



## Bulkley Valley Economic Development Association

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### **EDO's January/February Report**

#### **Administration and Finance:**

April 2014 (EDO) – Became an administrator on the LoveSmithers.com page and Facebook page

- Have had businesses sign up for the process
- Have begun to send out invoices to those who have signed up
- Booked a booth for the Smithers Trade Show for LoveSmithers.com

April 2014 (EDO) - Worked on a letter to the partners regarding the next funding agreement

April 2014 (EDO) – Uploaded quarterly report and made some minor changes to the BVEDA website

April 2014 (EDO) – Provided meeting space to the BDC and to Petronas representatives

- Billed both for the time

May 2014 (EDO) – Gained access to Adobe Connect (Skype-like product) for use by EiR's and VAP clients

- Allows for multiple people to talk through one connection
- Is actually able to maintain a connection unlike Google Hangout

June 2014 (EDO) – Updated the contactor list with more names and businesses

#### **Community Relations:**

April 2014 (EDO) – Reported to the Wetzin'kwa Community Forest Corporation as per the funding agreement on the Smithers CoWorking Space

- Reported number of visits, rentals, events, ideas, and businesses that grew out of the space

April 2014 (EDO) – Attended an EDO meeting in Burns Lake

- Gave an update on what is going on in Smithers including the VAP program
- Listened to a presentation by the BC EAO office and BC Oil and Gas Commission
  - Suggestion came out that communities need to be a better job of demanding infrastructure from proponents

April 2014 (EDO) – Met with Ruby Morgan who is doing research for aboriginal entrepreneurship support services

- Turned her onto the mentors at Startup Smithers
- Turned her onto Salmon Trails as part of cultural tourism
- Had a long talk discussing business models vs. business plans

April 2014 (EDO) – Organized a trade show booth with Jane Stevenson to promote both LoveSmithers and LoveTelkwa.

- Will also promote the VAP program
- Organized staffing, content, giveaways, promo material, and marketing avenues at the show

April 2014 (EDO) - Attended the AuRico Gold – Kemess Underground project open house

- Want to add them to Investnorthwestbc.ca as they are now in the advanced exploration stage of the project

May 2014 (EDO) – Met with Adrian Carlick of TransCanada

- Connected me with Scott Allen, Supply Chain Management, Local Contracting team out of Prince Rupert project

May 2014 (EDO) – Hosted a focus group with the CEO, CFO, and Sales Director of CityWest with some heavy bandwidth users

- They are definitely coming to Smithers
- Looking at July to September launch
- Being held up by Telus

June 2014 (EDO) – Met with CF Nadina in Houston to discuss InvestLocalBC.ca

- I am going to email blast all the clubs/associations who could be part of the site in Smithers

June 2014 (EDO) – Met with Denis Braun of Braun Industrial who is interested in finding out about holes in the supply chain and filling them

- Is interested in buying companies in sectors he is not already invested in in the industrial world
- Asked about holes in the supply chain that he could fill by moving operations here

June 2014 (EDO) – Met with Mark Amundrud of Spectra to talk about gaps in the supply chain that Spectra could have and the ability for locals to fill them

- Want to connect Denis Braun to those gaps as well if they are not being filled
- Chance that he could open an operation here if gap is filled by him

June 2014 (EDO) – Met with Scott Allen and Ian McLeod of TransCanada about what we could do better for them

- Said that Smithers was coming across as not project friendly due to the seemingly large amount of dissidents in our community
- They are going to be hiring 3 prime contractors who will hire sub-contractors who could in turn hire sub-sub contactors

June 2014 (EDO) – Met with Leanne Helkenberg from the Smithers Mountain Bike Association about listing her bike park project on InvestLocalBC.ca

- She had questions that I answered and plans on listing on the site

June 2014 (EDO) – Participated in a master's thesis survey regarding rural economic development for Melissa Mills from Parksville (and formerly IPG)

- She is working on a thesis that melds grassroots economic development to business attraction economic development

June 2014 (EDO) – Connected Startup Canada to Sedaz Lingerie and Mainerz Streetwear as a couple of entrepreneurial stories from our community to be featured in their magazine, PIVOT

June 2014 (EDO) – Attended the RDBN community forum series on economic development in the regional district

- Talked about how the RDBN can do regional projects, but with such a diverse RD, it appeared to be difficult
- Participants wanted better support of the airport
- Rather than focusing on communities, better off focusing on sectors or activities that happen across the RDBN (mountain biking, hiking, etc.)

