



Bulkley Valley  
Economic Development Association

# 2012 Work Plan

## Second Quarter Report

April - June

[www.bveda.ca](http://www.bveda.ca)



[www.investnorthwestbc.ca](http://www.investnorthwestbc.ca)

# Bulkley Valley Economic Development Association

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The Bulkley Valley Economic Development Association is pleased to present its 2012 Work Plan Report for the period from January 1 to March 31, 2012. The report will provide details of activities and the progress we've made toward implementing our 2012 Work Plan.

The Work Plan was developed using the Strategic Plan prepared by Lions Gate Consulting Ltd. (available on our website) and for 2012 focuses on the following four strategies;

1. Tourism
2. Mining
3. Partnerships
4. Business Expansion

This report provides information on the work and actions completed toward all the strategies outlined in the Strategic Plan.

The BVEDA invites your written comments. Please forward to;

#201 – 3848 Third Avenue,  
P.O. Box 3243,  
Smithers, BC V0J 2N0

or [allanstroet@bveda.ca](mailto:allanstroet@bveda.ca).

## **VISION STATEMENT**

The Bulkley Valley Economic Development Association (BVEDA) will help build a resilient community with a shared vision of acceptable economic development amongst all three signatories and their constituents in the Bulkley Valley and the traditional territory of the Wet'suwet'en. It will do this by supporting wealth-creating activities that are consistent with local values and interests. Through its partnerships and positive working relationships, BVEDA will be recognized as an economic development leader by governments, nongovernment organizations, industries, businesses, community groups and residents. Programs and assistance will be available throughout the region and it is acknowledged that development in individual communities will benefit all. The agency will target gaps in services, avoid overlap with other local and regional agencies, and will have stable long term operational funding.

BVEDA will operate as a legal entity governed by a board of directors appointed by and accountable to the signatories. The board's primary role will be to develop policy and oversight for the economic development function under the direction of a strategic plan. It will strive to minimize local political interference and will seek out larger regional initiatives.

Implementation of the plan will be through the agency's professional staff, which will be based in a stand-alone office.

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## **MISSION STATEMENT**

The BVEDA is owned and operated by three founding signatories, the Town of Smithers, Area A of the Regional District of Bulkley Nechako and the Office of the Wet'suwet'en. The BVEDA supports individuals and community groups in the Bulkley Valley, members of the Wet'suwet'en and those interested in locating to the Valley. The BVEDA will facilitate economic development wherever possible but will focus on the following core services:

- Create and distribute research and economic information to those engaged in or interested in engaging in business and economic development and the community at large;
- Report out on the economic health, opportunities and stability of the Bulkley Valley and Wet'suwet'en territory;
- Provide brokering services to businesses, community groups and government agencies;
- Market and promote the region and recruit new investment;
- Secure investment in desired economic development activities and infrastructure from senior levels of government and the private sector;
- Where appropriate, provide/channel direct equity investment into key business operations; and
- Encourage, facilitate and assist the development of major resource projects where they fit the values and expectations of the people of the region.

BVEDA will have professional and technical economic development staff based in the region funded by the three signatories. The staff will develop close working relationships with business owners and operators and with local, regional, provincial, First Nation and federal governments.

The staff will proactively identify business and economic opportunities that will be shared with potential investors and entrepreneurs.

BVEDA will communicate, consult, inform and involve the broader community in its planning, implementation, and evaluation functions so that the organization becomes seen and valued as an economic leader.

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## **LOCAL BUSINESS CLIMATE**

- May 2012 (EDO) – Worked on a potential investment opportunity for the community of Moricetown
- May 2012 (EDO) – Began organizing the RDBN Business Forum with partners from around the Regional District
- May 2012 (EDO) – worked with a local manufacturer and the Mayor on a zoning issue and growth restriction
- June 2012 (EDO) – Met with potential investors in a local business
- July 2012 (EDO) – Talked with May Sprague of Canreal Management about the Zellers space and she said there has been some preliminary stage interest. Also mentioned that there was an option of splitting the space in two

## **INDUSTRIAL LAND**

- June 2012 (EDO) – Met with two Hazelton residents interested in building a new arena in Hazelton
- July 2012 (EDO) – Listed the Smithers Regional Airport Development Lands property on Invest BC's marketing website through the Opportunities BC portal

