



Bulkley Valley
Economic Development Association

2012 Work Plan

Fourth Quarter Report

October - December

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;

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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.

Bulkley Valley Economic Development Association

Tourism

Tactic - Promotional Methods		
Maintain TourismSmithers.com	100%	Status comment. Complete? Ongoing? Changed our mind?, etc. One sentence details if applicable
Utilize Social and Digital media	100%	Facebook pages
Expand use of TAGS	100%	
Continue use of media and advertising	100%	
Support Familiarization Tours	100%	
Attend trade and consumer shows	100%	
Offer promotional contests to key markets	100%	
Tactic - Marketing Partnerships		
Expand marketing partnerships	100%	
Continue and expand partnership programs (e.g. Ski and Stay, Stay and Play)	100%	
Expand cooperative marketing programs	100%	
Tactic – Review Branding		
Revisit Tourism Smithers from the view of the visitor	40%	Underway through to April
Review the equity in the Alpenhorn Man statue, signs, and logo.	40%	Underway through to April
Ensure the brand promise has supporting rationale for visuals	40%	Underway through to April
Involve the community to ensure the brand matches the visitor perceptions for Smithers	40%	Underway through to April
Tactic – Marketing Tools		
Apply the Tourism Smithers brand to everything that Tourism Smithers does	100%	This is always done.
Ensure www.tourismsmithers.com is on all marketing materials	100%	This is always done.
Expand the video/image bank	100%	Digital Asset Mangement System growing the bank
Produce a media kit to support media relations and place on www.tourismsmithers.com	0%	

Bulkley Valley Economic Development Association

Maintain the Recreational Maps and reprint as needed	100%	
Review the Visitor Guide and develop a virtual version	25%	
Consider Smithers branded merchandise for the Visitor's Centre	0%	
Participate in promoting the Northern BC Mobile website through the NBCTA	75%	Ongoing.

Mining

Tactic – Organize a Mining Business Meet & Greet

Contact mine procurement managers	100%	27 project managers were added to the list of projects in the area in this quarter.
Have a procurement manager come to Smithers	10%	This may not be the most effective way of connecting the two groups. Had Rio Tinto Alcan come to town and 12 businesses attended the event.
Contact local mining service providers	100%	Contacted all businesses in the SEG directory
Invite the service providers to the event	100%	Ended up going in a different direction based on RTA event. BVEDA emailed all of the contact info of each project to businesses in the BV.
Schedule short meetings between procurement managers and service providers	75%	Several meetings will take place during and after Business Forum

Tactic – Provide Information on Smithers Businesses to Mining Property Managers

Get the Mineral and Coal Notice of Work Summary Report from Ministry of Forests, Lands, and Natural Resources Office	100%	Changed to the BC Minerals exploration overview 2011 as it is easier to access but longer to find the specific information needed for local businesses
Extract location and contact information for each project	100%	Done.
Contact managers of the properties and inform them of the services available in the Bulkley Valley	100%	Done.

Partnerships

Tactic – Partner with Other Organizations

Continue to connect with various organizations in the Bulkley Valley	100%	Re-established the presence of CF in Smithers by providing office space to them in the BVEDA office.
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		Currently working with the RDBN on the Business Forum in October. Ongoing work with SEG and Chamber.
Continue the BVEDA Tourism Advisory Committee	100%	Regular meetings held on an ongoing basis
Partner on projects that fit within the goals and scope of the BVEDA	100%	Partnered with the RDBN on the Business Forum, other communities on INWBC project
Continue partnership with communities involved with www.investnorthwestbc.ca	100%	New evolution of the site as a new “invest in Smithers” content as part of the individual community profiles was added

Business Expansion

Tactic – Discover New Opportunities for Local Businesses

Consult with local business persons, councillors, town staff, at regular intervals	100%	Worked with 2 local businesses on expanding their operations.
Subscribe to industry magazines and e-newsletters	100%	Now getting newsletters from the BC Construction Association and the PR Port Authority
Be an active member with local economic development groups in the Bulkley Valley	100%	Working with BVCU, RDBN, Chamber or Commerce
Receive monthly business license updates from Town staff	100%	Receiving updates

