



**Bulkley Valley  
Economic Development Association**

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## BVEDA 4th Quarter Report

### **Administration and Finance:**

October 2015 – Renewed the Directors and Officers Liability Insurance

October 2015 – Filed the Q2 report for BCIC

- In good financial health and program is on track

November 2015 – Put together a report on the status of the MN2016 sponsorship for the MN2016 OC

November 2015 – Attended a EDO course on performance measures

- Really interesting
- Learned about all sorts of data out there for municipalities to use freely
- Reporting will be much different in the future

November 2015 – Completed the first draft of the 2016 workplan

December 2015 – Met with Gladys to go over the 2016 budget

December 2015 – Met with Leslie Ford and Gladys Atrill to discuss the new hotel tax, the Municipal Regional District Tax (MRDT)

- Going to move forward if blessing given by board and hoteliers

### **Community Relations:**

October 2015 – Met with tradeshow coordinator for Minerals North 2016 to design layout of outside booth space in accordance with sponsorship requirements

October 2015 – Worked on sponsorship strategy with MN coordinator and Chair

- Having difficulty with the larger sponsorship (Banquet) so we plan on breaking it up into smaller pieces

October 2015 – Put on “Perfecting Your Sales Pitch” event with Peter Payne

- 14 attendees
- Positive feedback
- All but 2 attendees were business people (only two ‘service’ organizations)

October 2015 – Arranged for Sean Mitchell to attend the Startup Canada Entrepreneurship Tour stop in Vancouver

- Trip is funded by Startup Canada and Sean’s own funds

- Sean will get to speak to the audience
- Smithers gets major profile for no cost

October 2015 – Participated in a conference call regarding the BC Tech Summit in January

- The idea of having keynote speeches simulcast to the regions was discussed
- I plan on attending the conference to suss it out
- It was discussed that travel and other costs keep regional companies from attending

November 2015 – Met with Lorna Brown of CFNR to discuss sponsorship/ad opportunities for Minerals North 2016

November 2015 – Connected with Sagar Saxena of UNBC on having their students attend a cleantech summit

- UNBC students recently won a waste water treatment competition
- BCIC is hosting a cleantech challenge event with COSIA, CCEMC, Alberta Innovates, WD, and NSERC
- Connected Sagar to Nadine Diner of BCIC

November 2015 – Attended a VAP cohort night

- Had 7 attendees, 3 of which were VAP clients
- Potentially want to start holding VAP meetings to work on problems that each is having such as Business Model Canvas construction

November 2015 – Connected a VAP client to UNBC's Industry director for a potential working partnership

November 2015 – Met with Jeremy Penninga regarding real estate in Smithers

- We are in a tough spot for commercial because rent is too high. Rent is too high because building is too costly. Building is costly because of bureaucratic processes.
- It's keeping Field's out of Smithers

November 2015 – Wrote a letter of support for CityWest's application to NDIT's Connecting British Columbia program

November 2015 – Participated in a Small Town Love conference call

- There will be a pot of money to help with marketing the STL websites
- There will be more support for 'back end' work on the site and will hold a conference in April for the champions

November 2015 – Attended a workBC roundtable on employment in the Valley

- There are a lot of trades training/apprenticeship resources out there
- WorkBC is busier than usual and the number of jobs is lower

November 2015 – Provided Community Futures with board room space for free to conduct business meetings

- Better to have them in the office than not in town at all

December 2015 – Attended a BVCU Ec Dev meeting

- Approved a grant for a local guitar making company to attend a tradeshow

December 2015 – Participated in a regional mastermind session with the other western Canadian Startup Communities

- Talked about what wins we've had and struggles
- Helped other communities with their local struggles

December 2015 – Met with Mark Fisher to talk about office plans around agriculture

- Talked about connecting local growers to restaurants
- Started determining what they use a lot of and what capacity is locally

## **Communications:**

Oct 2015 – Arranged ad buys to promote Oct 20 event

- Radio, Facebook, and Newspaper

October 2015 – Met with a local communications expert for an update on some VAP materials

October 2015 – Created a YouTube video for a grant application to Startup Canada

- Made a 1 minute pitch to funders using statues of local fauna as the actors

October 2015 – Created 35 Facebook posts for LoveSmithers.com businesses

- Have proven to be very effective in driving traffic to FB page and website

October 2015 – Updated the InvestBC community profile to include the Town website and Town contact information

