourism Industry e-news YTD: 4 # of Expo e-News: YTD: 17 # of Innovate 2030 e-News: YTD: 14 CVEDS Twitter followers: Q1: 2,313 (+0.8%); Q2: 2,316 (+0.1%); Q3: 2,326 (+0.4%) CVEDS Facebook likes: Q1: 1,415 (+1.2%); Q2: 1,439 (+1.7%); Q3: 1,463 (+1.7%) VIVC Twitter followers: Q1: 2,327 (+2.2%); Q2: 2,426 (+4.2%); Q3: 2,453 (+1.1%) VIVC Facebook likes: Q1: 18,195 (+4%); Q2: 18,763 (+3%); Q3: 18,749 (-0.1%)	IP

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In the C column; IP = Progress, C = Complete, O = Ongoing