## **Communications:**

April 2014 (EDO) – Wrote an article on the BCIC VAP program coming to Smithers

- Uploaded it to the bveda website as well

April 2014 (EDO) – Had a conference call regarding INWBC website upgrades

- Had 6200 visits last month
- Surplus from last year will result in no contributions financially this year
- Frees up \$3000 in the budget for other projects with the BVEDA

April 2014 (EDO) – Worked with The Peak to develop an ad campaign for the Smithers Co-Working Space

- Will attempt to secure a grant from the Wetzin'kwa Community Forest Corporation
- Have extra money in the budget from not having to pay for INWBC this year

April 2014 (EDO) – wrote an article for the bveda website on Small Town Love

April 2014 (EDO) – The BVEDA has been nominated for the Startup Canada Awards for outstanding leadership in advancing entrepreneurship.

May 2014 (EDO) – Added Skeena Meadows Wildlife Preserve to StartupSmithers.ca

- Based in Hazelton but wanted to be added

May 2014 (EDO) – Attended the SEG Mining luncheon

- Got a shout out from the Mayor and thanked for helping organize the event

May 2014 (EDO) – Participated in a Startup Canada market research poll about what they could do for us

May 2014 (EDO) – Mentioned 58 local companies on the LoveSmithers.com and BVEDA Facebook pages

- Invoiced 58 companies for the project

May 2014 (EDO) – Wrote an article for Startup Smithers on the Northwest Innovation Challenge

May 2014 (EDO) – Outlined the LoveSmithers.com launch event to happen at the Main Street Fair on June 14<sup>th</sup>.

- Will have a booth/tent at the fair

- Will give away promotional items and mini cupcakes
- Giving away 10 tickets to the June 10<sup>th</sup> Chamber breakfast event for participating businesses to attend

May 2014 (EDO) – Wrote an article on Smithers winning the bid for Minerals North 2016

May 2014 (EDO) – Wrote a press release regarding InvestLocalBC.ca

- Released to newspaper on Friday, radio stations on Monday

June 2014 (EDO) – Cold called air transportation companies on behalf of the airport to deliver a message that there is land available

June 2014 (EDO) – Submitted marketing materials for the Smithers Airport to be featured on INWBC

June 2014 (EDO) – Informed 10 non-profit organizations about InvestLocalBC.ca

June 2014 (EDO) – Began organizing another Northern Development Supplier Bootcamp for September

- Hoping to add endorsement of TransCanada to any marketing and possibly a panel

June 2014 (EDO) – Promoted the launch of LoveSmithers.com through having a booth at the Main Street Fair

- Increased 'likes' on the Facebook page by over 80 (to 365) over the weekend
- Gave away cupcakes that promoted the site

### **Economic Development Programs and Services:**

April 2014 (EDO) – Spoke with Shamrock Resources about setting up a local venture capital development fund for their development of the Fireweed property near Smithers

- Told them to connect with the local lawyers, accountants, and financial planners in the area
- I will create a list of those people in town for them
- They will attend the mining luncheon in May

April 2014 (EDO) – Met with Jake Jenne about starting a business

- Connected him with the Startup Smithers group
- Talked to him about pricing and building a business model

April 2014 (EDO) – Reached out to Metal One about possible options for a Smithers operation

- Lead given to me by Blaine Moore of TEDA

April 2014 (EDO) – connected a national retailer looking for retail space in town

