

Comox Valley Economic Development

2009 Annual Report



June 25, 2010

investcomoxvalley.com

discovercomoxvalley.com

MESSAGE FROM THE PRESIDENT - SUSAN TORESDAHL

On behalf of the Comox Valley Economic Development Board and staff, I am pleased to present our 2009 Annual Report.



The year can be defined as the culmination of 7 years of Olympic focus and effort by our office, community partners, the Comox Valley Spirit of BC Community Committee, volunteers and the private sector. Our 2005 Comox Valley Economic Development Strategy outlined clear objectives related to the Olympics, and we can proudly say that they were not only met, but surpassed.

After years of National Olympic Team attraction, we were working directly with fourteen nations and 33 teams in addition to their respective International media to train in, and cover the region. Over 30 media outlets, including several National Olympic Broadcasters, visited in mere weeks around the Games. We supported grant and infrastructure work that resulted in a state-of-the-art Biathlon Range as well as the VI Mountain Sports Centre funding announcements and projects. The second IPC World Cup was held, the Olympic Torch Relay visited and an Olympic Women's Exhibition Hockey Game was secured. Additionally, a full-scale Ski and Stay

Campaign was launched in the lower mainland to drive new visitation to the Comox Valley. It was a monumental effort that resulted in over 4 million additional Olympic-related dollars being spent locally – a major economic impact for our community. I invite you to read the Olympic Legacy Report that is posted on our website to review the depth of this effort.

We also continued our intense focus and partnerships with the Agricultural sector. We hosted a Permanent Farm Market workshop with our local agricultural community, Farmers Market and Farmers Institute, which resulted in the development of preliminary programming study and costings for a Permanent Farm Market. We also participated in a Provincial Specified Risk Material Management Program to identify site specific solutions for managing slaughterhouse waste. A Comox Valley Agricultural Opportunities Campaign was launched to increase awareness and investment in the sector.

After many years of discussion regarding a regional Visitor Centre at the Cumberland interchange, the year ended with the securing of funds for the Vancouver Island and Coast Visitor Centre project. That project will become one of the more significant and exciting outcomes of 2010. On behalf of the Comox Valley Economic Development Board and staff, we look forward to working with you on that project and many other sector based focus areas over the coming months.



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Board of Directors

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Jim Gillis	CVRD Area B

CORE SERVICES:

Respond to inquiries at the Business Resource Centre and assist with business registrations

Assist local businesses by maintaining a comprehensive website and statistics and promoting the interest of the local business community both locally and externally

Create partnerships with Federal and Provincial government departments, organizations and associations that provide assistance to entrepreneurs

Communicate with councils, businesses, organizations, and Comox First Nations on activities and opportunities

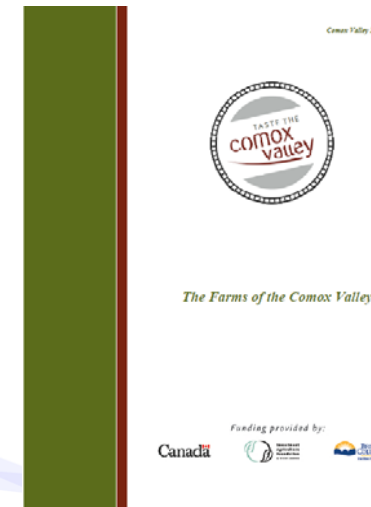
Maintain current contacts and connections to local workforce development agencies

Facilitate the development of land opportunities to ensure a process is in place for timely decisions on those opportunities

Meet with delegations and potential investors to discuss investment opportunities

Ensure local companies have access to the appropriate tools and resources from the community by meeting with them to discuss their business objectives around expansion and operational issues

Act as a catalyst for entrepreneurs by offering assistance in business planning



5 YEAR PLAN FOCUS AREAS:

1. *To maintain and strengthen* the traditional resource-based core sectors of the regional economy including agriculture, aquaculture, and forestry.
2. *To develop* a stronger nucleus of activity in key growth sectors of the economy, including food and beverage processing, knowledge-based and environmental technology industries, air transportation, and tourism.
3. *To strengthen* business retention and expansion efforts, to help existing businesses prosper, expand and diversify.
4. *To effectively* address key Valley-wide infrastructure issues to reduce existing and potential constraints to economic development.
5. *To further develop and market* the Comox Valley's significant tourism sector, focusing on opportunities that will strengthen year-round visitation.
6. *To facilitate* initiatives that will enhance community and regional appearance and quality of life.
7. *To identify* appropriate investment attraction target industries and sectors for strategic action.
8. *To develop* an approach for effectively branding and marketing the Comox Valley.

