

ATTACHMENT A



MIBI

MID ISLAND
BUSINESS INITIATIVE

MIBI Update

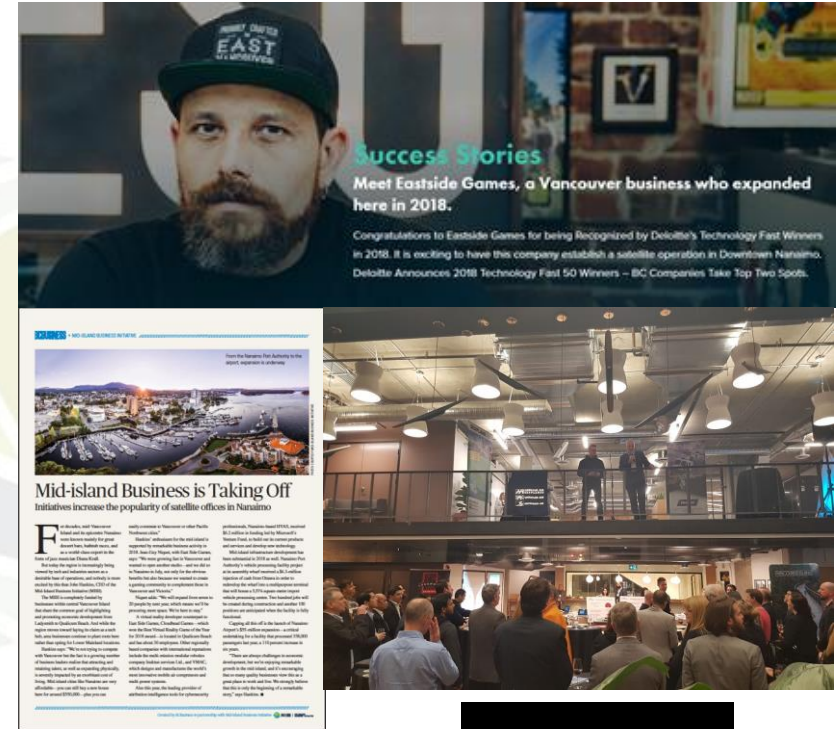
John Hankins.

20th March 2019



Marketing Campaign Update

- ~\$60k Raised from 24 Organizations
- Commenced December 2018
- January launch event in Vancouver
- Radio Ads being aired in Vancouver
- Lure brochures being mailed to 200 targets
- Angel Forum event in Nanaimo
- Campaign website <https://whyvi.ca>
- Social Media Posts





BC Tech Hubs – High level landscape

1. Vancouver

Strong start up culture, tech focused post secondary, access to Venture Capital, events and support, access to talent

Challenges – Cost of housing / living, lengthy commutes and congestion

2. Victoria

Lifestyle, Commute time, coordination, start up culture, events and support.

Challenges – Housing availability, affordability, shortage of skilled talent.

3. Kelowna

Lifestyle, climate, commute time, events and support, coordination, start up culture.

Challenges – Cost of living, distance from clients, small talent pool

Nanaimo?

Affordable housing, lifestyle, proximity to Vancouver, short commutes and little congestion.

Challenges – Small talent pool, No events and support, no coordination, no start up culture, lack of tech focused education, lack of talent recruitment and development strategy,

Tech Attraction Challenges



Industry Feedback

- Small local **Talent Pool**
- Limited **Access To Capital** and other funding sources
- Lack of coordinated support & **Access to Information & Resources**
- Absence of tech & entrepreneurship **Community Building Strategies**

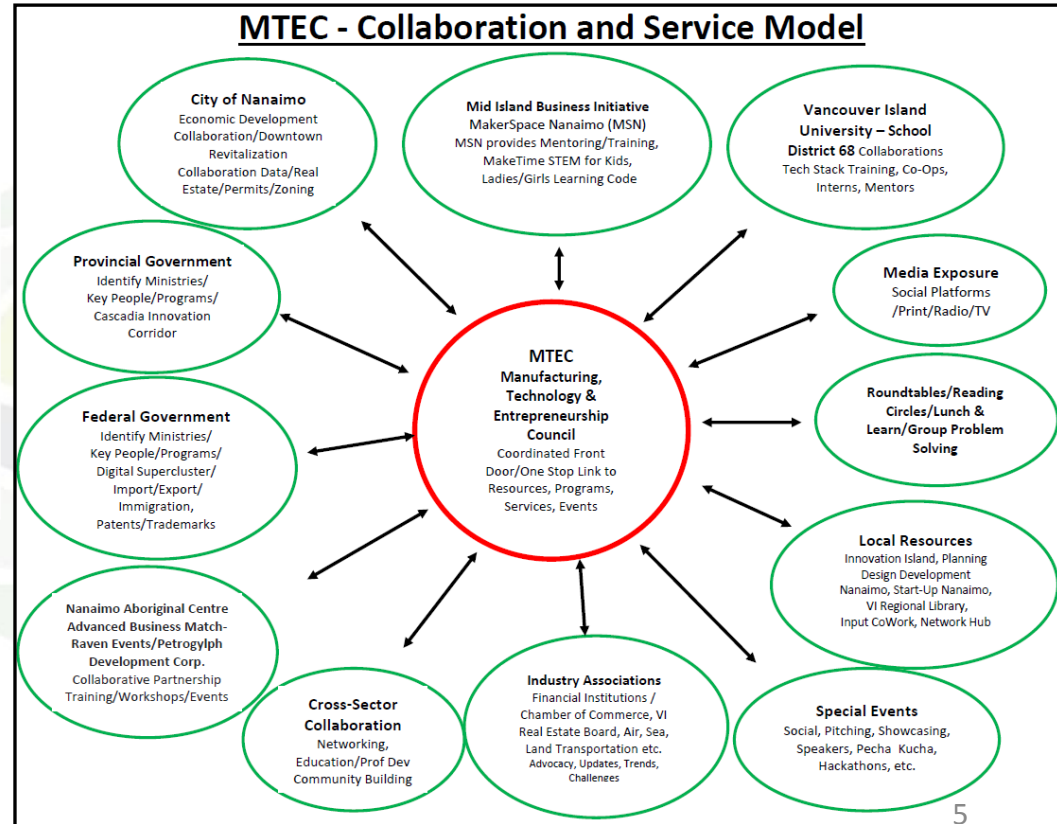


Launch of the Manufacturing Technology & Entrepreneurship Council (MTEC) led by Rebecca Kirk to address challenges.



Action To Date: Collaborative Approach

Inaugural Council	Education & Training Team
John Hankins, David Witty, Chris Beaton, Rebecca Kirk	Derek Beeston, SD68 Graham White, VIU Phil Stiller, Intraworks Vy Luu, Real Estate Webmasters Shawn Adrian, Input Logic Gavin Vickery, Input Logic Remy Hall, Lighthouse Labs David Witty & Rebecca Kirk



Industry Letters of support





Investment Opportunity

"Every accomplishment starts with the decision to try."
- John F. Kennedy

- Industry Led
- Fill Gaps
- Focused on Downtown
- Show Leadership
- Review after 6 to 12 months

Funding 2017 to date	Amount
MIBI (Non-Government)	\$270,000

Expenditure Category	6 Month Budget	12 Month Budget
Full Time Contract Position	\$40,000	\$80,000
Building the Tech Community	\$4,000	\$32,500
Office Supplies	\$4,000	\$5,000
Total	\$48,000	\$117,500

Run in parallel with the City's Strategic Plan to shape the narrative to either fold into a new organization or stay separate.



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you and your business.

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