



June 22nd, 2015 Report to City Council

A. Brief Update on Selected Current Initiatives

1. Alberni Valley Regional Airport

- An application to the BC Air Access funding program has now been made.
- As mentioned in previous reports and in a delegation to Council, the direct, indirect and induced economic impacts could be 48 Full Time Equivalent jobs (\$3 million in wages) in the early stages of this project.

2. Re-Branding

- The most accurate way to describe this initiative is as a positioning for economic development purposes. Port Alberni is, in fact, the brand, and we have no intention of changing the brand. We do, of course, intend to change the negative image that some hold of the community.
- The team has spent a few weeks educating itself and having discussions with brand experts and those that have gone through a rebranding or image change process.
- We are asking the community via social media and ads to participate in a very short survey at <https://www.surveymonkey.com/s/future-port-alberni>.

3. Tourism survey and research

- Eleven survey points have now been identified for the tourism survey which will begin later this month and run through to mid-September.

B. Selected Other Ongoing Business Retention, Attraction & Diversification Initiatives

- 2nd Route (Horne Lake – Lacey Lake) business case
- District Energy RFP discussions
- Multi-Level Care Facility in an Inter-Generational setting
- Resident Attraction Research
- Marketing & Advertising work continues

C. Events

- The City and Port Authority are hosting a public event to introduce Cantimber Biotech to the community on Tue June 23rd from 5 to 7 PM in the Upstairs Lounge of the Multiplex. The company will be making activated carbon (for several uses i.e. water filters) from residual wood (biomass that is currently burned in the bush each Fall)
- The Innovation Island, Community Futures, City of Port Alberni sessions for entrepreneurs have had to be rescheduled for September (attached).

Pat Deakin, Economic Development Manager

Module 1: Refresh Your Minimum Viable Product

Level-up your Business Model and tweak your Positioning Statement

Date: September 3, 2015 | **Time:** 10:00AM – 1:00PM

Register: <https://www.picatic.com/RE-Module1-PortAlberni>

Module 2: Customer Development Methodology

Identify new markets, buyer types, value propositions and understand the rules of TALC

Date: September 3, 2015 | **Time:** 2:00PM – 5:00PM

Register: <https://www.picatic.com/Re-Module2-Alberni>

Module 3: Challenge Your SWOT

Learn from, embrace or usurp the competitive landscape

Date: September 11, 2015 | **Time:** 10:00AM – 1:00PM

Register: <https://www.picatic.com/RE-Module3-PortAlberni>

Module 4: Pivot or Persevere

The fine art of enduring and the hard thing about hard things

Date: September 11, 2015 | **Time:** 2:00PM – 5:00PM

Register: <https://www.picatic.com/RE-Module4-PortAlberni>

Module 5: Team Building

Strategic partnering, joint ventures and creative collaborations

Date: September 25, 2015 | **Time:** 10:00AM – 1:00PM

Register: <https://www.picatic.com/RE-Module5-PortAlberni>

Module 6: The Pros & Cons of Bootstrapping

Evaluate various financing instruments and leverage the crowd

Date: September 25, 2015 | **Time:** 2:00PM – 5:00PM

Register: <https://www.picatic.com/RE-Module6-PortAlberni>

Module 7: Are You Ready to Scale?

Set SMART goals and build a solid corporate foundation for next-stage growth

Date: September 28, 2015 | **Time:** 10:00AM – 1:00PM

Register: <https://www.picatic.com/RE-Module7-PortAlberni>

Module 8: Future-Proofing

The new rules of technology entrepreneurship and challenge/opportunity of exponential times

Date: September 28, 2015 | **Time:** 2:00PM – 5:00PM

Register: <https://www.picatic.com/RE-Module8-PortAlberni>

All workshops take place at:

Community Futures Alberni-Clayoquot | 4757 Tebo Avenue, Port Alberni

For more information, please contact:

Innovation Island | 250.753.8324 | info@innovationisland.ca

[Community Futures Alberni Clayoquot](http://CommunityFuturesAlberniClayoquot.com) | 250.724.1241