



Making a difference...together

SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

Notice of Meeting on **Monday, September 20, 2020 at 3:00 PM**

SSI Public Library, 129 McPhillips Ave, Salt Spring Island, BC

Gary Holman

Francine Carlin

Holly MacDonald

Jason Griffin

Daniel Wood

Inga Michaelsen

Dr. Daniel Muzyka

Bryan Young

(r) regrets

Zoom Link: <https://us06web.zoom.us/j/89216727721>

AGENDA

1. **Territorial Acknowledgement/Call Meeting to Order**
2. **Approval of Agenda** **1-2**
3. **Adoption of Minutes of May 17, 2021** **3-8**
4. **Delegation/Presentations**
 - 4.1 **Southern Gulf Islands Tourism Partnership**
 - 4.2 **Salt Spring Island Chamber of Commerce**
 - 4.3 **Islands Trust**
5. **Report of the Chair and Director**
6. **Commission Updates:**
 - 6.1 **Overview To Date**
 - 6.2 **Digital Media - June, July and August 2021 Community Economic Development Commission Opportunity Salt Spring Analytics Reports** **9-23**
 - 6.3 **Regulatory Roadmap**
 - 6.4 **Research Project**
 - 6.5 **Housing Advocacy**
7. **Outstanding Business**
 - 7.1 **EcDev Coordinator Update**

To ensure quorum, advise Shayla Burnham 250 537 4448 if you cannot attend.

8. New Business

8.1 CEDC Name Change

That the Salt Spring Island Economic Development Commission request staff to prepare a bylaw to rename the commission to the Salt Spring Island Economic Sustainability Commission.

8.2 Community Partner Engagement Process

8.3 Rural Islands Economic Forum – October 20-21

9. Next Meeting

Monday, November 22, 2021, SSI Public Library, 129 McPhillips Ave, Salt Spring Island, BC at 1:00 p.m.

10. Adjournment



Making a difference...together

**Minutes of the Regular Meeting of the
Salt Spring Island Community Economic Development Commission
Held Monday May 17, 2021, in the Public Library 129 McPhillips Ave, Salt Spring Island, BC**
Electronic Meeting

DRAFT

Present: **CRD Director:** Gary Holman
Commission Members: Francine Carlin, Holly MacDonald, Jason Griffin, Daniel Wood, Kya Dalton, Inga Michaelsen, Dr. Daniel Muzyka, Bryan Young
Staff: Karla Campbell, Senior Manager; Shayla Burnham, Recording Secretary
Participants: Anne Macey, Chair SS Agricultural Alliance, Yael Wand, Director SS Arts Council, Elizabeth FitzZaland, SSI Solutions, Jesse Brown, SSI Chamber, Darryl Martin, SSI Chamber, Laura Patrick, Islands Trust, Elizabeth White, Transitions Enterprise Coop, Gayle Baker, Transitions Salt Spring, Sherese Johnson, Island Comeback, Randy Cunningham, Chair Southern Gulf Islands Tourism Partnership.

1. Territorial Acknowledgement/Call Meeting to Order

Francine Carlin provided the territorial acknowledgement and staff called the meeting to order at 3:02 p.m.

2. ELECTRONIC MEETING RESOLUTION

MOVED by Commissioner Dalton, **SECONDED** by Commissioner Michaelsen, That this resolution applies to the Salt Spring Island Community Economic Development Commission (SSICEDC) for the meeting being held on May 17, 2021, and that in-person attendance of the public is prohibited by Order of the B.C. Public Health Officer.

That the SSICEDC is ensuring openness, transparency, accessibility and accountability in respect of the open meeting by the following means:

- a. By making the meeting agenda, as well as the other relevant documents, available on the CRD website, and directing interested persons to the website by means of the notices provided in respect of the meeting,
- b. By making the minutes of the meeting available on the CRD website following the meeting,
- c. By offering the ability to attend the electronic meeting by invitation.

CARRIED

3. Approval of Agenda

MOVED by MacDonald, **SECONDED** by Commissioner Dalton, that the Salt Spring Island Economic Development Commission agenda of May 17, 2021 be approved.

CARRIED

4. Adoption of Minutes of January 18, 2021

MOVED by Commissioner MacDonald, **SECONDED** by Commissioner Dalton, that the Salt Spring Island Economic Development Commission Minutes of January 18, 2021 be approved as amended by updating 8.1 bullet 1 to read "BC Housing has committed to keeping local shelter open year round 24/7."

