



Bulkley Valley
Economic Development Association

2012 Work Plan

First Quarter Report

January – March

www.bveda.ca



www.investnorthwestbc.ca

Bulkley Valley Economic Development Association

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.

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.

Bulkley Valley Economic Development Association

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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BVEDA MINING INFORMATION SURVEY RESULTS

Of the 110 local businesses asked to participate in the survey, 30 responded.

1. 27 of the 30 (90%) found the mining/exploration information provided to them by the BVEDA useful.
2. 18 of the 30 (60%) used the information to make sales calls to the listed mining/exploration projects
3. 10 of the 29 (34.5%) made a sale it would not have made had it not been for the information provided by the BVEDA
 - a. 1 of the 10 sales was valued between \$1-\$999
 - b. 5 of the 10 sales were valued between \$1000-\$4999
 - c. 4 of the 10 sales were valued at over \$25000

4. 20 Responses from the Mining Information Survey distributed on April 23
 - Good Job
 - Keep sending us info thanks
 - Information is excellent to know the players and contacts moving forward.
 - It is sometimes difficult to determine if sales are directly related to a specific sales call. I do think that having the information you have sent is useful.
 - I have been only been assessing the information, but have not tried to make a sale, so my answers may not be complete to your needs.
 - Very useful
 - Thank you for helping the local businesses.
 - nope
 - I appreciate the information, keep it coming.
 - keep providing advance notice of upcoming projects, proponents, and issues facing industrial development in the Valley. Dont worry too much about what the greenies say, Valley needs more working families and projects
 - Lots of deals pending also.
 - WE TRY AND STAY ON TOP OF ALL EXPLORATION AND CAMPS AND ARE ALWAYS LOOKING FOR CONTACTS,NAMES AND COMPANYS.THX FOR YOUR EFFORTS
 - Thanks and keep sending the info.
 - YOUR INFORMATION IS BEEN VERY HELPFUL
 - I appreciate the contact information. Because BVEDA is new and my 'busy season' is just about to begin,,,, it is too early for my business to effectively determine the benefits.
Thanks

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- I haven't had time to follow up yet on the information, but will be doing so in the near future.
- Keep it up
- Keep up the good work
- Note that most companies already have the SEG directory with all these contacts. If a company does not have a booklet help them acquire one instead of little bits here and there.
- Keep up the good work!

Takeaways

The vast majority of respondents seem pleased with the work of the BVEDA in gathering information on projects

At least \$105,100 in incremental sales was generated by businesses through the work of the BVEDA.

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LOCAL BUSINESS CLIMATE

- Jan 2012 (EDO) – Assisted an investment banker in doing due diligence on a property that was purchased (residential property)
- Jan 2012 (EDO) – Distributed the BC Hydro Aboriginal Procurement package to local First Nations in and around the area including Moricetown Band, The Office of the Wet'suwet'en, and the Gitksan Government Commission
- Jan 2012 (EDO) – Uncovered 12 new exploration projects taking place in Northwest BC that can be served by our community
- Jan 2012 (EDO) – Gained a greater understanding of exploration information on projects taking place in our region
- Jan 2012 (EDO) – Talked with several helicopter companies about opportunities and challenges with regards to setting up an operation at the Smithers Regional Airport
- Feb 2012 (EDO) – Connected with the procurement manager of Pacific Booker Minerals for the Morrison Project near Granisle
- Mar 2012 (EDO) – Delivered the major projects inventory to a CEO interested in potentially opening a business in Smithers
- Mar 2012 (EDO) – Entered a bid to the RDBN to host the RDBN Business Forum in October on behalf of the Town of Smithers

INDUSTRIAL LAND

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COMMUNITY INFORMATION PORTAL

- Attend Business Enhancement Network meetings on a monthly basis with local economic development partners (Chamber, CF Nadina, Financial Institutions, NWCC)
- Jan 2012 (EDO) – Handed out 40 Investnorthwestbc.ca promotional cards to delegates at the BC Natural Resources Forum
- Feb 2012 (EDO) – Alerted local businesses to a job fair in Vancouver aimed at attracting workers to Northern BC
- Feb 2012 (EDO) – Secured \$2500 in grant revenue for InvestNorthWestBC.ca from the BVCU for the 4 communities that the credit union is located in
- Feb 2012 (EDO) – Created a new community profile page for Smithers on www.investnorthwestbc.ca
- Mar 2012 (EDO) – Submitted the BVEDA information to be listed on the RDBN website mining portal

