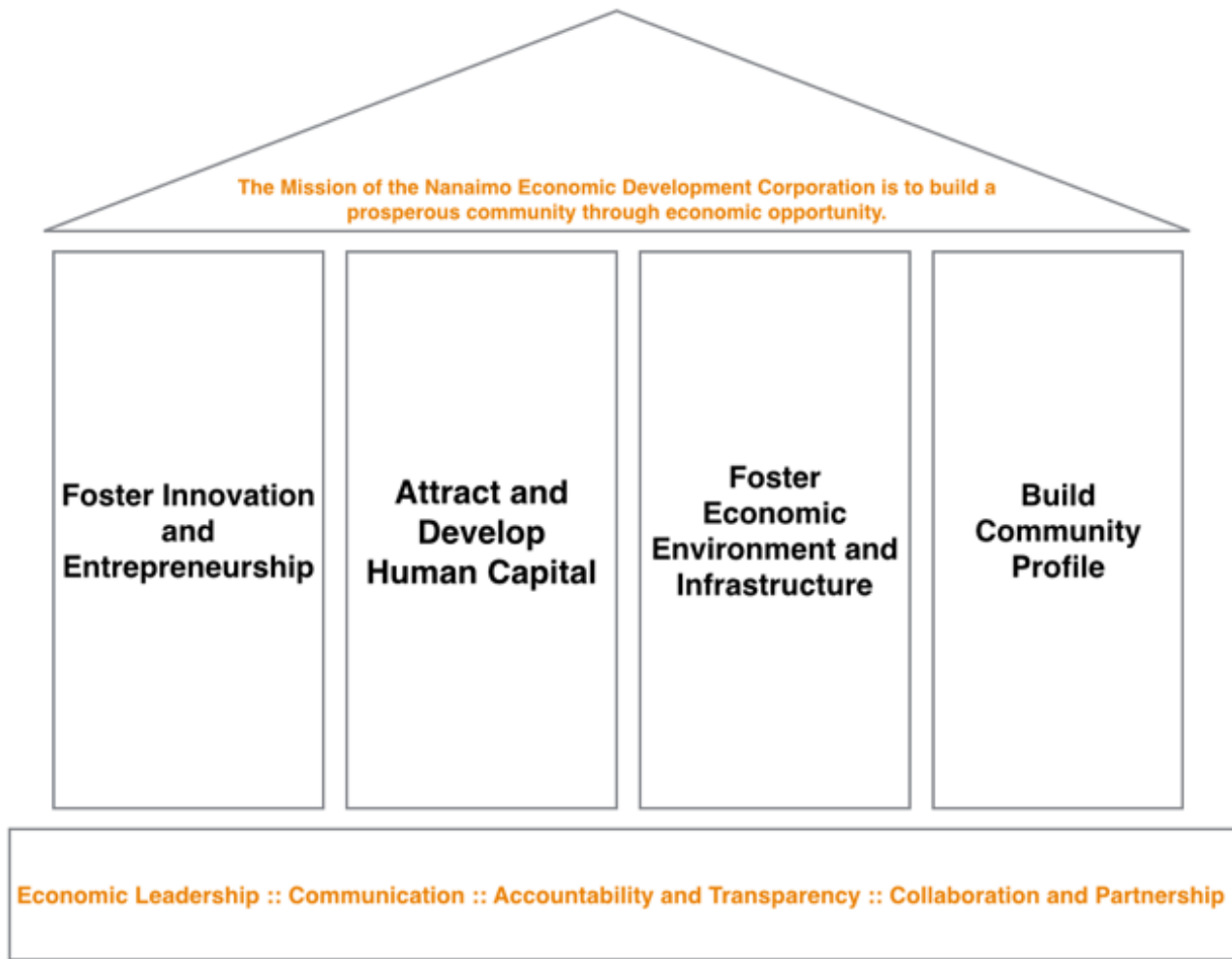


Council Presentation

January 15th, 2015





Overview

- Refine current program activities
- Support pillars established by Board
- Maintain focus on business development and retention
- Increased focus on start up/entrepreneur support
- Implement accommodation tax with NHA
- Sports Tourism and grants program



Business Retention and Expansion

- 4 forums based on subject themes
- Subject matter discussions based on data and feedback from sectoral forums
- Solicit areas of NEDC support/assistance
- Augmented with 3 CEO roundtables



Business Support Programs & Outreach

- Chinese market business info programs
- New business outreach program
- Continued build out of Townsquared