CARRIED

5. Delegation/Presentations

5.1 Community Partner Updates

- Platform for collaborations across all sectors for leveraging shared goals.

SSI Arts Council – Yael Wand:

- Preparing for Art Craft opening on June 11, 2021 dependant on the Provincial Health Officer (PHO) under the Public Health Act.
- Spring Art Show showed a decrease in visitors due to Covid-19.
- Concerns expressed around lack of tourism.
- Launching an online store in fall 2021.
- Indigenous outreach through Art Craft expanded beyond Southern Gulf Islands.
- Part of the Digital Innovations Group (DIG) which is a collaboration of six arts councils and groups across the Southern Vancouver Island and Southern Gulf Island region.
- Launching an island wide Arts Impact Assessment Survey.
- Launching an Arts Facility Frame Work.
- Exploring art use options at Salt Spring Island Middle School (SIMS).
- It was noted that young artists are leaving due to lack of affordable housing.

Agricultural Alliance – Anne Macey:

- Established in 2008 and made up of nine members:
 - Islands Natural Growers
 - SSI Farmers Institute
 - Salt Spring Chamber of Commerce
 - SS Community Market Society
 - SSI Farmland Trust
 - SSI Poultry Club
 - Salt Spring Abattoir
 - CEDC
 - Transition Salt Spring
- To oversee implementation of SSI Area Farm Plan.
- To represent local agricultural interest to governments and government agencies.
- To locate and secure funding and resources to support agriculture and local food production on SSI.
- Concerned was expressed regarding hiring of staff.
- Composting project at Burgoyne Bay Community Farm.
- Meeting three times a year with the Islands Trust and the Agricultural Advisory Planning Commission (AAPC) to discuss agriculture issues and priorities on SSI.

Transitions Salt Spring – Gayle Baker:

- Network of world-wide towns working for environmental leadership since 1997.
- Eco-Home Tour, Earth Festival and Green Drinks events postponed due to Covid-19.
- Electric Vehicle Group #1 per capita in North America.
- Native Plants Stewardship broom drop off.
- Rainbow Road allotment gardens with 50 gardeners.
- Ecological Research Network carbon sequestration and regeneration of First Nation's shellfish aquaculture.
- Climate Action Network (CAN) governmental and non-profit organizations working together to develop partnerships.
- Coach program funded by Van City and partnership with CRD Victoria.

Salt Spring Solutions – Elizabeth FitzZaland:

- Non-profit organization completing research, education and advocacy around climate action and equity.
- Positive change in a timely matter for housing issues on SSI.
- Currently campaigning to protect land on Mount Maxwell for multi-use trails.
- Part of the Salish Sea Trail Working Group working towards a multi-use trail from Vesuvius to Fulford with Island Pathways and CRD Transportation Commission.

Transitions Enterprise Co-op – Elizabeth White:

- Volunteer run Community Investment Co-op.
- For profit registered B.C. Co-op association owned by its membership.
- Provides financing to businesses, individuals and non-profit organizations that reduce fossil fuels and support the goals of Transitions Salt Spring.
- Member of Salt Spring Chamber of Commerce, B.C. Cooperative association, and B.C. Community Impact Investment Coalition.
- Tool to address interlinked environmental economic and social challenges at the local level.
- Urgent need to shift SSI economy and activities towards carbon neutrality and adapt to climate change.
- Role in assisting with financing through Green Business Loans and Climate Action Loans.

Salt Spring Chamber of Commerce – Jesse Brown and Darryl Martin:

- 75 years serving SSI businesses.
- Collaborating with more organizations.
- Provided information from the Economic Development and B.C. Economic Development agencies regarding Recovery Programs through the global pandemic and provided the information to business on SSI.
- CHEER Challenge to encourage SSI to buy local to assist with recovery.
- Housing advocacy due to major constraint on SSI.

Southern Gulf Island (SGI) Tourism Partnership – Randy Cunningham:

- 3 years of operation.
- Board of 9 stakeholder members from across the islands in tourism related businesses.
- Main source of funding through Municipal Regional District Tax (MRDT).
- Received special funding through Destination B.C.
- 2021 branding, built infrastructure such as video, photos and website.
- Building and expanding non-profit stakeholder membership.
- Currently promoting to stay local while also promoting shoulder seasons with spring and fall as the primary focus.
- Ongoing effort to identify who visitors are and where they come from.