KEY OBJECTIVES FOR 2009:

1. To generate Olympic related economic and community benefits through National Olympic Committee Team Attraction; International Media Attraction; and Infrastructure Improvements.
2. To develop a Permanent Farm Market Centre.
3. To support the development of the Vancouver Island and Coast Visitor Centre.

4. To secure and increase media exposure for Agriculture and Tourism sectors.
5. To continue to market the Comox Valley as a prime destination for investment, tourism and relocation.



BUSINESS RETENTION AND EXPANSION:

An integral part of many economic development programs, and the primary focus of CVED, is on existing businesses that are currently operating in the Comox Valley area.

The 5 year strategy recognizes the principle that typically 60% to 80% of a region's economic growth occurs as a result of the expansion and diversification of existing businesses and enterprises. Therefore, a systematic program of liaising with and facilitating activities of existing businesses continues to be implemented.

OBJECTIVES:

1. To deliver the Business Visitation program, and expand on the response component to deliver effective programs and services to local firms.
2. Publicize BRE program results to the business community and general public.
3. Operate a Business Resource Centre.
4. Maintain a One-Stop Business Registration service in partnership with local and provincial governments.
5. Support and enhance the Comox Valley direct Farm Marketing publication – The Growers Guide.
6. Promote development of a permanent farm market centre
7. Waterfront / Harbour front Development

STATUS:

BRE Program Highlights

- Responded to over 500 entrepreneur and small business requests
- Conducted 43 visitations with local businesses
- Registered business name approvals and Business Registrations that included: Proprietorships / Partnerships, Incorporation Process, GST/ PST, Worksafe BC
- Produces a BRE Business Services Flyer and distributed to key referral locations
- Distributed 33 Invest and Discover Comox Valley e-newsletters to over 2,500 contacts

Business and Tourism Product Development

- Hosted a Tourism Packaging and Product Distribution Workshop
- Hosted a workshop on Tax and Marketing Tips for Bed and Breakfast Owners
- Hosted a workshop on 'How to create your first Google Adwords Campaign'

Statistical Information

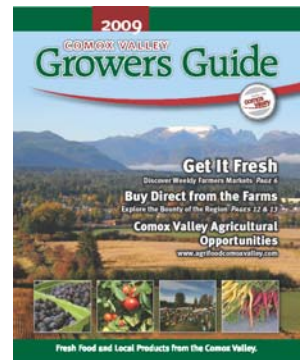
- Developed a Site Selector/investor Profile for the Comox Valley with Linx BC (provincial investment attraction partnership) featuring key international site selector indicators
- Updated statistical content available for clients under the Business Resources section of the Invest website and through the Statistical Profile

Investment Facilitation

- Assisted with Immigration and Relocation cases involving the Provincial Nominee Program
- Provided connections between clients and government agents, Information about provincial and federal immigration programs, assisted with business planning

2009 Growers Guide enhancements

- Improved paper stock
- Improved mapping to ensure clear directions to each farm and market stand
- Increased number of insertion dates from one to two
- Increased # of producers from 2008
- Added the Taste Comox Valley branding
- Downloadable from both Invest and [Discover](#) websites
- Circulation 100,000



Visitor Centre Contracts

- Maintained two Visitor Centre Service contracts, tracked outputs and collected statistics

CV Visitor Information Statistics	2009
Comox Valley Information Centre	
# of Visitors	17,693
Same Day Visits (No Overnight)	1,145
Overnight Visits (spend at least one night)	2,646
Cumberland Information Centre	
# of Visitors	11,500
Same Day Visits (No Overnight)	1,830
Overnight Visits (spend at least one night)	599

Social Media Campaign

- Developed profiles for Invest and Discover Comox Valley on Facebook
 - Designed a YouTube account featuring videos about Comox Valley attractions
 - Created a blog to provide updates about business information and events
 - A Twitter account was opened to inform followers about Comox Valley Economic Development activities