Tactic – EDO Networking

Buy nametags for EDO and Board of Directors	0%	Not done. Not sure if need since board members do not attend events outside of the BV
Distribute cards while conveying what the office does for local business	100%	Ongoing
Follow up with businesses that express interest	100%	Ongoing
Set up separate meetings with interested businesses to discuss business issues	100%	Ongoing
Work on solutions for each company	100%	Ongoing

Other Actions and Results

Bulkley Valley Economic Development Association

LOCAL BUSINESS CLIMATE

- October 2012 (EDO) – Assisted the BV Research Centre with securing sponsorship for their conference in November
- October 2012 (EDO) – Spread posters to businesses promoting the RDBN Business Forum
- October 2012 (EDO) – Scheduling a NDIT Contractor Bootcamp for Smithers on November 6th
- October 2012 (EDO) – Met with Watson’s Landing developer Kevin Stunder about future developments around the airport area
- October 2012 (EDO) – Met with an out of town construction company who were interested in finding out more about what is going on in Smithers and area
- October 2012 (EDO) – Met with Trevor Bruintjes of Investors Group about the trouble he is having finding kids clothes in Smithers.
- October 2012 (EDO) – Met with the president and project manager of resource supply company from Nanaimo
- November 2012 (EDO) – Touched base with BC Trade and Investment Reps about what Smithers has to offer and that we are open for business
- December 2012 (EDO) – Participated in a conference call put on by the Ministry of JTI on creating a system for communities to attract, secure, and manage investment
- December 2012 (EDO) – Uploaded the Town of Smithers Investment-Ready Community Profile to the BVEDA webpage

INDUSTRIAL LAND

- October 2012 (EDO) – Met with Watson’s Landing developer Kevin Stunder about future developments around the airport area

COMMUNITY INFORMATION PORTAL

- October 2012 (EDO) – Determined the work plan and budget for the InvestNorthWestBC.ca project and website

BUSINESS RETENTION & EXPANSION

- October 2012 (EDO) – Began applying for \$20,000 for the Ski and Stay program through the Beetle Action funds through the Northern Development Initiative Trust
- October 2012 (EDO) – Spread posters to businesses promoting the RDBN Business Forum
- October 2012 (EDO) – Scheduling a NDIT Contractor Bootcamp for Smithers on November 6th
- October 2012 (EDO) – Met with the president and project manager of resource supply company from Nanaimo
- November 2012 (EDO) – Hosted a contractor/supplier boot camp put on by Northern Development Initiative Trust

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- November 2012 (EDO) – Secured a \$500 sponsorship for the BV Research Centre’s “Adding It All Up” conference through the INWBC group.
- November 2012 (EDO) – Touched base with ATCO Structures about seeing if they are still looking at expanding into the northwest
- December 2012 (EDO) – Participated in a conference call put on by the Ministry of JTI on creating a system for communities to attract, secure, and manage investment