Islands Trust – Trustee Laura Patrick:

- Expressed appreciation for the CEDC on working collaboratively together.
- Business licenses as a potential tool for Short Term Vacation Rentals (STVRs) following a meeting between Trustees from all of the Local Trust Area which showed strong support for the idea.
- Commercial operators expressing complaints for loss of business.
- Each Trust Area passed a resolution requesting the CRD to explore the implementation of business licenses.
- Ganges Village Planning Task Force and Ganges Housing Task Force have both been appointed.
- Policy statement going through review process.
- Discussion regarding the Speculation and Vacancy Tax Act and if pursued, for money to stay in region.
- Engagement scheduled for the fall 2021 for the Policy Statement.

6. Director and Commissioner Reports

Director Holman briefly reported:

- Confirmed with CRD legal staff as well as Directors for the Southern Gulf Islands that the CRD does not have authority to implement business licenses. Would need Order in Council or Change of Legislation.
- Initiative at CRD establishing a new regional arts facility service, voter approval process.
- SIMS another potential for art services building.

7. Chair and Vice Chair Reports

Chair Carlin – No update.

Vice Chair MacDonald briefly reported:

- Increased website traffic and social media impacts.
- Announcement of Inclusion into Island Coastal Economic Trust (ICET) had over 7,000 viewers.

- The information hub is continuously refreshed with updated grants, funding, supplements and government sources.

8. Outstanding Business

8.1 Economic Development Coordinator

MOVED by Commissioner Carlin, **SECONDED** by Commissioner MacDonald that the Community Economic Development Commission:

1. Supports submitting an application for \$10,000 COVID-19 Safe Restart Grant and to enter into an agreement with Salt Spring Island Chamber of Commerce in receiving \$25,000 contribution towards the contract for EDC;
2. Approves the redirection of \$20,000 funding from Operating Reserve Fund planned for Regulatory Roadmap Phase 2 towards the contract for EDC;
3. Recommends to the Capital Regional District Board to amend the five-year financial plan to include the additional cost for the new initiative of EDC in total of \$55,000, funded by \$10,000 COVID-19 Safe Restart Grant, \$25,000 contribution from SSI Chamber of Commerce and \$20,000 Operating Reserve Fund from redirection of Regulatory Road Map Phase 2 project.

CARRIED

8.2 Community Economic Development Commission and Chamber of Commerce Collaboration re: Salt Spring Island Economic Leaders Group

- Initial meetings determined potential areas for collaboration.
- To develop a memorandum of understanding (MOU) between the CEDC and the SS Chamber of Commerce.
- SS Chamber of Commerce Ganges Village Coordinator 1 year contact position funded.

8.3 2021 Economic Development Commission Budget

- Break down of budget approved by the CRD Board in March 2021.

8.4 Regulatory Roadmap Roll-Out Update

- Video shared will CEDC will be completed and available on the website June 2021 as a productive public education piece.

8.5 Rising Tide Business Services Launch and Island Comeback Update

- CEDC introduced Sherese Johnson, Business Development & Marketing Manager who provided a presentation on digital marketing solutions for rural island businesses.

8.6 Community Reports

- 2020 EB86 Home Owner Grant Program in Electoral Areas
- February, March, April 2021 Community Economic Development Commission Opportunity Salt Spring Analytics Report

9. New Business

9.1 ICET Engagement Opportunities

9.2 Join Rural Island Economic Partnership - \$50.00

9.3 Rural Designation

- Discussion to pursue permanent Rural Designation for Salt Spring Island due to CRD-Urban Designation.
- CRD Board has written to the Province.
- CRD staff to report back to CEDC with an update.

MOVED by Commissioner Muzkya, **SECONDED** by Commissioner Dalton, that the Community Economic Development Commission write a letter to the CRD Board requesting the Salt Spring Island and Southern Gulf Islands CRD Directors to support the commission's request for an order-in-council for a permanent rural designation.

CARRIED

9.4 CRD Building Permit Fees

Where do the funds go?

- All revenues from CRD building permit fees go to fund the service.

10. Next Meetings - Monday – September 20, 2021

*location and participation format TBD under the Order of the B.C. Public Health Officer.

11. Adjournment

MOVED By Commissioner Griffin, **SECONDED** by Commissioner MacDonald,
That the meeting adjourn at 5:12 pm.