BUSINESS RETENTION & EXPANSION

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- Jan 2012 (EDO) – Hosted a focus group relating to the opportunities and barriers to businesses of working with the Port of Prince Rupert (MBA Student Kelly McCormack)
- Jan 2012 (EDO) – Assisted a local transportation company by providing some leads on potential clients in need of service (vehicle rental company)
- Jan 2012 (EDO) – Attended AMEBC Minerals RoundUp as part of a delegation with SEG and NWCC.
- Jan 2012 (EDO) – Talked to an accommodation logistics company about setting up an operation in Smithers)
- Jan 2012 (EDO) – Connected with a transportation company (shadow transportation) out of Langley that was interested in area information and business opportunities in order to possibly locate a branch in Smithers
- Feb 2012 (EDO) – Connected with the procurement manager of Pacific Booker Minerals for the Morrison Project near Granisle (Jim Zhang)
- Feb 2012 (EDO) – provided over 110 firms in the Bulkley Valley with thorough information including contact persons on 17 mining projects taking place in the Northwest
- Feb 2012 (EDO) – Met with a potential manufacturing operation looking to set up in Smithers in the near future (housing manufacturing)
- Feb 2012 (EDO) – Assisted the Smithers and Area Recycling Depot create a short proposal document for donations from local companies
- Mar 2012 (EDO) – Consulted with a local business on getting a foot in the door with Rio Tinto Alcan (local building manufacturer)
- Mar 2012 (EDO) – Attended a workshop on how small businesses can prepare themselves on the wave of opportunities in the near future as well as compete with big box stores
- Mar 2012 (EDO) – Got a SEG Directory into the hands of the Site Operations Manager for the Kitsault project (Avanti Mining)
- Mar 2012 (EDO) – Advised a local business owner in Moricetown on how to attract and retain customers and possible markets for her products (organic soaps)

NETWORK & DIALOGUE

- Jan 2012 (EDO) – Registered for the Vancouver Resource Investment Conference
- Jan 2012 (EDO) – Created a project with the Interior News to feature companies in Smithers and area that are successfully growing
- Jan 2012 (EDO) – Attended the BC Natural Resources Forum in Prince George
- Jan 2012 (EDO) – Connected with 35 companies at the Resource Forum
- Jan 2012 (EDO) – Handed out 40 Investnorthwestbc.ca promotional cards to delegates at the BC Natural Resources Forum
- Jan 2012 (EDO) – Reached out to the Major Investment Office in Victoria (Steve Anderson ED) to gain a better understanding of their role in the province
- Jan 2012 (EDO) – Participated in AMEBC's strategic planning initiative
- Jan 2012 (EDO) – Attended AMEBC Minerals RoundUp as part of a delegation with SEG and NWCC.
- Jan 2012 (EDO) – Connected with a representative of the new Major Investments Office in Victoria on ways to work together to attract investment to the region (Steve Anderson)
- Feb 2012 (EDO) – Attended SEG Event Rocks and Ramblings at UTM Resources

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- Feb 2012 (EDO) – Established a relationship with Telkwa Economic Development Officer, Jane Stevenson
- Feb 2012 (EDO) – Established a dialogue with Smithers, Telkwa, and the Regional District to outline next steps for the recycling depot in the area (Taylor, Carman, Alfred, Kim, Earnie, Stoney, Art attended)
- Feb 2012 (EDO) – Consulted with Community Futures staff on the future of self-employment benefits recipients and the role of WCG in continuing the work of Community Futures
- Feb 2012 (EDO) – Presented at the Bulkley Valley Career and Job Fair in Moricetown on regional economic development opportunities in the region and the job creation coming with it
- Feb 2012 (EDO) – Connected Rio Tinto Alcan to over 100 potential business invitees to their event in Smithers
- Feb 2012 (EDO) – Helped organize a procurement meeting in Smithers on behalf of Rio Tinto Alcan (12 Attendees)
- Mar 2012 (EDO) – Presented at the monthly Chief’s meeting at the Office of the Wet’suwet’en on the activities of the BVEDA office
- Mar 2012 (EDO) – Joined the funding committee for the Bulkley Valley Research Centre for their proposed conference in November

