



Report to City Council Meeting **October 26th, 2015**

Brief Update on Selected Work September 26th to October 18th 2015

Marketing:

Funds from the Marketing and Advertising allocation in the Economic Development budget have been invested in the following:

- Partnered w/ Alberni Valley Tourism to advertise on ferries; in Comox, Nanaimo & Victoria airports; Nanoose billboard; and 2016 Vancouver Island Vacation Guide
- AVCOG, McLean Mill & #7 Challenge reps at Victoria Marathon
- ED Assistant at LNG Trade Show in PAPA booth to market PATH and PA

Business Retention & Attraction Initiatives:

- ✓ Assisting innovative health care facility proposal
- ✓ Assisting high-value wood biomass product proposal
- ✓ Assisting SD 70 efforts to sell former ADSS site
- ✓ Meetings to review progress of Fisheries Stewardship Centre
- ✓ Collaborate on report to ACRD re hosting of Islands Agriculture Show in 2017
- ✓ Collaborate on RFP for Clutesi Haven Marina
- ✓ Explore bid to host 2017 Western Canada Cup
- ✓ Encouraging new arts initiative
- ✓ Ongoing efforts to extend AVRA runway
- ✓ Responding to inquiries re purchase of City-owned land
- ✓ Preparation for Business Walks event Fri Oct 23rd

Upcoming Events:

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| • October 28 th & 29 th 2015 | VIEA Economic Summit (EDM on panel) Nanaimo |
| • November 2 nd 2015 | NIC Elder College Series on Uptown Char's Landing |
| • November 3 rd 2015 | Community Energy System RFP closes |
| • November 9 th 2015 | Monterey DMO Tammy Blount Hospitality Inn |
| • November 18 th 2015 | VI - Coast Economic Developers Assoc. Mtg. Nanaimo |
| • November 2015 | Tourism Survey Results |
| • November 2015 | Business Walks Results |
| • December 2015 | Rebranding Team Report |

Pat Deakin, Economic Development Manager