CARRIED

CHAIR

SENIOR MANAGER

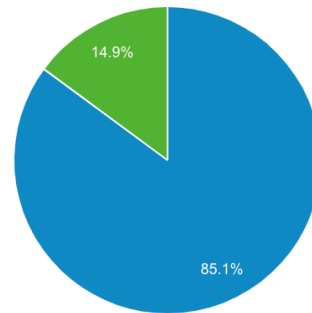
CEDC OPPORTUNITY SALT SPRING – MEDIA/ DIGITAL COMMUNICATIONS REPORT:

June 1 to June 30, 2021

Opportunity Salt Spring Website Stats:

- Page views: 389 - down
- New users: 160 - down
- Sessions: 199 - down
- Page views/ session: 1.95 – down slightly

■ New Visitor ■ Returning Visitor



**Insights: New visitors: 85.1% up
Returning visitors: 14.9% down**

Twitter Stats June:

- Current followers: 187 - steady
- Following: 120 - steady
- Posts: 658

We also generated over 1,408 views on these five tweets:

- Promoted “Meet Your Farmer” opening of Tuesday Market, June 1
- Highlighted self-directed learning opportunities at the Library, June 8
- Spotlitged Tim & John at TJ Beans for a Pride shout out, June 17
- Profiled the new laundromat in Ganges to get word out, June 22
- Featured businesses providing cold comfort during heat dome, June 29

Tweet Activity:

Social media activities in June focussed on ways to ‘enhance your opportunity’ on Salt Spring. Islanders were directed to self-learning options at the library, as well as ways to upgrade skills, by talking to an expert during Small Business BC’s free education month. In support of local businesses, we highlighted the opening of the Tuesday Market, and featured businesses providing cold comfort treats during the heat dome. We also noted Kutatás wines was being offered at a prominent fine dining restaurant in Vancouver. BC’s Restart plan was published in an update to the Info Hub. We spotlighted Pride month in Canada with a timely shout out to Tim O’Connor and John Dolman at TJ Beans (Pride central) and promoted Salt Spring singer & songwriter Yael Wand’s new video produced with a mostly local crew. The Salt Spring Laundromat opening was also featured, noting that profits go toward affordable housing solutions for islanders.

Sample Tweets for June:



OppSaltSpring @OpportunitySSI · Jun 1

...

Meet your farmer! The Salt Spring Tuesday Market opens for the season from 2-6pm in Centennial Park. Salt Spring Island's best makers, bakers & growers bring their freshest food, in the spirit of "bake it or grow it" yourself. [#SupportLocal](#) [#Rural](#) [#SaltSpringIsland](#) [#Farmers](#)




















































OppSaltSpring @OpportunitySSI · Jun 29

...

Stay cool and [#SupportLocal](#) Find cold comfort during this heat dome via [#SaltSpring](#) Fruitsicles, Glad's Ice Cream, Harlan's Gelato [@ss_harlans](#), Mavericks Frozen Treats, Salt Spring Soft Serve, or w/ Salt Spring Gelato. Beverages: Salt Spring Kombucha [@moonshine_mamas](#)



The CEDC **Facebook page** now has **537 likes** and **664 follows**. Sample posts from June 1 to June 30 generated the following:

06/29/2021 5:01 PM	 Stay cool and support local! Here are ways to find cold comfort during			91		6 8	
06/24/2021 4:56 PM	 Salt Spring singer/ songwriter Yael Wand has released her stunning			113		15 16	
06/22/2021 5:30 PM	 Support our local laundromat and help spread the word! The			1.9K		392 159	
06/17/2021 4:53 PM	 A Salt Spring business shows its Pride! It's Pride month and ever			2.7K		251 490	
06/15/2021 12:24 PM	 What does BC's restart plan mean for Salt Spring Island? Find the			63		6 4	
06/10/2021 4:36 PM	 A Salt Spring winery is in the spotlight on a prominent Vancouver			206		3 14	
06/08/2021 8:12 PM	 Self-directed learning is becoming more popular on Salt Spring! By			269		9 19	
06/04/2021 8:04 AM	 A note from Windsor Plywood on their post fire operations: As of			109		3 10	
06/03/2021 5:15 PM	 Mark your educational calendar! Great time to find your niche,			48		0 1	
06/01/2021 12:11 PM	 Meet your farmer! The Salt Spring Tuesday Market opens for the			96		1 9	

USERS REACHED IN June: 5591

Facebook Activity:

Our most popular post on Facebook yet was “A Salt Spring Business Shows its Pride!” We also saw increased engagement with a call to support the new laundromat in Ganges. We invited Islanders to meet their farmers, and support local businesses providing cold comfort treats during the heat dome. Education and enhancing your opportunity were also calls to action, via self-directed learning at the library and free education month thanks to Small Business BC. We provided info about new business hours after the fire at Windsor Plywood, a newsworthy note about Kutatás wines being available at a prestigious fine dining restaurant in Vancouver. We informed locals, and off-islanders alike, about BC’s restart plan and what it means for Salt Spring, and we spotlighted the talents of local singer and songwriter, Yael Wand for the release of her stunning video that was produced and coordinated with mostly local efforts.

Sample Facebook Posts:



Salt Spring Community Economic Development Commission

Published by Deirdre Rowland · June 22 at 5:30 PM ·

Support our local laundromat and help spread the word! The Laundromat and SSI Soap Exchange is into its first month of operation. The facility at 162-150 Fulford Ganges Road offers full and self serve options and is open daily from 10:00am to 6:00pm. Founder of the Wagon Wheel Housing Society Cherie Geauvreau says all profits raised will go toward affordable housing solutions for islanders in need. (Photo inside the Laundromat with Elaine.)
[#supportlocal](#) [#saltspringisland](#) [#rurallyinspired](#) [#laundryservices](#)
[@WagonWheelHousingSociety](#)



Salt Spring Community Economic Development Commission

Published by Deirdre Rowland · June 17 at 4:53 PM ·

A Salt Spring business shows its Pride! It's Pride month and ever since our community's first Pride celebration in 2005, Tim O'Connor and John Dolman have been leading the way. Not only helping to plan and execute events, but also through their commitment and donation of equipment and funds. DAISSI (Diverse and Inclusive Salt Spring Island) is hosting a series of mini-events to celebrate "Pride All Year"! Look for announcements or celebrate amongst the Pride flags at TJ Beans throughout June!
[#PRIDESSI](#) [#RurallyInspired](#) [#SupportLocal](#) 🏳️‍🌈



What we did:

- Highlighted ways to enhance your opportunity via self-directed learning at the Salt Spring Library and Free Education Month at Small Business BC
- Featured a timely post on a Salt Spring business that supports local Pride activities since its local inception in 2005 for Pride month in Canada (this was the most popular post yet for CEDC on social media)
- Invited islanders to spread the word about the opening of the new laundromat in Ganges
- Ensured islanders were aware of the opening of the Tuesday Market and BC's restart plans noted in our Info HUB
- Spotlighted the talents of local singer & songwriter Yael Wand
- Featured local businesses providing cold comfort treats during the heat wave

What we will be doing:

- Focus on July's themes of the arts with SSNAP's announcement of 2021 finalists, travel restrictions lifting, Regulatory Road Map launch
- Engage islanders by featuring the ongoing work of the CEDC
- Keep Salt Spring informed via local news stories with impact
- Provide fresh content that supports sectors in the wake of Covid-19 with updates on our INFO HUB COVID-19 Recovery + page and blog
- Amplify stories on social media and share, like and share news
- Continue highlighting local businesses that build on "live & work" theme

Here's a link to the analytics page site for more valuable insights:

https://analytics.google.com/analytics/web/?authuser=1#/report/visitors-overview/a93411104w138142208p147920853/_u.date00=20210601&_u.date01=20210630

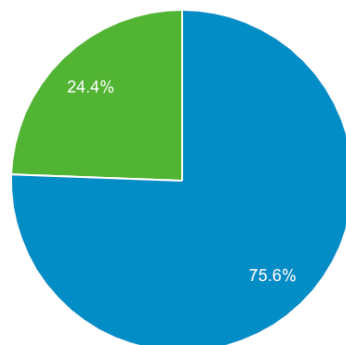
CEDC OPPORTUNITY SALT SPRING – MEDIA/ DIGITAL COMMUNICATIONS REPORT:

July 1 to July 31, 2021

Opportunity Salt Spring Website Stats:

- Page views: 1,295 – way up
- New users: 452 - up
- Sessions: 611 – way up
- Page views/ session: 2.12 – up

■ New Visitor ■ Returning Visitor



Insights: New visitors: 75.6% down
Returning visitors: 24.4% up

Twitter Stats July:

- Current followers: 187 - steady
- Following: 122 - steady
- Posts: 669

We also generated over 902 views on these five tweets:

- Spotlights potential record-breaking numbers Saturday Market, July 2
- Profiled Sirewall imagery exhibit at Salt Spring Coffee, July 6
- Highlighted Stage 3 water restrictions notice, July 8
- Featured Connie Kuhns, finalist for Salt Spring National Art Prize, July 13
- Promoted Be Kind, Be Safe, Be THANKFUL initiative, July 20

Tweet Activity:

In July, we focussed on creativity and the arts on Salt Spring. We spotlighted the Sirewall imagery exhibit at Salt Spring Coffee, the ceramics event at Mahon Hall and the big announcement of the finalist for the Salt Spring National Art Prize (SSNAP) mid-month. For this, we featured local SSNAP artist Connie Kuhn. Other social posts highlighted the potential for record breaking attendance at the Saturday Market, the announcement of the Rising Tide Business Services launch, and an important initiative called Be Kind, Be Safe, Be THANKFUL. This program acknowledged the vaccination clinic's first responders who will receive donated gift certificates via the Island COMEBACK program. We also provided Islanders with timely information about Stage 3 water restrictions put in place and about AquaLink, a new service providing scheduled runs between the five Southern Gulf Islands via Gulf Islands Water Taxi. It runs every Saturday and Sunday in September.

Sample Tweets for July:



OppSaltSpring @OpportunitySSI · Jul 13

...

Salt Spring National Art Prize announces 52 Canadian finalists for 2021-2022 biennial competition including [#SaltSpring](#) artist [@ConnieKuhns](#)
Congrats Connie!



Salt Spring National Art Prize announces 52 Canadian finalists for
The finalists are eligible for 10 awards, with up to \$41,000 in prizes.
[straight.com](#)



OppSaltSpring @OpportunitySSI

Be Kind - Be Safe - BE THANKFUL! [#SaltSpring](#) Islanders are invited to show appreciation to COVID-19 first responders! BE THANKFUL organizers working w/ [@Island_COMEBACK](#) for gift certificates to be donated & gifted to frontline workers at vaccine clinic:
<https://islandcomeback.ca/islands/salt-spring/> ...
pic.twitter.com/PHNaOB6R35

The CEDC **Facebook page** now has **541 likes** and **671 follows**. Sample posts from July 1 to July 31 generated the following:

07/29/2021 5:15 PM		There's still time! Show your appreciation via the Be Kind - Be			68		1 4	
07/27/2021 11:18 AM		Travel local style between the Southern Gulf Islands throughout			138		5 10	
07/22/2021 5:42 PM		An exquisite ceramics exhibit has opened at Mahon Hall. The State of			82		1 5	
07/20/2021 8:41 AM		Now's the time to show appreciation for our Nurses and			79		2 13	
07/16/2021 5:09 PM		The CEDC is pleased to announce a new service to help local			244		9 17	
07/13/2021 3:52 PM		Salt Spring artist Connie Kuhns has been named a finalist for the Salt			627		74 103	
07/08/2021 5:13 PM		Due to a lack of rainfall this spring, Stage 3 water restrictions are now			39		0 3	
07/06/2021 8:27 AM		Salt Spring Coffee is showcasing photos of the wonders of insulated,			121		1 10	
07/02/2021 8:29 AM		Record breaking attendance is expected at the famous Salt Spring			823		48 57	

USERS REACHED IN July: 2221

Facebook Activity:

Our most popular post on Facebook was the potential for record-breaking attendance at the Saturday Market. We highlighted this with fresh market images and interviewed the market coordinator. Local creativity and the arts were a prevalent theme in July, culminating in the announcement of the 52 SSNAP finalists, including local artist Connie Kuhn. Other arts related activities in the spotlight included, the much-anticipated State of the World and Feel of the Earth ceramics exhibit at Mahon Hall, and the imagery exhibit at Salt Spring Coffee that featured Salt Spring's rammed earth building innovation. CEDC also announced the launch of a new service to help local businesses, called Rising Tide Business Services, to be managed by the Rural Island Economic Partnership. We promoted the thank you initiative, Be Kind, Be Safe, Be THANKFUL as a way to give back to the local health care workers at the vaccination clinic. Islanders were encouraged to purchase gift certificates from Island COMEBACK that would be donated to local first responders as a way of saying thanks. We highlighted the new pilot project, AquaLink, a ferry transit service running between the Southern Gulf Islands on Saturdays and Sundays in September.