NETWORK & DIALOGUE

- October 2012 (EDO) – Met with Randall Thompson and Wendy Curtis of Huckleberry Mines and Byng Giraud of Imperial Metals at the RDBN Business Forum
- October 2012 (EDO) – Attended the Chamber Business Awards at Hy-Tech Drilling
- October 2012 (EDO) – Met with Trevor Bruintjes of Investors Group about the trouble he is having finding kids clothes in Smithers.
- October 2012 (EDO) – Attended the Coastal GasLink open house
- October 2012 (EDO) – Secured flight sponsorship for the BVEDA to attend the Minerals Round Up conference in Vancouver in January
- November 2012 (EDO) – Met with Rick Braam and Duane Mitchell of the Moricetown Band about opportunities to work together in 2013
- November 2012 (EDO) – Hosted a contractor/supplier boot camp put on by Northern Development Initiative Trust
- November 2012 (EDO) – Attended the pre-budget town hall meeting about which direction the Town should go in the future
- November 2012 (EDO) – Attended the “Adding It All Up” conference put on by the BV Research Centre
- November 2012 (EDO) – Attended and assisted with the arrangements for the Honourable Minister of State for Western Economic Development Lynne Yelich’s presentation to the Bulkley Backcountry Ski Society of \$68,000 for infrastructure improvements to the Hankin-Evelyn ski area
- November 2012 (EDO) – Took part in economic development training as put on by EDABC in Burns Lake
- November 2012 (EDO) – Touched base with BC Trade and Investment Reps about what Smithers has to offer and that we are open for business
- November 2012 (EDO) – Participated in the working group for the Smithers/Telkwa/Area A Official Community Plan working group
- December 2012 (EDO) – Participated in a conference call put on by the Ministry of JTI on creating a system for communities to attract, secure, and manage investment
- December 2012 (EDO) Attended a chamber luncheon with the Minister of FLNRO Steve Thomson.
- December 2012 (EDO) Met with NWCC President Dr. Denise Henning about the activities of the BVEDA and what NWCC has planned for the future

Bulkley Valley Economic Development Association

- December 2012 (EDO) – Spoke with George Kennedy with regards to how the successful College of New Caledonia course “Business Next Generation” operated.

RESOURCE INDUSTRY CLUSTER

- October 2012 (EDO) – Attended the Coastal GasLink open house
- November 2012 (EDO) – Attended the “Adding It All Up” conference put on by the BV Research Centre
- November 2012 (EDO) – Registered for the Cambridge House Vancouver Resource Investment Conference on January 20-21
- December 2012 (EDO) Attended a chamber luncheon with the Minister of FLNRO Steve Thomson.

SUPPLY & SERVICE CLUSTER

- October 2012 (EDO) – Began applying for \$20,000 for the Ski and Stay program through the Beetle Action funds through the Northern Development Initiative Trust
- October 2012 (EDO) – Met with Randall Thompson and Wendy Curtis of Huckleberry Mines and Byng Giraud of Imperial Metals at the RDBN Business Forum
- October 2012 (EDO) – Scheduling a NDIT Contractor Bootcamp for Smithers on November 6th
- October 2012 (EDO) – Met with Trevor Bruintjes of Investors Group about the trouble he is having finding kids clothes in Smithers.
- October 2012 (EDO) – Met with the president and project manager of resource supply company from Nanaimo
- November 2012 (EDO) – Hosted a contractor/supplier boot camp put on by Northern Development Initiative Trust

TRAINING AND EDUCATION

- October 2012 (EDO) – Scheduling a NDIT Contractor Bootcamp for Smithers on November 6th
- November 2012 (EDO) – Took part in economic development training as put on by EDABC in Burns Lake
- December 2012 (EDO) Met with NWCC President Dr. Denise Henning about the activities of the BVEDA and what NWCC has planned for the future

FOREST AND ENERGY PRODUCTS

AGRICULTURE

TOURISM

Bulkley Valley Economic Development Association

- October 2012 (EDO) – Began applying for \$18,000 for the Ski and Stay program through the Beetle Action funds through the Northern Development Initiative Trust
- November 2012 (EDO) – Attended and assisted with the arrangements for the Honourable Minister of State for Western Economic Development Lynne Yelich’s presentation to the Bulkley Backcountry Ski Society of \$68,000 for infrastructure improvements to the Hankin-Evelyn ski area
- December 2012 (EDO) – Secured an \$18,000 grant to support the marketing efforts of the Ski and Stay program through the BVEDA
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TRANSPORTATION

KNOWLEDGE-BASED ECONOMY

- October 2012 (EDO) – Started investigating bringing a concept in Prince George called “The Nextwork” to Smithers
- October 2012 (EDO) – Helped Northern Health find a position for a spouse of one of their high ranking employees in Smithers at their request
- December 2012 (EDO) – Spoke with George Kennedy with regards to how the successful College of New Caledonia course “Business Next Generation” operated.

ARTS & CULTURE INFRASTRUCTURE