RESOURCE INDUSTRY CLUSTER

- Jan 2012 (EDO) – Handed out 40 Investnorthwestbc.ca promotional cards to delegates at the BC Natural Resources Forum
- Jan 2012 (EDO) – Reached out to the Major Investment Office in Victoria (Steve Anderson ED) to gain a better understanding of their role in the province
- Jan 2012 (EDO) – Participated in AMEBC’s strategic planning initiative
- Feb 2012 (EDO) – Connected with the procurement manager of Pacific Booker Minerals for the Morrison Project near Granisle (Jim Zhang)
- Feb 2012 (EDO) – Booked ad space for Mining Week ads in the Interior News for the Smithers Exploration Group

SUPPLY & SERVICE CLUSTER

- Jan 2012 (EDO) – Created a project with the Interior News to feature companies in Smithers and area that are successfully growing (UTM, SPS Mining, Bandstra)
- Jan 2012 (EDO) – Assisted a local transportation company by providing some leads on potential clients in need of service (Fred Wilson of NW Truck rentals)
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TRAINING AND EDUCATION

- Jan 2012 (EDO) – Gained a greater understanding of exploration information on projects taking place in our region
- Feb 2012 (EDO) – Connected NWCC to a potential donor
- Feb 2012 (EDO) – worked with NWCC on planning a job fair in conjunction with the Ministry of Jobs, Tourism, and Innovation (JobFest)
- Feb 2012 (EDO) – Presented at the Bulkley Valley Career and Job Fair in Moricetown on regional economic development opportunities in the region and the job creation coming with it
- Mar 2012 (EDO) – Attended a workshop on how small businesses can prepare themselves on the wave of opportunities in the near future as well as compete with big box stores

FOREST AND ENERGY PRODUCTS

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AGRICULTURE

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TOURISM

- The Grey - Smithers Premiere January 25
- Northern BC Tourism January Board Meeting
- Host NDP Tourism Critic Spencer Chandra Herbert, as part of a Northern BC Visit
- Vancouver Snow Show winners of a ski trip to Smithers were here in February. It was a great weekend, with flights by Hawkair, accommodation at the Aspen Inn and skiing at Hudson Bay Mountain Resort. Very positive feedback.
- Marketing projects: Stay & Stay, BC Backroad Mapbook, Northern Expedition Campaign, Anglers Atlas, social media updates,
- Attended Vancouver Outdoor Adventure Show as part of Travel Northern BC Booth. The team is Visit Kitimat, Kermoder Tourism, Hawkair, Tourism Smithers, Tourism Prince George and Northern BC Tourism.

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- Part of a team looking to mitigate public relations problems due to new Skeena Quality Waters Strategy regulations. (Team includes: Kermodei Tourism, Tourism Smithers, Houston Chamber of Commerce, Northern BC Tourism, BC Ministry of Forests, Lands and Natural Resource Operations (Fisheries section))
- Digital Asset Management System (DAMS: digital storage for photos and video files. Tourism Smithers has purchased a DAMS and is in the process of final file labeling. This will allow anyone who is looking for photos/videos to browse the DAMS and download what they need. For example - magazines, video crews.
- March media blitz, include 4 media teams focussing on back country ski opportunity provided by Hankin Evenlyn Backcountry Ski Area and the Burnie Glacier Chalet. The media have assignments with the Globe & Mail, Backcountry and Off-Piste Magazine. These visits went well and some on-line media and social media reports have already happened.
- Requests for photos fulfilled for Canadian Tourism Commission, RV West,
- Community Tourism Opportunities (a Tourism BC marketing fund) final reporting for 2011 -12 and application for 2012 -13 complete.
- Film Scouts
- Bulkley Nechako Regional District Tourism working group: teleconferences, and face to face.
- Attend Yukon Tourism Industry Conference as a presenter.
- Attend Tourism Industry Association of BC - AGM.

TRANSPORTATION

- Jan 2012 (EDO) – Connected with a transportation company out of Langley that was interested in area information and business opportunities in order to possibly locate a branch in Smithers

KNOWLEDGE-BASED ECONOMY

- Feb 2012 (EDO) – Met with Councillor Bill Goodacre and Dr. Ray Chipeniuk on the importance of amenity migrants to the Bulkley Valley
- Mar 2012 (EDO) – Joined the funding committee for the Bulkley Valley Research Centre for their proposed conference in November
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ARTS & CULTURE INFRASTRUCTURE

- Mar 2012 (EDO) – Joined the BV Museum board of directors
- Mar 2012 (EDO) – Developed a fundraising process document for the BV Museum