Permanent Farm Market

- Hosted Best Practices in Permanent Farmers Market Public Workshop
 - Featured Best Practices from Calgary, Saskatoon, and Ontario
 - Resulted in the creation of a Farm and Conservation Centre Concept document
- Developed Preliminary Programming Study and Costing for a Permanent Farm Market Centre
 - Report provides realistic cost estimates for construction of a Centre
 - Document will allow the CVEDS to pursue funds
- All related materials available at www.permanentfarmersmarket.com



Specified Risk Material Management Program

- Developed Vancouver Island Slaughterhouse Waste Management Report because of new slaughterhouse regulations that directly impact our local slaughter facility and agriculture industry
- Distributed report results to CVRD and Waste Management Staff
- Study identified and recommended site specific solutions for managing slaughterhouse waste and SRM

Waterfront / Harbour Front Development

- Worked with Victoria Harbour Ferry Company in exploring potential for water taxi and tour service
- Developed a Comox Waterfront Enhancement Plan
 - Received Stage I approval from the Island Coastal Economic Trust for Comox Waterfront Enhancement Plan elements
 - Worked with the Comox Marine Enhancement Committee to revise plan and prepare subsequent funding application and business plan

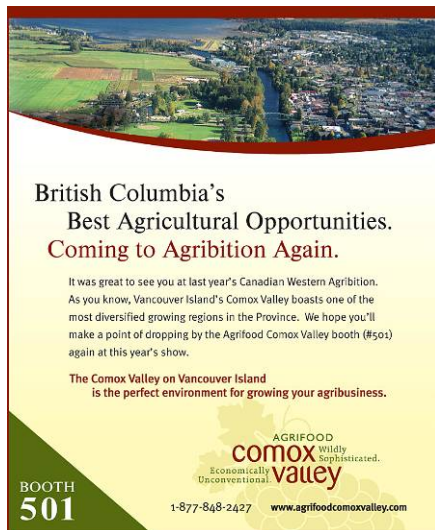
INVESTMENT ATTRACTION:

CVEDS continues to place importance on and supports activities to attract investment into the community. New investment in the region will support the creation of new jobs and provide economic impacts that contribute to the growth of the local economy.

The priority focus for investment attraction in 2008 continued to be on agriculture, and we have expanded various initiatives to include partnerships with BC and Canadian Trade representatives to raise awareness of the regions opportunities.

OBJECTIVES:

1. Enhance the profile of the Comox Valley’s agriculture sector by engaging in effective marketing campaigns.
2. Attend key international trade shows in collaboration with other BC communities to attract out of province investors to the Comox Valley.
3. Support growth in the shellfish industry via proactive marketing, education and promotions.
4. Support the development of the Vancouver Island and Coast Visitor Centre.



STATUS:

Agri-Investment

- Grand Opening of Brambles Market and launch of Growers Guide, supported by PR firm to drive agri-related media attention
- 7 full colour ads monthly in Business Fraser Valley and Business Thompson Okanagan Circulation – 13,000 in Business Fraser Valley and 13k in Business Thompson Okanagan
- Designed and printed Agri-investment Attraction Cards – Profiled the unique agri-investment opportunities for use at immigration attraction shows.
- Developed Taste Comox Valley Producer and Chef Profiles; To showcase the depth of agricultural producers and the chefs who use their product. Used for media and investment attraction efforts.
- Culinary and Agri-investment Media Hosting Program; A media relations firm was contracted and circulated our agri-tourism, agricultural/aquaculture and culinary itineraries and story hooks to over 100 media outlets and consequently secured over 20 culinary and agricultural/aquaculture related media familiarization tours to the Comox Valley, resulting in extensive national and international media coverage for the sector.
- Island Inspirations Cookbook; a joint project between North Island Chefs Assn., local food and beverage producers and CVEDS to promote locally produced products via the production of a high quality cookbook with Taste Comox Valley branding and maps. Targeted to Island consumers to increase consumption of locally produced foods.



Vancouver Island and Coast Visitor Centre

Provided documentation, research and materials to support the securing of grants from the Island Coastal Economic Trust and Western Economic Diversification.

Conferences, Trade Shows & Delegations

- Included BC Tourism Industry Conference, Community Cultural Strategy Meeting (BC Ministry of Tourism, Culture and Arts), Vancouver 2010 Chefs de Mission Marketplace, Island Farm Seminar, BC Real Estate Show Convention, Business Opportunities in Food Service 2010, Pacific Ag Show, February 19-21, Comox Valley Shellfish Festival, June 20 – 21, UK Armed Forces Emigration Fairs - Emigrate London, March 6-7; Emigrate MOD, Surrey, March 8; Emigrate Glasgow, March 12-14

BUSINESS FACILITATION:

Includes initiatives that are longer term and seek to build partnerships, plans and collaborative support for enhancing the economic viability of the region and are important for economic growth. In many cases these can include multi-year processes.

OBJECTIVES:

1. Communicate and partner with the K’omoks First Nation on investment attraction and proactive marketing.
2. Monitor the involvement of CVED in local and regional business and economic development initiatives.
3. Ensure that there is a high awareness of ongoing work and achievements.
4. Support the continued development of the Heritage Experience.
5. Actively continue to pursue the development of float plane infrastructure.
6. Support the Vancouver Island Discovery Centre.
7. Support the continued efforts to leverage the 2010 Olympic Games through key Team and investment attraction, through supporting the Spirit Committee and its community development activities.
8. Maintain a distinctive and effective marketplace image and identity.

STATUS:

Comox Valley Olympic Initiatives

National Olympic Team Attraction Program

33 different NOC teams from 14 different nations, a total of over 350 Olympic/Paralympic coaches and athletes experienced the sport hosting and training facilities at Mount Washington, as well as many of the Comox Valley attractions.

Team Attache Program

In order to show the visiting NOC training teams the utmost of Comox Valley hospitality, CVED supported, developed and implemented the attaché program to provide a personal contact to help ease the team into the Comox Valley environment, minimize frustrations and provide help to resolve any issues.



Confirmed National Olympic Committee Pre-Games Training Camps

NATION & SPORT	#	ARRIVAL	DEPART
Australian Ski Cross	4	Feb-13	Feb-17
Canada Biathlon	21	Feb-01	Feb-08
China Women’s Hockey	28	Feb-06	Feb-08
Chinese Biathlon	17	Jan-20	Feb-04
Czech Republic Biathlon	4	Jan-28	Feb-02
Finland Ski Cross	4	Feb-10	Feb-16
France Biathlon	11	Feb-01	Feb-09
France Biathlon	8	Feb-02	Feb-09
France Freestyle Ski	9	Feb-03	Feb-07
France MEN Cross Country	10	Feb-04	Feb-10
German Parallel Giant Slalom	6	Feb-13	Feb-21

German Parallel Giant Slalom	5	Feb-11	Feb-22
Germany Biathlon	22	Feb-01	Feb-10
Ghana GS Ski	6	Jan 31	Feb 8
Great Britain Snowboard PGS	2	Feb 13	Feb 24
Netherlands Parallel Giant Slalom	4	Feb 14	Feb 19
Norway Nordic Combined	9	Feb-15	Feb-18
Sweden Biathlon	18	Jan-29	Feb-06
Sweden Cross Country	13	Feb-06	Feb-11
Sweden Cross Country	14	Feb-07	Feb-13
Sweden Freestyle Ski	6	Jan-31	Feb-06
Sweden Parallel Giant Slalom	3	Feb-18	Feb-23
Sweden Ski Cross	8	Feb-13	Feb-18
Sweden Women's Hockey	29	Feb-06	Feb-09
Swiss Parallel Giant Slalom	12	Feb-18	Feb-23
USA Biathlon	13	Jan-27	Feb-06
USA Parallel Giant Slalom	8	Feb-14	Feb-20
PARALYMPICS			
Finland Paralympic – X Country / Biathlon	10	Mar-03	Mar-10
Sweden Paralympic Sledge	23	Mar-01	Mar-08
Sweden Paralympic Alpine	11	Mar-01	Mar-07
Sweden Paralympic Nordic	8	Mar-01	Mar-07
Norway Paralympic Biathlon	4	Feb-25	Mar-02
China Paralympic – X Country / Biathlon	11	Mar 1	Mar 7
Total		355	

Pre-Olympic International Media Hosting Program

In addition to the media connections made via the NOC's, a media relations firm was contracted to work directly with over 15 International Canadian Tourism Commission and Tourism BC offices, as well

as 150 media outlets from the NOC team nations. Invitations were sent for media familiarization tours for *Taste Comox Valley*, highlighting the agritourism and agricultural investment opportunities and product, under the umbrella of the Comox Valley Olympic team training story. An unprecedented 30+ media visits were hosted in the days prior to the Olympics. Over \$1M in earned media drove attention to the Valley's NOC training and winter tourism product, as well as the agriculture and shellfish product.

Olympic Related Media Outlets that covered the Comox Valley

- Times Colonist; Vancouver Sun; A News; Afton Bladet Sweden; ARD Germany; BC Daily Buzz; Black Press; Brazilian TV; BC Media Centre; Canadian Press; Canwest /Calgary Herald; CBC Radio; CBC Radio One; CBC Radio Vancouver; CCTV China; Coast Reporter; Ch 9 Network Australia; CTV National; Chek News; CTV News National; Epoch Times; Fairchild TV; FMA Entertainment Weekly; Germany TZ and Munchner Merkur; Globe and Mail; Island Sports News Network; Ming Pao; NBC Today Show; Nine Network Australia; ODPN/ Hosting BC; Olympic Broadcast Services; Omni News BC; SBS TV Korea + Newsis Korea; Scanpix Sweden; Yomiuri Shimbun; SingTao; SVT Sweden TV; Sweden NOC; Times Colonist; TT Swedish News Agency; TV2 (Denmark); Vancouver Courier; Vancouver Sun; YouCook.ca

Interactive Multimedia Marketing Development

Outlined below are the projects completed to support the media program:

- *Official Comox Valley 2010 Visitors' Guide* - increased culinary, agri-tourism editorial content and images
- *HD Video Shoot* – High Definition tourism and economic development footage and video production featuring Culinary, Agriculture, and Agri-Tourism, as well as Olympic team hosting and tourism product promotion.
- *Media Kit Development* - story hooks, pre-written stories, destination background that showcased the region's agri-tourism, shellfish and agri-investment opportunities.
- *Image Bank* - Three photographers engaged to expand image bank inventory in culinary, agri-tourism, agriculture and sport tourism/sport hosting resulting in an additional 300+ images



Games Time Media Release Program

A media relations firm was contracted to produce and circulate daily Games releases regarding Comox Valley NOC teams the region hosted and their medal successes at the Olympics. As well, media events and releases supporting the local shellfish industry were staged during Games time.

Games Time Strategies and Events

- **Sweden vs China Olympic Women's Exhibition Hockey Game**

Leveraging the close relationship developed with the Swedish and Chinese Olympic committees, the women's hockey teams were invited to play an exhibition hockey game at the Comox Valley Sports Centre. Comox Valley Minor Hockey, CVEDS, private sector sponsors and the Spirit Committee played an important part in the securing and organization of the game. Both Chinese and Swedish National Olympic Broadcaster's television crews were on site, along with other National Olympic broadcasters and media, thereby increasing the worldwide exposure for the Valley.



- **2010 Commerce Centre – Comox Valley Olympic Update, September 21**

Over 70 Vancouver based contacts, media and agencies attended and were provided an update on the Valley's Olympic development work.

- **BC Street @ City of Richmond 'O' Zone Live Site**

BC Street was a joint 'BC House' Games-time initiative within the gates of the Richmond 'O' Zone, where various British Columbia regions partnered to profile their destination to over 500,000 regional and international visitors. CVEDS organized the participation in partnership with Mount Washington, the major resorts within the Valley, Pacific Coastal Airlines and the shellfish industry presenting the destination as 'Comox Valley House' featuring the Valley's strength in culinary and sport tourism. Participating NOC pre-training teams were represented by their country flags and was a great conversation starter. Four mini-events were hosted within the booth:

- Le La La Dancers - K'omoks dance group
- BC Shellfish Growers Oyster Tasting - 450 oysters in 1.5 hours
- Bent Harder – Comox Valley Torch Bearer - 3,900 people attended
- BC Fiddler Champion

- **The Olympic Torch**

Torch visit included a First Nations ceremony, a visit to 19 Wing Comox Canadian Forces Base and a touch-down in all 3 Valley municipalities. CVEDS supported this event by providing a video team who created a video presentation from the footage shot.

Automated Biathlon Target Project

- Received funding from the Island Coastal Economic Trust
- Partnership with Mount Washington and VI Biathlon Club
- Provided necessary infrastructure for international pre-Olympic team training



TOURISM AND DESTINATION MARKETING:

OBJECTIVES:

1. Integration of the tourism and investment attraction marketing functions.
2. To significantly grow tourism to the area, in a sustainable manner.

STATUS:

Comox Valley Spring Stay and Play Campaign Summary

- 8x full page, full-colour ads in Sunday Victoria Times Colonist
- 5 additional plug ads promoting the page and the contest
- A total of 100 x 30 second spots on CHEK TV promoting the promotion and contest (including additional CHEK matching spots paid for by cash/contra)
- Campaign Summary:
 - Contest Entries – 2180 online, 5 mail-in
 - Total Viewership – 753,500 + Island:30 140,000 = 893,500

Comox Valley Meet and Stay Campaign:

- Circulation – 16,500 per issue
- 7 full-colour double-page ads monthly in Business Vancouver Island in 2009 (May to Dec) – Campaign to continue through to March 2010
- Call to Action to download Comox Valley Group Planner
- Joint invitation with Business VI to target business list to participate in Business Hosting Program, featuring free night stay, tour and seasonal activity to experience
- Each issue includes Meeting and Event Planning editorial
- Insertion of 1,500 Comox Valley Group Planners in Sept/Oct issue of Victoria's Douglas Magazine

Google Adwords Campaign:

- 12 ads were created for 2009 with varying audiences targeted
- The ads ranged from: Accommodations, Ski and Stay packages, Taste Comox Valley, Spa packages, Shopping in the Comox Valley

Comox Valley Ski and Stay Campaign & Contest:

Objectives:

- To sell reduced ski and stay packages to lower mainland alpine, Nordic and snowboard consumers
- To increase new business for transportation, accommodation providers and Mount Washington for the 2009/2010 ski season, and through that, generate repeat business in 2010/2011
- To drive contest entries to the Discover Comox Valley website

Campaign elements:

- Vancouver Snow Show October 24/25 2009, 1,000sq.ft. booth
- Partners include Kingfisher Oceanside Resort & Spa, Crown Isle Resort & Golf Community, Travelodge Courtenay,
- Old House Village Hotel & Spa, and Holiday Inn Express & Suites, Mount Washington Alpine Resort, Discover Comox Valley



Online Campaign:

- Google AdWords: A Google ad words and image campaign was launched into the lower mainland to drive entries to the Comox Valley Ski and Stay Contest and to the Comox Valley Ski and Stay Packages page.
- Comox Valley Rewards and Promotions Club Launch: A consumer based e-newsletter to over 5000+ consumers was sent promoting the Ski and Stay Contest, Ski and Stay Packages and the Comox Valley as their winter destination of choice.
- Partners E-Newsletters: Snow Show partners emailed their client database to encourage them to enter the Ski and Stay Contest and visit the Comox Valley this winter
- BC Ferries: Contest video ran in all of their terminals and call to action on their Community Events pages for both the Vancouver-Lower Mainland and North Vancouver Island & Gulf Islands routes

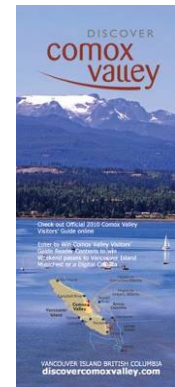
Summary of Campaign Results:

- Global TV Promotional Spots: 6 weeks, 48 x 15 second spots, \$28,400 value
- Global TV On-air Editorial: 8 morning news shows, total 10 minutes, \$17,280 value
- Total Viewers: 2,177,900
- Vancouver Sun and Province Ads: ¼ page ads, full colour
- Vancouver Sun and Province Editorial: Readers 882,000. Ad Equivalency \$3,900
- Times Colonist: 5 full page ads
- BC Ferries Terminal Exposure: 275,000 views



Comox Valley B&B Assn - Discover Comox Valley Brochure

- Designed, printed and distributed in the Vancouver downtown Visitor Centre



Familiarization Tours Hosted

- France Journalists Press Trip, February; Winnipeg Free Press, February; Leslie Forsburg/Eric Lucas, freelance journalists from Seattle, February; Friederike Nagel, national German newspaper Frankfurter Allgemeine Sonntagszeitung, February; Ukraine International Olympic Committee Media, March; Cheryl MacKinnon, Vancouver Sun and Global BC TV, March; Seasons Magazine, Belgium/Netherlands, Mar; Margaret Deefholts, Freelance, April; ChekTV's Island: 30 crew, April; BC Transit Conference attendees "Valley Tour", May; Anne and Laurence Yeadon Jones, North West Yachting Magazine, May; Judy Creighton, Canadian Free Press, June; Rick and Chris Millikan, Freelance for Senior Living, www.gonomad.com, www.travellady.com, June; Vancouver Magazine's 2010 Eating and Drinking Guide, June; Jeremy Ferguson, HelloBC.com content update, June, July October; Elizabeth Levinson, Victoria Boulevard Magazine, July; Jeremy Ferguson, EAT Magazine, July; Don Genova, Island Times Magazine, Aug; Aboriginal tourism BC w/I-Hos and Comox Band; Bob Mackin, Sun Media, VIMSS Funding Announcement Aug; Paul Kamon, Urban Diner, August; Jayne MacAulay, Zoomer Magazine, August; Joanne Sasvari, Vancouver Sun, Calgary Herald, August; Nori Sinclair, Western Living, August; Rebecca Bollwitt, Popular Vancouver blogger www.miss604.com, August; Michelle Hopkins, Vancouver Sun, Richmond News, Vancouver Lifestyle Magazine, Homes and living, September (Alpine Food Festival); Cassandra Anderton, CFUN Radio, The Buzz 1410am, The Good Life Vancouver, September (Alpine Food Festival)

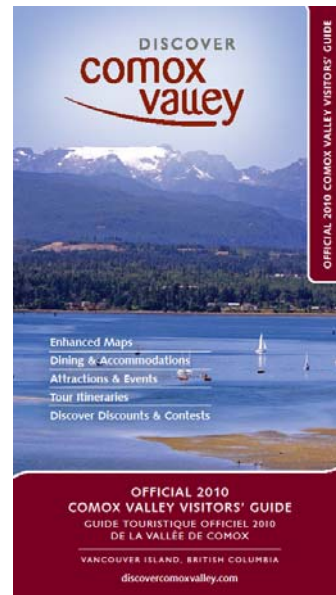
Shows and Events

- Eat Vancouver, May 22 – 24
- Mount Washington Alpine Food Festival – September 4 – 6, 2009 (sponsored)
- BC Senior Games, September 15 – 18 (sponsored)
- Feast of Fields - September 20, 2009 Attended event and coordinated Taste Comox Valley Contest. Developed "Taste" branded "Chef Profiles" for each of 6 partners
- Table Champetre – July 26, 2009 Attracted and Coordinated Culinary Media FAMS to event. Coordinated Celebrity Chef's tour of area. (sponsored)
- Go Media Marketplace, September 21 – 24
- Vancouver Snow Show, October 2009

Comox Valley 2010 and Beyond Campaign

Campaign elements:

- Official Comox Valley 2010 Visitors' Guide - Total of 118 advertisers including 31 new to Discover Comox Valley - as participation in Guide provides access to listing on website, 31 new stakeholders have been added to www.discovercomoxvalley.com
- Distribution - 25% increase in circulation, an extensive external and local distribution
- HD Video Shoot - tourism and economic development footage - September; First Nations Heritage and Culture, Adventure, Culinary, Meetings, Investment opportunities. All HD raw video catalogued at CVEDS and posted to TBC DAM sites.
- Media Kit Development; story hooks, pre written stories, destination backgrounder
- Travel/Sport Media Fams - development media invitations and supporting materials
- Discover Comox Valley Online Marketing - updating media stories and images content and Google online marketing campaign

