

Business Pulse Update February 2014

Progress on the 'Top Ten to Tackle' List

The 'Top Ten to Tackle' is a list of priority concerns identified by the business community in Port Alberni in the course of a Business Retention Survey conducted in 2013.

The Alberni Valley Chamber of Commerce, Community Futures Alberni-Clayoquot and the City of Port Alberni have collectively committed to address these concerns and report out on progress each month. The report for February 2014 follows:

Attitudes

- Twenty people have met twice since the New Year began to discuss ways of addressing our image 'issues', the need for beautification and a new branding of the community. The next meeting will consist of an increased number of people and settle on a process for achieving an 'Unforgettable and Positively Perceived Port Alberni'.
- There are plans for a survey that will summarize the contributions that local businesses are making to the 80+ charities in the Alberni Valley.

Beautification

- A few City Councillors have been visiting North Port merchants to receive their suggestions for improvement of business conditions and area infrastructure.

Business Succession

- The City's Economic Development Manager presented to approximately 50 people at a Provincial Nominee Program seminar in Vancouver; the PNP is a potential way of fast tracking Canadian citizenship.
- Community Futures will be hosting three 'Business Owner Succession Strategies' workshops.
- Venture Connect (a Community Futures subsidiary) is available to work individually with business owners regarding their succession needs.

Business Training

- The Chamber of Commerce is offering anti-bullying training based on WorkSafe BC requirements.
- Community Futures has begun the 'Sales Mastermind' series of eight workshops for small business owners; the focus is marketing and participants should see an increase in sales.
- Three workshops on 'Electronic Media' have been scheduled through Community Futures.

Employee Attraction

- Catalyst has provided promotional material for the Port Alberni booth in the Abbotsford and Edmonton Sportsman's shows that are taking place in the first and second weeks of March.
- A new potential result from the 'Who Do You Know?' campaign has been identified.

Please see additional progress reports on the reverse side of this page

Progress on the 'Top Ten to Tackle' List

(continued from the front page)

Quay Improvements

- The City, Port Authority, Tseshah First Nation and Hupacasath First Nation are preparing for a partners meeting on the Waterfront North Study after several public input opportunities.

Marketing and Promotion of Our Community

- The City's Economic Development Manager is working with international destination marketing expert Roger Brooks on improving the advertising for Port Alberni
- The Alberni Valley Chamber is continuing work towards the Mobile Visitor Centre project
- As implied above, the Chamber, Community Futures and the City are preparing for the Abbotsford and Edmonton Sportsmen's Shows.
- The City is continuing to place ads in different media with the goal of attracting new residents, businesses and visitors.

North Port / South Port

- The Chamber is liaising with local businesses about a developing a map tool that will encourage visitors to explore the entire community

Second Highway

- The Alberni-Clayoquot Transportation Committee is continuing to research and prepare a business case for the Horne Lake Highway Connector.

Taxation/Tax Incentives

- The City provided many opportunities for public input for the City's annual budget through open meetings, Facebook, Twitter and an online Survey

Businesses, organizations and individuals who are doing their part to address these concerns and who would like to see their efforts reported in this monthly update are invited to contact Stephanie Stevens, Economic Development Assistant at 250.720.2835 or stephanie_stevens@portalberni.ca