



Bulkley Valley  
Economic Development Association

# 2012 Work Plan

## Third Quarter Report

July - September

[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**

- July 2012 (EDO) – Created and launched the “Engage with Communities” portion of [www.investnorthwestbc.ca](http://www.investnorthwestbc.ca) focusing on Smithers as a community in which to live and work
- July 2012 (EDO) – Wrote a letter of support for BCE and their application to the CRTC for Astral Media
- July 2012 (EDO) – Wrote a letter of support for Plan B Brewery in support of their rezoning application.
- July 2012 (EDO) – Got a list of 57 mining operations taking place in the north to the BC Construction Association office in Smithers
- July 2012 (EDO) – Reported that [www.investnorthwestbc.ca](http://www.investnorthwestbc.ca) is getting over 9000 unique views per month from around the world as per Google Analytics
- Smithers Community Profile had the highest number of downloads of any community over the last month.
- July 2012 (EDO) – Approached and submitted sponsorship proposals for the RDBN Business Forum in Smithers to several companies
- July 2012 (EDO) – Secured a facility sponsorship from the Bulkley Valley Credit Union for the RDBN Business Forum for \$1000
- August 2012 (EDO) – Secured \$2000 sponsorship from Newpro for the RDBN Business Forum
- August 2012 (EDO) – Secured a \$2000 sponsorship from Seabridge Gold for the RDBN Business Forum
- September 2012 (EDO) – Connected 2 local businessmen with NDIT’s “Top 40 Under 40 Entrepreneurs” story writers
- September 2012 (EDO) – Was interviewed by Andrew Seale of the Vancouver Sun on economic development in northern BC

## **INDUSTRIAL LAND**

- July 2012 (EDO) – Listed the Smithers Regional Airport Development Lands property on Invest BC’s marketing website through the Opportunities BC portal
- September 2012 (EDO) – Reached out to clothing retailer “Joe Fresh” about the Zellers location vacancy.
- September 2012 (EDO) – Reached out to the owners of the “Vanderhoof Department Store” about opening another location in Smithers in the Zellers location.

## **COMMUNITY INFORMATION PORTAL**

- July 2012 (EDO) – Listed the Smithers Mall property on Invest BC’s marketing website through the Opportunities BC portal
- September 2012 (EDO) – Registered the BVEDA for a listing in the 2013 SEG Directory

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## ***BUSINESS RETENTION & EXPANSION***

- July 2012 (EDO) - Worked with a local at home manufacturer on investigating growing her 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
- July 2012 (EDO) – Wrote a letter of support for Plan B Brewery in support of their rezoning application.
- July 2012 (EDO) – Got a list of 57 mining operations taking place in the north to the BC Construction Association office in Smithers
- August 2012 (EDO) – Discovered the procurement names for 7 mining operations in Northeast BC as part of the partnership with the mining operation (Huckleberry)
- August 2012 (EDO) – Met with Town of Smithers grant writer (Greg George) to discuss a couple of new engineers who have energy generating ideas
- September 2012 (EDO) – Connected 2 local businessmen with NDIT’s “Top 40 Under 40 Entrepreneurs” story writers
- September 2012 (EDO) – Assisted an entrepreneur with funding options for purchasing an existing business

## ***NETWORK & DIALOGUE***

- July 2012 (EDO) – Connected with Low Profile Ventures from Houston, BC on their projects and properties and next steps for the company
- August 2012 (EDO) – Met with Dean McKinley and Joel McKay on how to access funding for Ski and Stay programs as well as how to have stories from our town gain provincial exposure through their communications department
- September 2012 (EDO) – Attended the forum on the town square proposed ideas
- September 2012 (EDO) – Attended the SEG Golf Tournament
- September 2012 (EDO) – Registered for the BVRC Adding it all Up conference in Smithers

## ***RESOURCE INDUSTRY CLUSTER***

- July 2012 (EDO) – Connected with VP of Exploration Ron Britten of First Point Minerals and got a SEG Directory to him (Decar property)
- 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
- July 2012 (EDO) – Connected with Gold Reach Resources CEO (Ootsa Lake property) and got a SEG Directory to him

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- August 2012 (EDO) – Started a discussion with a local mining operation (Huckleberry) to create a roundtable discussion of all the mining operations in Northern BC to find out what consumables are hard to find in northern BC and how to address it
- September 2012 (EDO) – Was interviewed by Andrew Seale of the Vancouver Sun on economic development in northern BC

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

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## ***TRAINING AND EDUCATION***

- September 2012 (EDO) – Concluded the agreement with the Office of the Wet'suwet'en on a summer student placement

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

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## ***AGRICULTURE***

- September 2012 (EDO) – Conducted an interview for NMP on the economic impacts of the cattle industry in the area

## ***TOURISM***

- August 2012 (EDO) – Met with Dean McKinley and Joel McKay on how to access funding for Ski and Stay programs as well as how to have stories from our town gain provincial exposure through their communications department

## ***TRANSPORTATION***

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

- July 2012 (EDO) – Spoke with a local entrepreneur who is creating a web based education tool on possible next steps for his product
- August 2012 (EDO) – Connected with the Academy of Classical Oriental Sciences over the chance of attracting a Chinese medicine practitioner to the Bulkley Valley

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- August 2012 (EDO) – Met with Town of Smithers grant writer (Greg George) to discuss a couple of new engineers who have energy generating ideas
- August 2012 (EDO) – Engaged with a potential Traditional Chinese Medicine student interested in coming to Smithers to set up a practice in 2015

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