SquareOne



Nanaimo ECONOMIC DEVELOPMENT CORPORATION



Benchmarking and Events

- Economic Indicators
- Impact study of regional sport industry
- Support annual speaker series
- Support for VIU Business Plan Competition



Business Development

- Provincial trade shows and Summits
- Team Nanaimo LNG platform
- Business Missions - PNW and Asia
- Increase in investor group delegations
- Targeted investment attraction planning
- Business in Nanaimo publication



Business Development



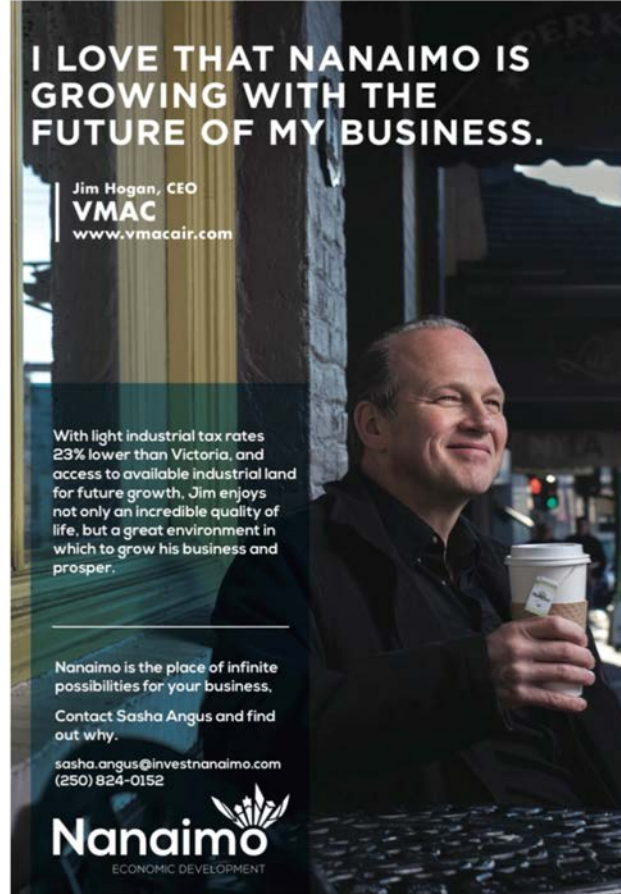
I LOVE THE QUALITY OF LIFE THAT NANAIMO OFFERS FOR MY TEAM AND MY FAMILY.

Colin Dobell, CEO
Inuktun
www.inuktun.com

With commercial lease rates up to 60% lower than Victoria, and workforce housing 45% more affordable than Victoria, Colin and his employees enjoy an incredible quality of life in Nanaimo, and a great environment in which to grow their business and prosper.

Nanaimo is the place of infinite possibilities for your business.
Contact Sasha Angus and find out why.
sasha.angus@investnanaimo.com
(250) 824-0152

Nanaimo
ECONOMIC DEVELOPMENT



I LOVE THAT NANAIMO IS GROWING WITH THE FUTURE OF MY BUSINESS.

Jim Hegan, CEO
VMAC
www.vmacair.com

With light industrial tax rates 23% lower than Victoria, and access to available industrial land for future growth, Jim enjoys not only an incredible quality of life, but a great environment in which to grow his business and prosper.

Nanaimo is the place of infinite possibilities for your business.
Contact Sasha Angus and find out why.
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Nanaimo
ECONOMIC DEVELOPMENT



Partnerships and Capacity Building

- Economic Infrastructure - Collaborative Ask
- Provincial consultation processes
- Provincial trade shows and Summits
- Pride of Place campaign



Tourism Stakeholder Programs

- Targeted roundtables and workshops
- Stakeholder programs - NBT, CYPT, brochure racking, website
- 2015 Visitor Map Guide
- Enhanced presence in TAVI guide



Media, Marketing and Research

- Nanaimo through a new lens - local market
- Media Shows and earned media
- Continue to build online presence
- Destination research and visitor surveys
- Familiarization tours



Visitor Centres

- Northfield and Bastion locations
- Summer student programs
- Mobile visitor programs - Segway and events



Destination Development

- Fam tours with Destination BC & TVI
- Product development support programs
- Sport tourism - bid development & support
- Regional tour itineraries
- Travel trade development



MDRT - Accommodation Tax

- Service agreement in place with NHA
- Festival and event support/development
- Sport Tourism development and project funding
- Augmented marketing efforts and funding



Corporate Operations and Communications

- IEDC Accreditation
- Integrate communications through out activities
- Regional news columns
- Quarterly updates
- Social media strategy and programming

