

Comox Valley Economic Development and Tourism (CVEDS) Q4 2018 – Strategic Priorities Report Summary Highlights

Export Navigator Program

Hosted a delegation of Export Service Providers during the quarter from Small Business BC, Business Development Bank of Canada, Export Development Canada, as well as Agriculture and Agrifood Canada. Featured a seminar with Export Navigator Clients on "Export Sales Strategies and Tools for Profiting Beyond the Comox Valley" as well as took the delegation to four client site visits. CVEDS hosted an "Export Pavilion" at the Comox Valley Chamber of Commerce Small Business Expo with the Export Partners.

Small Business Seminar Series

Partnered with a variety of industry and small business support organizations including the Business Development Bank of Canada, Export Development Canada, Small Business BC, Agriculture and Agrifood Canada, Small Scale Food Processors of BC, Certified Organics Association of BC, Foodmetrics Laboratories, Community Futures Development Corporation of Strathcona, to host a series of business and industry professional development workshops during Small Business Month (October), including nine "Ask the Experts" discussion series sessions, and two agriculture specific sessions.

Innovate 2030 – Comox Valley Economic Development Strategic Plan Process

The RFP for Innovate 2030 closed during the quarter and the following proponents were selected; MDB Insights, Community Economic Development Strategy; Salmon Communications, Agrifood / Seafood Innovation Strategy; Innovation Island Technology Association, Technology and Innovation Development Strategy. An Innovate 2030 Advisory Committee kick-off meeting was held Dec. 3 of ~45 entrepreneurs and business leaders, and featured presentations on Defining and Measuring Community Economic Development from Brock Dickinson, Assistant Director of Economic Development Program, University of Waterloo and Jamie Vann Struth, Principal and Economist with Vann Struth Consulting.

Destination Marketing Grant Applications and Collaborations

CVEDS developed, supported and/or submitted grant applications via Destination BC and Investment Ag Foundation for the following initiatives: 2019/20 DBC Cooperative Marketing Partnerships Program (\$250k matching funding – BC Seafood Festival, Après Ski Winter Campaign, Culinary Campaign and Always-on Outdoor Adventure Campaign), as well collaborated with the 2019 BC Ale Trail Campaign application; 2019 Circle Tour Route Campaign applications, 2019 Vancouver Island Mountain Bike Consortium Campaign application. Successfully secured \$75k for matching to the 2019 BC Seafood Industry and Festival Domestic Media Development and Hosting Program.

Small Business, Industry and Consumer Communications

The following communications and outreach has been provided year to date to support small business & industry sectors, and consumer engagement & visitation to the region. This content, plus other regional businesses and industry success stories have been shared via CVEDS various social media channels:

- 42 Discover Comox Valley - Consumer e-Blasts
- 21 Business Counts - Regional Stats and Upcoming Events e-News
- 10 Tourism Industry e-News
- 27 BC Seafood Festival and Expo e-Blasts

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