Sample Facebook Posts:



Salt Spring Community Economic Development Commission

Published by Deirdre Rowland · July 2 ·

Record breaking attendance is expected at the famous Salt Spring Saturday Market. Coordinator Dawn Larden says the community will begin to rebound as they welcome visitors back this weekend. An updated safety plan will be in place as step 3 restart is officially underway, masks will be optional. Vendors will be at the ready expecting more visitors from off-island to experience Salt Spring Island's best makers, bakers, and growers bringing their freshest food, in the spirit of... [See More](#)



Salt Spring Community Economic Development Commission

Published by Deirdre Rowland · July 13 at 3:52 PM ·

Salt Spring artist Connie Kuhns has been named a finalist for the Salt Spring National Art Prize (SSNAP). Organizers announced the 52 artists from across Canada whose work has been chosen for the biennial exhibition. Connie says she was surprised, "I'm thrilled, excited and so very happy. I'm also feeling quite humbled by the fact I'm a SSNAP finalist." Organizers were also excited by a forty per cent increase in submissions. Founding director Ron Crawford saying he's deligh... [See More](#)



What we did:

- Spotlitged the news the Saturday Market anticipated record-breaking attendance, used fresh market images to highlight the story
- Featured the timely story of the Salt Spring artist named as a finalist for the Salt Spring National Art Prize (SSNAP) with interview + image
- Announced new Rising Tides Business Services to help local businesses
- Ensured islanders were aware of Stage 3 water restrictions
- Spotlitged State of the World and Feel of the Earth ceramics exhibit opening at Mahon Hall
- Featured the Be Kind Be Safe Be Thankful initiative, a giveback to first responders in the community via Island Comeback
- Promoted the new AquaLink water taxi services between the Southern Gulf Islands running on Saturdays and Sundays in September

What we will be doing:

- Focus on what's happening in the community in August, including the Regulatory Road Map launch
- Engage islanders by featuring the ongoing work of the CEDC
- Keep Salt Spring informed via local news stories with impact
- Provide fresh content that supports sectors in the wake of Covid-19 with updates on our INFO HUB COVID-19 Recovery + page and blog
- Amplify stories on social media and share, like and share news
- Continue highlighting local businesses that build on "live & work" theme

Here's a link to the analytics page site for more valuable insights:

https://analytics.google.com/analytics/web/?authuser=1#/report/visitors-overview/a93411104w138142208p147920853/_u.date00=20210701&_u.date01=20210731

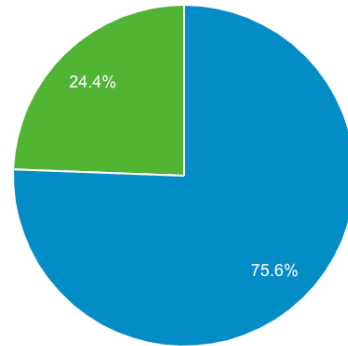
CEDC OPPORTUNITY SALT SPRING – MEDIA/ DIGITAL COMMUNICATIONS REPORT:

August 1 to August 31, 2021

Opportunity Salt Spring Website Stats:

- Page views: 467 – down
- New users: 170 – down
- Sessions: 202 – down
- Page views/ session: 2.31 – up

■ New Visitor ■ Returning Visitor



Insights: New visitors: 89.9% up
Returning visitors: 10.1% down

Twitter Stats August:

- Current followers: 193 - up
- Following: 124 - up
- Posts: 679

We also generated over 610 views on these five tweets:

- Spotlit the Tuesday Market following Long Weekend, Aug 3
- Profiled Strategic Arts & Culture Plan initiative, Aug 12
- Featured story of the rise of Fulford Bagels in biz profile, Aug 18
- Paid tribute to business icon Matt Steffich Celebration of Life, Aug 20
- Spotlit Summer Concert Series running in Centennial Park, Aug 24

Tweet Activity:

We kicked off August by reminding Islanders that the Tuesday Market is open after the long weekend. We also helped prepare them to develop their businesses via the free webinar series from Small Business BC. The Orchard Road Farm Stand and sales of fresh Orchard Road Bagels helped to promote the Farm Stand & Foodie Tour and Salt Spring Ales rebrand to Salt Spring Brewery complemented this theme. A strategic plan for arts and culture was promoted to help the Arts Council optimize cultural spaces on Island. We highlighted an event to celebrate the life of gallery owner Matt Steffich, who passed away last year. We also spotlit the new Summer Outdoor Concert Series, the AquaLink pilot project and a business that supports local handmade goods in Ganges, FOLK Stock & Trade.

