

Comox Valley Economic Development and Tourism (CVEDS) Q2 2019 – Strategic Priorities Report Summary Highlights

Innovate 2030 – Regional Comox Valley Economic Development Strategic Plan Process

A Business and Community Online Survey was launched during the quarter with over 200 responses being received to date. Two Public Open Houses (April 8 and May 23) were also hosted during the quarter with the Innovate 2030 consulting team attracting over 200 attendees.

A feature was published in the Comox Valley Record (22k distribution) which outlined the Innovate 2030 process, included a Comox Valley economic snapshot and promoted public and business engagement opportunities including the Open House and online survey.

Alan Winter, BC Innovation Commission, provided the keynote address following a moderated panel discussion by the Innovate 2030 consulting team on May 23 prior to the 2nd public open house. A roundtable with 26 local tech and innovation industry leaders was also hosted with Alan Winter as part of the Innovate 2030 engagement process.

A series of stakeholder engagement sessions were hosted in early April including agriculture, education, transportation, and local government staff and elected officials.

An Employee Housing Summit was hosted in partnership with the CV Coalition to End Homelessness on May 23, 2019 at the Officers Mess at 19 Wing CFB Comox. The summit featured presentations by Jada Basi, Manager of Housing and Community Planning with CitySpaces, Cheeying Ho, Executive Director with Whistler Centre for Sustainability, Candace Koo, Affordable Housing Specialist with CMHC, and Raymond Kwong, provincial director with BC Housing Hub.

BC Seafood Expo and Festival

Total attendance for the 2019 BC Seafood Expo equaled 473 which is comprised of delegates, speakers, exhibitors, and the largest international buyers delegation to date supported by Global Affairs and the BC Ministry of International Trade. New to the Expo this year was the introduction of a Business to Business (B2B) meeting platform to allow for and encourage more interaction between the international buyers delegation and seafood producers. 385 meetings were conducted utilizing the system. Initial survey results from Expo attendees feature a net promoter score of 21 which is considered in the “good” range.

The BC Seafood Festival was enhanced and expanded again through additional Signature Weekend events including the addition of the new Jr. Chef Challenge, a new Oysters 101 MasterClass, Kids Shucking Classes, as well as the development of the Comox Harbour Dock Days on the first weekend of the Festival, in conjunction with the Comox Harbour Authority and extensive harbour user groups, businesses and tour operators to drive more awareness to the harbour and its diverse wild fisheries industry and range of activities. In all there were over 85 events and tours held during the 10 days of the festival, over 5000 tickets - making it the largest in its history.

Food Innovation and Processing Hub

As a result of the announcement by the Provincial Government to proceed with the development of a provincial Food Hub Network, CVEDS developed a response to the detailed Request for Qualifications in partnership with North Island College, FoodMetrics Laboratories, Pickeld Carrot Catering, Salish Sea Foods, Lentelus Farms including letters of support from 20 agriculture, agrifood and education related organizations. The Ministry of Agriculture advised CVEDS of its successful application on July 24 and confirmed CVEDS would be invited to submit a response to a Request for Proposal (RFP) that will open in August.

Toll Free 1.877.848.2427
Tel 250.334.2427
Fax 250.334.2414

investcomoxvalley.com