## **COMMUNITY INFORMATION PORTAL**

- June 2012 (EDO) – Created marketing material for Trade and Investment Reps for Europe and America
- June 2012 (EDO) – Met with Trade and Investment Representatives from China, Japan, Korea, Europe and America in Terrace
- July 2012 (EDO) – Listed the Smithers Mall property on Invest BC's marketing website through the Opportunities BC portal
- July 2012 (EDO) – Listed the Smithers Regional Airport Development Lands property on Invest BC's marketing website through the Opportunities BC portal

## **BUSINESS RETENTION & EXPANSION**

- May 2012 (EDO) – Attended the EDABC conference in Richmond, BC
- May 2012 (EDO) – Learned about opportunities with the Federal government for procurement of new and pre-commercial products and services
- May 2012 (EDO) – Learned about tools used by Foreign Direct Investment firms when looking at locations for operations
- May 2012 (EDO) – Learned about the Major Investments Office and their roles and responsibilities with the Province
- May 2012 (EDO) – Connected with a mining shelter company who showed interest in the activities of Northwest BC
- May 2012 (EDO) – Connected with 20 new businesses at Minerals North

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- May 2012 (EDO) – Connected local business to fill a gap with Rio Tinto Alcan
- June 2012 (EDO) – Established a relationship with the AltaGas divisional VP, Engineering, Procurement and Construction
- June 2012 (EDO) – Met with potential investors in a local business
- July 2012 (EDO) - Worked with a local at home manufacturer on investigating growing her business
- July 2012 (EDO) – Spoke with a local entrepreneur who is creating a web based education tool on possible next steps for his product

## ***NETWORK & DIALOGUE***

- May 2012 (EDO) – Attended the Rocks and Ramblings event at Rescan Environmental
- May 2012 (EDO) –Contacted Golden Tiger Minerals who have an option on the Reiseter property near Smithers
- May 2012 (EDO) – Spoke to Williams Lake Economic Development Officer Alan Madrigga about best practices with regards to working with mining operations
- May 2012 (EDO) – Attended the EDABC conference in Richmond, BC
- May 2012 (EDO) – Attended Minerals North in Burns Lake and had an exhibit space there
- June 2012 (EDO) – Attended the AltaGas Chamber luncheon
- June 2012 (EDO) – Established a relationship with PRPA marketing and communications officer Chris Schumacher
- June 2012 (EDO) – Got the SEG Directory into the hands of an executive with West Cirque Resources
- July 2012 (EDO) – Connected with VP of Exploration Ron Britten of First Point Minerals and got a SEG Directory to him

## ***RESOURCE INDUSTRY CLUSTER***

- May 2012 (EDO) –Contacted Golden Tiger Minerals who have an option on the Reiseter property near Smithers
- May 2012 (EDO) – Connected with a mining shelter company who showed interest in the activities of Northwest BC
- June 2012 (EDO) – Got the SEG Directory into the hands of an executive with West Cirque Resources
- July 2012 (EDO) – Connected with VP of Exploration Ron Britten of First Point Minerals and got a SEG Directory to him
- July 2012 (EDO) – Updated the Seabridge Gold webpage on [www.investnorthwestbc.ca](http://www.investnorthwestbc.ca) to include new information on the community page they are offering

## ***SUPPLY & SERVICE CLUSTER***

- May 2012 (EDO) – Spoke to Williams Lake Economic Development Officer Alan Madrigga about best practices with regards to working with mining operations

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## ***TRAINING AND EDUCATION***

- May 2012 (EDO) – Attended the EDABC conference in Richmond, BC
- June 2012 (EDO) – Assisted a local First Nation woman with her job research project through NWCC

## ***FOREST AND ENERGY PRODUCTS***

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## ***AGRICULTURE***

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## ***TOURISM***

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## ***TRANSPORTATION***

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## ***KNOWLEDGE-BASED ECONOMY***

- June 2012 (EDO) – Advised the Community Development Institute at UNBC about housing issues in the Bulkley Valley and provided leads with regards to others in the community who are knowledgeable on the topic

## ***ARTS & CULTURE INFRASTRUCTURE***