Sample Tweets for August:



The CEDC **Facebook page** now has **546 likes** and **680 follows**. Sample posts from August 1 to August 31 generated the following:

08/31/2021 5:45 PM		A good team in life and in business! Meet Dan Gross and Amy			341		59 39	
08/26/2021 5:30 PM		Bring your bike! AquaLink is a water-taxi pilot project providing			60		1 3	
08/24/2021 5:30 PM		Mark your calendars for the Summer Outdoor Concert Series!			153		7 8	
08/20/2021 5:30 PM		On April 1, 1992 a new art gallery opened its doors in Grace Point			1.1K		59 69	
08/18/2021 8:08 AM		"The magic of Salt Spring continually surprises me", says			1K		214 150	
08/12/2021 5:16 PM		A strategic plan for arts and culture on Salt Spring is coming! A			61		0 3	
08/10/2021 5:52 PM		Interested in building an online store front for your business?			38		1 3	
08/05/2021 7:50 AM		In local business news, 23 years after its launch, one of British			99		4 8	
08/03/2021 1:12 PM		Get your veggies after the long weekend! The Tuesday Market is			85		1 5	

USERS REACHED IN AUGUST: 2935

Facebook Activity:

Our most popular post on Facebook was the write up acknowledging the life and business acumen of Matt Steffich leading up to his Celebration of Life that took place at the Legion. We featured a new business, that’s part of the Farm Stand & Foodie Tour, located in Fulford called Orchard Road Bagels. The rebrand of Salt Spring Ales now known as Salt Spring Brewery was also highlighted. We spotlighted the Tuesday Market following the long weekend, the arts and culture strategic plan via the Salt Spring Arts Council and the new Summer Concert Series in the Park beginning August 26th. AquaLink’s decision to include bookings for bikes was featured as was Small Business BC’s free seminar series. We rounded out the month with a story featuring the hyper local Ganges company, FOLK Stock & Trade, and their legacy story following in the footsteps of the parent entity Cedar Mountain + Company.

Sample Facebook Posts:



Salt Spring Community Economic Development Commission

Published by Deirdre Rowland · August 18 at 8:08 AM ·

"The magic of Salt Spring continually surprises me", says Amanda Chudak of Orchard Road Bagels. After missing the taste of "big city" bagels at the beginning of the pandemic, she and her partner Dave decided to give bread making a try. "Our wonderful Fulford neighbours were our taste-testers along the way. As we exchanged goodies, we realized that many of us were considering a farm stand and decided to combine efforts. We now sell collectively from the Orchard Road Farm Stand... [See More](#)



Salt Spring Community Economic Development Commission

Published by Deirdre Rowland · 17h ·

A good team in life and in business! Meet Dan and Amy, owners of Cedar Mountain + Company, who for the Salt Spring Market usually with Amy and her business, one serious about handcrafted dedicated to locally made items. Amy has indeed followed my parents' footsteps, showcasing handmade without having to go far." [#SaltSpringIsland](#) [#Handmade](#)



What we did:

- Spotlited the new Fulford farm stand that features Orchard Road Bagels
- Promoted the timely story on the Arts Council planning + strategic direction via their community consultation process
- Announced new Summer Concert Series in Centennial Park
- Paid tribute to the life of gallery owner Matt Steffich and the celebration of his life as an astute business owner and community member
- Spotlited FOLK Stock & Trade and their support handcrafted goods
- Included the Small Business BC free Seminar Series
- Promoted the new AquaLink bicycle bookings and noted the service dates

What we will be doing:

- Focus on what's happening in the community in September, including the Fall Fair, local Salt stories and the Root
- Engage islanders by featuring the ongoing work of the CEDC
- Keep Salt Spring informed via local news stories with impact
- Provide fresh content that supports sectors in the wake of Covid-19 with updates on our INFO HUB COVID-19 Recovery + page and blog
- Amplify stories on social media and share, like and share news
- Continue highlighting local businesses that build on "live & work" theme

Here's a link to the analytics page site for more valuable insights:

https://analytics.google.com/analytics/web/?authuser=1#/report/visitors-overview/a93411104w138142208p147920853/_u.date00=20210801&_u.date01=20210831&overview-graphOptions.selected=analytics.nthMonth/