



**Bulkley Valley  
Economic Development Association**

PO Box 3243, Smithers, BC V0J 2N0 · Tel 250 847 4355 · [www.bveda.ca](http://www.bveda.ca)

## BVEDA 2016 2nd Quarter Report

### **Administration and Finance:**

April 2016 – Checked into different banking options for the BVEDA

April 2016 – Signed a contribution agreement with BCIC for the 2016-17 year

- \$60,000 this year again

April 2016 – Completed a conference call with BCIC for the upcoming fiscal year

- We are in excellent shape

May 2016 – Holidays for half of the month

May 2016 – Leased the boardroom space to CF for \$150/mo

June 2016 – Put together a proposal to the Town to purchase “tree signs” for LoveSmithers.com

- Looking at buying 6 for \$75 each

June 2016 – Wrote a post Minerals North report on the sponsorship side of the conference

- Things we would do the same
- Things we would do differently

June 2016 – Leased a desk to Emily Hashimi in the Coworking Space for \$150/mo

June 2016 – Finished a draft report of the remote tech sector focus group

### **Community Relations:**

April 2016 – Met with Wendy Wright of the Smithers Library

- Talked to her about having a Raspberry Jam at the library
- They have a dedicated group of people who use them regularly

April 2016 – Attended a MN2016 meeting

- Gave an update on the sponsorship

April 2016 – Attended the BCIC EiR Summit in Vancouver

- Met with the new staff in Prince George as well as many other program partners
- Met with BCIC CEO Greg Caws and he was pleased with our work

April 2016 – Met with Smithers CAO Anne Yanciw

- Talked about economic development

April 2016 – Attended a Minerals North planning meeting

- Working on details now for the event
- Sponsorship is mostly done

April 2016 – Was a “dragon” for Dragon’s Den at Twain Sullivan Elementary in Houston.

- Was a sponsor
- 13 teams participated with 4 prizes being awarded.
- Some really good ideas!

April 2016 – Met with Brian Butterworth about a message he wanted me to share at Startup Day on the Hill

- Wants me to convey the importance resource development in our community

April 2016 – Met with Laura Stanton of All West Glass about a message she wanted me to share at Startup Day on the Hill

- Wants me to convey a message about companies her size struggling with access to capital

May 2016 – Attended a chamber lunch featuring Pacific Northwest LNG

May 2016- Met with Tessa Gill and Derek Baker of Pacific NorthWest LNG

- Talked about how people could participate without having to leave Smithers
- Discussed ways people in Smithers could participate in the construction without having to leave Smithers (i.e. engineering work)

May 2016 – Talked with a contact at Olds College in Olds, AB who is interested in becoming a Startup Community

- Told her to read “Startup Communities” book by Brad Feld
- Told her to find entrepreneurial leaders in Olds before starting out
- Told her she can support items created by leaders but not be a leader herself

June 2016 – Reached out to the managing director of the Trade and Investment Office in London, England on ways to reach out to immigrants in the tech sector there

June 2016 – Met with Rick Braam, Taylor Bachrach, and Anne Yanciw regarding information sharing on what we are working on

June 2016 – Met with past VAP client Tony Mondia regarding re-entry into the program

June 2016 – Participated in a Startup Canada mastermind conference call

- A discussion around what is going on in the western Canadian startup communities and how to help each other with it

### **Communications:**

April 2016 – Booked ad space with Resource World for INWBC ads

- Two ads bi-monthly

April 2016 – Scheduled 3 posts a week for LoveSmithers.com businesses until the end of June

- Will do more when the queue is getting low near the end of June

April 2016 – Scheduled a month’s worth of tweets encouraging people to register as well as attend Terry O’Reilly’s keynote speech

- Bleacher seats for just the talk are \$10 at the door

April 2016 – Provided the Terrace EDO with some INWBC marketing material for their councillors who are going to China

- Gave them 50 cards in Mandarin and 100 in English

April 2016 – Wrote a press release for my visit to Ottawa for Startup Day on the Hill

April 2016 – Ordered signs for Minerals North

May 2016 – Wrote thank you letters to all of the sponsors of Minerals North 2016

- 40 written

June 2016 – Got 40+ thank you letters out to Minerals North Sponsors

June 2016 – Wrote an article for the Interior News on the Forest Innovation Fund

June 2016 – Wrote an article for Startup Smithers

June 2016 – Started creating marketing material for the Smithers Coworking Space

June 2016 – Spoke with European TIRs on how best to market to remote workers in western Europe

June 2016 – Promoted 3 companies to BCIC for companies that are using/developing technology to increase competitiveness/lower costs/increase revenues

- HyTech Drilling, North West Escapes, LM Forest Resource Solutions

June 2016 – Wrote a letter of support for the Moricetown Band’s application for funds to the Canada 150 grant for upgrades to their RV park

June 2016 – Made memes for Twitter for Startup Smithers

- Made to grow followers and to highlight things we have here and why it’s a great place in a humorous manner

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

April 2016 – Met with an experienced store manager about new opportunities he would like to explore in a managerial realm

- Suggested what he should go look for and some names for him to go talk to

April 2016 – Met with Kevin Tattersall about a conference call to be a pilot plant for a new mining technology

April 2016 – Secured a section speaker sponsorship for Minerals North

- Skeena Resources sponsored it for \$3000

April 2016 – Met with a local retailer who uses online shopping software

- Talked to Larkspur about their experience with a lower end product which had pros and cons

April 2016 – Talked with a potential entrepreneur who does bathroom tiling and back splashes

- He can create 'art' using tiles instead of regular back splashes

April 2016 – Secured a media sponsorship with MooseFM for Minerals North

May 2016 – Worked with Jane Stevenson to solve issues with INWBC website

May 2016 – Attended Startup Day on the Hill on behalf of Startup Smithers

- Was able to meet with the federal minister of Innovation, Science, and Economic Development Nav-deep Bains, as well as federal minister of Small Business and Tourism, Bardish Chagger.
- Spoke with regional MPs
- Met with other start up communities
- Connected with companies such as WIND Mobile, PayPal, and Intuit and talked about how great our community is
- Started a friendly rivalry with Revelstoke regarding growing our tech sectors

May 2016 – Participated in Minerals North

- Seabridge and Pretivm gave updates
- Event appeared to be a success both financially and from a delegate standpoint

May 2016 – Met with the CEO of Fields in Smithers

- We walked the area by the post office as sites for a potential building as well as Queen and Hwy 16
- May also get a very good lease rate in the mall as part of negotiations with his other locations with places in BC
- Looking at 15-17k sqft for a flagship store
- Wants to own rather than lease (wants to stop leakage as well as put down roots in town and build equity in a building)

May 2016 – Had VAP meetings with clients

- Carl met with 4 companies here, 1 in Vancouver who is based here

June 2016 – Connected 10 firms to Northern Development Initiative Trust's Forest Innovation Fund

- Got a lead for a VAP company through it

June 2016 – Met with a local forestry firm about the joining the Venture Acceleration Program

June 2016 – Started working with Tourism Smithers to develop a marketing plan with a focus on companies who have retreats

- Focused on the western Canadian markets
- Gladys to help with content and logistics
- Allan to work on marketing channels (blogs, Twitter, etc.)

June 2016 – Held a focus group with remote tech workers in Smithers/Telkwa

- Talked about likes, dislikes, what could make it better, how to entice people to come here, and how to reach them

June 2016 – Met a potential VAP client for lunch

- Wanting to build an online collectibles store

June 2016 – Participated in a study by SFU around ICT (information and communications technology) in the northwest

June 2016 – Talked with Gary Mathieson of HMBA and E-Xact Transactions about how best to target companies to come to Smithers for retreats/off time

- He said we need to be better working together as a tourism industry i.e. HBMA, Skeena Cat, Hankin Evelyn, Harvey Mountain Adventures to market together
- I will connect with their newest marketing person to determine next steps