October 2015 – Wrote sponsorship letters to APEGBC and the Division of Engineers and Geoscientists in the Resource Sector for Minerals North

November 2015 – Uploaded an article to bveda.ca

November 2015 – Wrote an article for StartupSmithers.ca

November 2015 – Promoted and invoiced 2 companies that signed up for LoveSmithers.com

- Promoted on FB
- Companies were Glacierview RV Park and Schimmels Bakery and Café

November 2015 – Promoted Christmas in the Valley via social media and LoveSmithers.com

December 2015 – Renewed 2 opportunities on the OpportunitiesBC website

- Hudson Bay Mountain Resort
- Smithers Regional Airport Industrial Lands

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

Oct 2015 – Researched funding avenues for a local manufacturer

- Looking to attend a major trade show and to hire a couple of staff

October 2015 – Reached out to the Department of Foreign Affairs and International Trade regarding options for companies to access their programs

- Connected a local manufacturer to the regional rep

October 2015 – Met with the western EDO's to talk about INWBC

- Decided to fund the website but to a lesser extent than in past years
- May manage the ad buys through this office
- Will remove old information from site

October 2015 – Reached out to people who planned on attending the New Ventures BC event on

October 20<sup>th</sup> to confirm attendance

- Had 17 people answer 'yes' to attending

October 2015 – Participated in the Business Walks program organized by the Chamber

- Went with Janet Holyk of WorkBC to 15 businesses along Fulton Ave, 19<sup>th</sup> Ave, Tatlow Road
- More positive than negative, no business said business was poor

October 2015 – Worked with a local firm on their customer pitch and service gaps in their industry

- Found one
- Direct result of them attending the sales pitch event

October 2015 – Connected a local drilling company to BCIC's Industry Initiatives Director

- BCIC has connections into COSIA (Canadian Oil Sands Industry Association)
- Looking for ways to save water and tailings of which the drilling company may have a solution

October 2015 – Reached out to Joe Fresh regarding potential site location

October 2015 – Reached out to an interested low cost retailer to see if there have been any changes on a decision to open a store in Smithers

October 2015 – Helped a group of biologists market themselves better to industry

- Encouraged them to enroll themselves in the Supply Chain Connector and the Smithers Exploration Group directory

October 2015 – Hosted Carl Anderson who met with local VAP clients

- 2 companies saw investment
- 4 meetings were held

October 2015 – Assisted a Surrey based realtor find projects valued between \$100M and \$5B in value for some off shore investors

- Sent them to all of the operating mines
- Suggested InvestNorthWestBC.ca for an overview
- Seems fishy to me as corporate bankers would do this

November 2015 – Updated information on INWBC

- Updated contact info for the Town of Smithers
- Updated Pretivm's page and included my information

December 2015 – Met with the PRGT people who introduced the prime contractor to us

- Saipem Canada will be chosen assuming a positive FID

December 2015 – Connected to local entrepreneurs to a private granting organization

- Leadership Grants is a private, non-governmental, granting program for businesses to use

December 2015 – Talked to a lady who says she has “in’s” with Asian tour operators

- Wants to set up tours for Chinese/Filipino tourists on a commission based agreement with local service providers

December 2015 – Created a list of local, independent restaurants from Prince George to Prince Rupert

- 233 entries with name, community, phone number was created

December 2015 – Connected with a local food manufacturer to see if they have interest in working with local growers

- Company was really excited to discuss the options
- Meeting planned for late December or early January

December 2015 – Met with a potential tourism marketer for the Asian market

- A local woman lives in the Philippines wanted some information from Tourism Smithers in order to market it to Filipino tourists
- Gladys supplied her with digital and hard copy materials

December 2015 – Started organizing an InvestNorthWestBC.ca summit in New Hazelton

- 11 EDOs will gather to discuss the future of the project
- BVEDA will manage the finances of it for 2016 and do the ad buys
- Covering background information, upcoming changes from NDIT, Budget, and next steps
- Organized location and catering

December 2015 – Assisted an investor who was looking to acquire some woodlot licenses

- Provided him with different options such as timber licenses and woodlot information
- Connected him with the local forest service office