- Did not give name, but looking for 5000-8000 sqft so I connected them with Wayne Callison and Murray Goodacre

April 2014 (EDO) – Secured CityWest's entrance into the Smithers market as an internet provider

April 2014 (EDO) - Assisted 3 local entrepreneurs on finding funding for a new business

- Jake Jenne starting a music business
- Nathan Huisman wants to start a laser cutting business
- Lorie Farrell (Poulton) is starting an artisan cheese business
- Nick Hill of Provolution Innovation wants to start an energy efficient housing business
- Directed each of them to the Canadian Youth Business Foundation program

May 2014 (EDO) – Helped a local participant with his presentation for the NW Innovation Challenge

- Etienne St. Onge has made it to the finals of the Challenge
- Will be attending to spread the word of the VAP program to the other finalists

May 2014 (EDO) – Met with Donovan Dias of CityWest regarding expansion into the Smithers market

- Want to bring the latest in TV, Internet, and phone service to Smithers as a test market
- Looking at opening an office in town
- Looking to be operational by the end of the year

May 2014 (EDO) – Met with Dennis Strain of Enclave Managed Networks

- Wanted to know about mining projects in the area
- Talked about improving his sales pitch

May 2014 (EDO) – Spoke with the Small Town Love people about the exclusion of All West Glass from the LoveSmithers.com website

- Argued in favour having them on the site as they fit the requirements of the project
- Owner lives in Smithers
- They argued that AWG would not benefit from being a part of the site
- Working on a 'Friends of LoveSmithers.com' addition to the site to make room for the independently owned and operated franchises that don't fit the criteria
- Will allow for them to be on the site in a reduced capacity but still able to participate

May 2014 (EDO) – Met with Holger Rode regarding his enrollment into the VAP program

- Will enroll in June/July as to avoid conflict with his teaching job

May 2014 (EDO) – Attended the NW Innovation Challenge in Terrace

- Of the 10 finalists, there are 3 who could potentially join the VAP program
- One finalist builds collapsible backcountry skis
- One finalist built an app that helps people identify edible foods in natural settings
- One finalist built a snow melting control process for solar panels

May 2014 (EDO) – Attended VAP training at the request of BCIC

- Excellent program
- Really keeps the focus on the customer as opposed to the product or service as so many tech companies like to do

May 2014 (EDO) – Attended Minerals North 2014 in Vanderhoof

- Shared a booth with SEG
- Established a relationship with Graham Stanley, GM of Community Futures Stuart-Nechako
- He has built a crowd funding site for non-profits and in the future, businesses

- Needs a local partner who will push the project and in turn receive 2.5% of funds of completely funded projects
- Connected the CEO of Guardian Aerospace flight school based in Vanderhoof to Rob Blackburn and Taylor Bachrach

May 2014 (EDO) – Recruited Carl Anderson to be the Executive in Residence for the VAP program

- Will meet in June at the summit,
- Will approach businesses/entrepreneurs with a form to fill out to express their business ideas

June 2014 (EDO) – Was interviewed by Ambrose Merrill of Creekstone Consulting regarding technology and innovation in the AgriFoods, Forestry, Mining, and LNG industries in northwest BC

June 2014 (EDO) – Connected CityWest to Speedee to outfit their new office

June 2014 (EDO) – Began organizing another Northern Development Supplier Bootcamp for September

- Hoping to add endorsement of TransCanada to any marketing and possibly a panel

June 2014 (EDO) – Connected Tim Tchida of Summit Reforestation to Spectra Energy's supply chain manager

June 2014 (EDO) – Connected Blair Andrews of Glacier Electric to Spectra Energy's supply chain manager

June 2014 (EDO) – Spoke with Danielle Van Huisen who is looking for approximately 75-100 acres of industrial land for a pipe manufacturing plant

- Connected her to info on the Carnaby site
- Found info on the Newpro site
- Connected her to info on the Houston Forest Products site
- Found info on the Telkwa Airstrip lands
- Found info for her across the RDBN through Corrine Swenson