



May 25th, 2015 Report to City Council

A. Upcoming Events of Note

1. May 29th to June 29th: Innovation Island, Community Futures Alberni-Clayoquot and the City of Port Alberni are partnering on a series of workshops for entrepreneurs and businesses wanting to advance their interests in the creative economy and high tech. The list of workshops and their dates are listed on the last two pages of this report. Registration is required. The courses are free.
2. June 22nd to September 15th: The City of Port Alberni is investing in a tourism survey throughout the Alberni Valley over the summer. Several businesses and a few events will have 'ballot boxes' collecting email addresses. The participants will be emailed a questionnaire on the Survey Monkey platform. Those who participate become eligible for prizes. A report on the results will be available in November. The survey is organized by Vancouver Island University and 'The Sociable Scientist'.

B. Feedback From Participants at the MISA Conference

As Council is aware, the City hosted the Spring Conference for the Municipal Information Services Association. After the event (which included a good introduction to some of our attractions) we asked attendees these two questions:

1. What 1, 2 or 3 things would you recommend we do to attract more visitors?
2. If you were describing Port Alberni to someone at home (after returning from the conference), how would you complete this sentence: "Port Alberni is ..."

We are grateful that several of the participants took the time to answer these and their responses are provided below.

To Attract More Visitors:

- Highlight your niche market items – sawmill (McLean's) waterfront and cafés that go with it
- Interpretive Centre for the Neptune project
- Better signage on the highway (iii)
- Highlight the waterfront (was surprised to learn we were on the Inlet; thought Alberni was a Valley)
- Advertise & market the outdoor activities (ii)
- Integrate your main areas better (wharf, main street, recreation, shopping)
- Use zoning to ensure a vibrant core not disparate shopping areas
- Push the easy accessibility as compared to similar small attractive mainland coastal communities
- Work closely with social media especially Vancity Buzz
- Develop a top 10 list to raise awareness on the beauty and attractions that surround you
- Do something about the high cost of the ferries
- Do something to get people talking about Port Alberni...like an outdoor concert (and invite Mumford & Sons)
- I have blown past PA many times on the way to Tofino and Ucluelet and never had the sense that there is an actual downtown and a waterfront
- Make the downtown more pedestrian and bike friendly maybe even close the main street

- For an adult market, focus on outdoor activities where you have an edge (hiking, fishing, boating, jet skis, and beaches for your hot days); for families I'd focus on offerings you have for children (for us you are not too far from Vancouver or as expensive as Tofino)
- Highlight yourself as a place with a lifestyle
- Advertise more; I have seen your advertising on BC Ferries but other than that it's a bit out-of-sight, out-of-mind

Describing Port Alberni:

- PA is far enough away to feel like a vacation; close enough to feel at home
- PA is Island Outdoor Adventures
- It is bigger than I thought; normally I describe it as an industry town and a sport fishing location; get some new buzz going on that speaks to its stability
- I always think of Port Alberni as pulp and paper; the history of the community is amazing and I would recommend that someone takes the time to stop and see the sights
- PA has good bones, a reasonable population base, services are available, you are close to Nanaimo and Victoria, and – wow – is the real estate ever cheap
- Port Alberni is a town with many opportunities for growth and leisure
- Port Alberni is a BC gem and well worth the visit; with so many outdoor activities, it's a great spot for a family vacation
- An amazing place that is under-advertised



Pat Deakin, Economic Development Manager

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Module 1: Refresh Your Minimum Viable Product

Level-up your Business Model and tweak your Positioning Statement

Date: May 29, 2015 | **Time:** 10:00AM – 1:00PM |

Register <https://www.picatic.com/event14316095642830>

Module 2: Customer Development Methodology

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

Date: May 29, 2015 | **Time:** 2:00PM – 5:00PM | **Register** [https://www.picatic.com/RE-Module2-](https://www.picatic.com/RE-Module2-PortAlberni)

[PortAlberni](https://www.picatic.com/RE-Module2-PortAlberni)

Module 3: Challenge Your SWOT

Learn from, embrace or usurp the competitive landscape

Date: June 18, 2015 | **Time:** 10:00AM – 1:00PM | **Register** [https://www.picatic.com/RE-Module3-](https://www.picatic.com/RE-Module3-PortAlberni)

[PortAlberni](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: June 18, 2015 | **Time:** 2:00PM – 5:00PM | **Register** [https://www.picatic.com/RE-Module4-](https://www.picatic.com/RE-Module4-PortAlberni)

[PortAlberni](https://www.picatic.com/RE-Module4-PortAlberni)

Module 5: Team Building

Strategic partnering, joint ventures and creative collaborations

Date: June 22, 2015 | **Time:** 10:00AM – 1:00PM | **Register** [https://www.picatic.com/RE-Module5-](https://www.picatic.com/RE-Module5-PortAlberni)

[PortAlberni](https://www.picatic.com/RE-Module5-PortAlberni)

Module 6: The Pros & Cons of Bootstrapping

Evaluate various financing instruments and leverage the crowd

Date: June 22, 2015 | **Time:** 2:00PM – 5:00PM | **Register** [https://www.picatic.com/RE-Module6-](https://www.picatic.com/RE-Module6-PortAlberni)

[PortAlberni](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: June 29, 2015 | **Time:** 10:00AM – 1:00PM | **Register** [https://www.picatic.com/RE-Module7-](https://www.picatic.com/RE-Module7-PortAlberni)

[PortAlberni](https://www.picatic.com/RE-Module7-PortAlberni)

Module 8: Future-Proofing

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

Date: June 29, 2015 | **Time:** 2:00PM – 5:00PM | **Register** <https://www.picatic.com/RE-Module8-PortAlberni>

All workshops take place at the Alberni Valley Chamber of Commerce

For more information, please contact:

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[Community Futures Alberni Clayoquot | 250.724.1241](tel:250.724.1241)



In Partnership with:

