



Making a difference...together

SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

Notice of Meeting on **Thursday, May 18, 2017 at 4:00 PM**

Portlock Park Portable, 145 Vesuvius Bay Rd, Salt Spring Island, BC

AGENDA ADDENDUM

5. Outstanding Business

5.4 www.opportunitysaltspring.ca ; written report submitted

5.5 Rural Accelerator; written report submitted

To ensure quorum, advise Tracey Shaver 250 537 4448 if you cannot attend.

CEDC Opportunity Salt Spring – Progress Report: April 20 to May 10, 2017

Opportunity Salt Spring Website Stats

April 20 – April 30

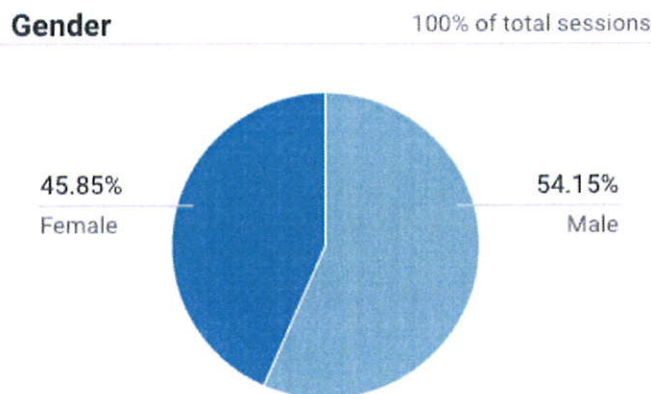
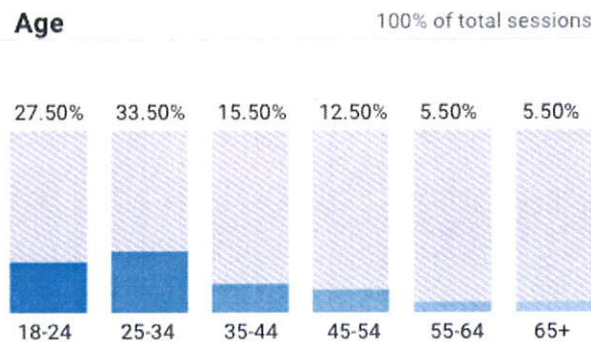
- Page views: 212
- Users: 51
- Page views per visit: 3.2 – considered a good sign of engagement

Opportunity Salt Spring Website Stats

April 20 – May 10

- Page views: 331
- Users: 73
- Pages view per visit: 3.12 – still a good sign of engagement

Total Page views: 543 – April 20 to May 10



Twitter stats May 10:

- Current followers: 19
- Following: 19
- Posts: 19

Three new followers were added recently. We also generated views on these three tweets:

- Take the Salt Spring Quiz: April 26
- Salt Spring Forum promo: May 1
- SSNAP sponsorship: May 5

Notable engagement that accounted for 476 impressions, and accounting for 19 followers we are gaining traction with our messaging:

Tweet Activity

<p>OppSaltSpring @OppportunitySSI Take #SaltSpring Quiz! We're green & quirky, have a ton of amenities so you can live AND work here http://opportunitiesaltspring.ca/opportunity-salt-spring-quiz/ ... @HelloSaltSpring</p>	<p>Impressions 143</p> <p>Total engagements 16</p> <p>Detail expands 9</p> <p>Retweets 2</p>
<p>OppSaltSpring @OppportunitySSI</p>	<p>Impressions 198</p>
<p>the @saltspringforum brings a lot of interesting speakers/discussions to our #saltspring community. #opportunities https://twitter.com/julianpaquette/status/859165869296861184 ...</p>	<p>Total engagements 3</p> <p>Retweets 2</p> <p>Likes 1</p>
<p>OppSaltSpring @OppportunitySSI</p>	<p>Impressions 135</p>
<p>We're proud to support @SSArtPrize and welcome their Creative Mind event Oct 14 @ArtSpring01 w/ Atom Egoyan, @meaghan_ogilvie Art McDonald pic.twitter.com/2ILQXF3EPC</p>	<p>Total engagements 12</p> <p>Likes 4</p> <p>Profile clicks 4</p> <p>Retweets 2</p>

Facebook Stats

The CEDC Facebook page has 170 local users and we are now up to 177 likes on Facebook as a platform.

The most recent five posts from April 24 to May 10 generated the following:

- Users reached: 1160
















This was largely due to a boosted post about the RBA's new sessions, May 5.

The week of May 5 to May 11 generated:

- Reach: 134
- Post engagements: 27

This was elicited from 3 posts to the page.

Facebook recent posts:

Published	Post	Type	Targeting	Reach	Engagement
05/10/2017 10:52 am	 This could be the month to grow your island-based business! Sma			0	0 1
05/08/2017 11:20 am	 Have you met Salt Spring's CEDC Commissioners yet? Check the			73	5 3
05/05/2017 12:12 pm	 We're proud to support the Salt Spring National Art Prize (SSNAP)			82	0 1
04/25/2017 9:54 am	 Tonight we're hosting our first RBA info session for green services!			992	2 13
04/24/2017 9:14 am	 Our Rural Business Accelerator is gearing up for a new session to			13	0 0

What we did:

- We focussed on Salt Spring events, RBA active mentor recruitment, entrepreneurial or digital related insights,
- Promotion of the website pages i.e. take the opportunity quiz,
- Showcased new island opportunities and
- Featured a post "meet our commissioners", as well as new seminars with Small Business BC in May.

What we can do now:

- Schedule the next CEDC meeting date and time via Tweetdeck for May 18, post on May 17.
- Announce the RBA graduation and upload images taken on that day via social media.
- Add "What Islanders Say" to the website and generate interest via social media for June.

Commissioner Report – Rural Business Accelerator Project

Submitted by Holly MacDonald

Progress (April 2017):

- Held sessions/provide direction :
 - April 3rd – Manage your Banker – the business banking specialist and branch manager came and spoke about how to better position yourself for a loan.
 - April 13th - Social Media Marketing – a general workshop on social media followed by individual coaching is planned
 - April 20th – ecommerce - a workshop for participants on how to set up and manage ecommerce
 - April 27th – pitch night – an interactive opportunity for the participants to get feedback in small groups on their business pitch. The goal is to get feedback and help them hone their business focus, not to pitch investors.
- Redesigned the flow of the program to adapt to the input of the participants
- Begin preparation for the next intake (May – August)
- Developed the financing toolkit
- Began intake for Green Services (participants and mentors), held two information sessions, ran ads and got the word out through our social media channels
- Developed content for the RBA portions of the website
- Developed content for the participants-only section of the website
- Planned graduation

Plans (May 2017):

- Planned sessions/provide direction :
 - May 1st – Export Navigator – provincial program to support businesses find new markets outside of their trading area (doesn't need to be international export)
 - May 8th – Food labelling and packaging – this is a session that participants asked for.
 - May 11th – Selling to Country Grocer – a session scheduled specifically for our participants. They will also learn about selling wholesale in general.
 - May 16th – Financial Basics (part 2)
 - May 23rd – Graduation event for Food & Beverage
- Preparing for the next session focusing on Green Services (May/June – August-ish) for both mentors and participants.
 - We've been considering running a more "intensive" option for this session and may look at alternative ways of running the program due to the challenge of working through the summer.
 - The make-up of this session will be more diverse than food and beverage

- Holding information sessions (May 14th)
- Identifying experts for the green services session. The focus will be different and we will have some
- Promoting the program through our new website and social media channels
- Development of additional promotional material: video, photos, powerpoint for ongoing use
- Produce final package of materials to support the ongoing delivery of the program:
 - Participant workbook
 - Mentor guide
 - Weekly emails
 - All sessions have provided us with their presentation materials which can be used for future sessions

Items of Interest

- Farmland Trust has indicated an interest in working with the cohort once they have “graduated”.

Issues:

- None to report