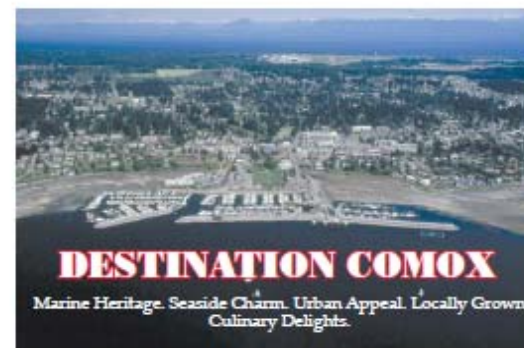


DiscoverComoxValley.com

- Update events calendar, media section, image bank
- Created new packages and contests areas to support campaigns
- Maintained access for existing CVT partner listings and visitor requests
- Improved Photos and Video Galleries in News & Media section
- New Virtual Guide added to www.discovercomoxvalley.com
- French translation of Official Comox Valley 2010 Visitors' Guide

Hello BC Website Updates

- Hosted three Tourism Vancouver Island and Tourism BC meetings with tourism stakeholders from each municipality and region and their freelance writers to facilitate the re-write of the Hellobc.com website prior to the Olympic Games.



By Anne and Laurence
Yoshida-Jones
Photos and Maps by
Laurence Yoshida-Jones

A little over 40 km north of
Vancouver Island's western
shore, Comox Harbour lies
at the head of Bowen Sound as it
meets the Salish Sea.

"Nestled below the majestic Beaufort Mountain and the
dazzling Comox Glacier on Vancouver Island's western
coast, the Town of Comox is a delight to visit, a lay-
provisioning stop and a convenient base for boaters
seeking to explore the delights of downtown Courtenay
as the beauty of Comox Valley with its fertile farmlands,
wineries and farmers markets selling quality, organic
produce. The city harbour offers sheltered moorage, a
centralized public wharf and expanded marina and
docktown facilities."

Plan ahead - Comox Harbour. Plan
ahead - The public wharf with new
slabs and locally built. Plan
ahead - The marina in Courtenay
with 24 hours of berths or
made to order plan.

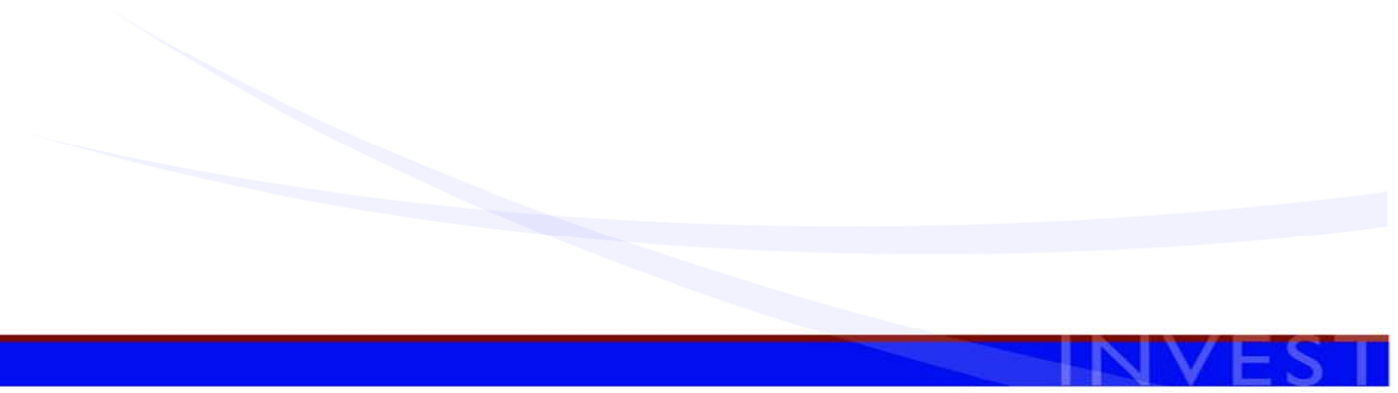
It is also conveniently located for
boat launches which are easily
and accessible from downtown and
near to the head of Courtenay,
providing and personal moorage
for West Coast visitors. With 24

Plan ahead - Comox Harbour. Plan
ahead - The public wharf with new
slabs and locally built. Plan
ahead - The marina in Courtenay
with 24 hours of berths or
made to order plan.

discover the possibilities...
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www.discovercomoxvalley.com
For Comox Valley escape packages and promotions
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