



SMALL BUSINESS BC ANNUAL REPORT

2016-2017

MESSAGE FROM THE CHAIR

In British Columbia, small business is big business. Small business accounts for 98% of all businesses in the province, the highest ratio in all of Canada. These businesses generate 35% of the province's GDP, export 36% of the total value of goods and employ over 1 million people. Small businesses are the drivers of economic and job growth in British Columbia and we are a proud partner in the small business ecosystem.



Our organization plays a significant role in providing resources, information, training, business tools and advice that propel small businesses forward. Recognition programs like the Small Business BC Awards are steadily growing year-on-year to become the benchmark for small business success and the must attend event for entrepreneurs and small business influencers in the province.

As Chair of the Board and a small business owner myself, I am energized by entrepreneurs, their amazing resilience, creativity and grit and am optimistic about the future opportunities and capacity of all small businesses in British Columbia. The Board of Directors is responding to and predicting market changes and technological impacts on these businesses. Our work this year has focused on reviewing and upgrading our vision, goals and long-term planning. We have a new and progressive vision for the future of Small Business BC with programs and deliverables that will be of the highest value for small business owners in these times of rapid change.

I would like to thank all our Board Members for their stewardship, guidance, time and commitment to small business in British Columbia - Christine Bergeron, Jackie Hunter, Tara Landes, Robin LaPointe, Val Litwin, David MacDougall, Katie Reiach, Tammy Schulz, and a warm welcome to our newest Board Members starting in 2017-2018 - Martin DesRosiers, Art Mercer and Barry Hartman.

Thank you to our funders, Western Economic Diversification Canada and the Ministry of Small Business, Red Tape Reduction and Responsible for the Liquor Distribution Branch for your continued financial support. Your support is a testament to the value small business brings to the economy and job creation while enabling us to deliver products and services at a reduced cost to our small business owners.

I would like to thank Small Business BC's CEO, George Hunter and remarkable staff for your continued excellent work, welcoming approach and enthusiastic delivery of important programs, information, seminars and training for small business owners across the province.

Small Business BC will continue its vision to lead the way in programs, training, events and support for small businesses across our beautiful province of British Columbia.

Warmly,

A handwritten signature in black ink, appearing to read 'Sandra Miles'.

Sandra Miles
Chair of the Board
Small Business BC

MESSAGE FROM THE CEO

Over the past eight years, Small Business BC has emerged as the premier resource for small businesses and entrepreneurs across the province looking to get the tools and information they need to make their small business a success.

In 2016-2017, our organization continued to expand its outreach and impact within the province's small business community, maintaining its leading position as the top-of-mind provider of products and services designed to help small businesses succeed.

Here are some of the ways our impact grew in 2016-2017:

- This year, 1,047,732 clients were served by Small Business BC, an 8.3% increase over the previous year, and a milestone achievement. This includes 33,147 in-person, 17,040 phone inquiries and 3,011 clients served through e-mail.
- Efforts to increase in-person visits are succeeding, with 33,147 walk-in clients using our services this year, and increase of 1.6% over the previous year.
- In 2016-2017, a total of 270 seminars and webinars were held and attended by 11,131 small business owners, which accounts for eight more seminars and webinars and an increase of 67.3% attendees over the previous year.
- In Q3 2016-2017, Small Business BC and The Province of British Columbia introduced the Small Business Month Free Services Plan, which was made possible through an agreement with the Ministry of Small Business and Red Tape Reduction. During this quarter, Small Business BC saw 5,460 attendees join its seminars and webinars. With nearly 4,300 of those registrations in October 2016 alone.

In the coming year, our organization will continue to improve its client-facing capacity, extend its partner network and expand its awareness programs to ensure that members of the small business community across British Columbia are aware of the extensive services available to them.

Through these activities, and working with many private and public partners to expand our products, services and reach, we expect to continue to grow both our revenues and the impact we have on the small business community

I'd like to offer my sincere thanks to the people that make all this possible, including our committed Board of Directors, dedicated staff, volunteers and contractors. We also acknowledge the critical financial support of Western Economic Diversification Canada and the Ministry of Small Business and Red Tape Reduction, as well as the many community groups and provincial organizations that partner with us to make British Columbia's small businesses as successful as they can be.



A handwritten signature in black ink, appearing to read 'George Hunter'.

George Hunter
Chief Executive Officer
Small Business BC

SMALL BUSINESS BC BOARD OF DIRECTORS



SANDRA MILES
Chair | Vancouver
Co-Founder and CEO
Miles Employment Group Ltd.



CHRISTINE BERGERON
Director | Vancouver
VP, Community Business Banking
Vancity



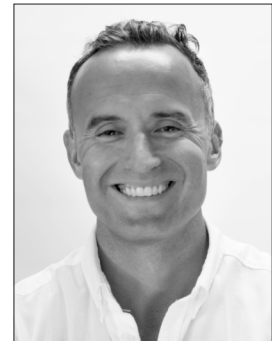
JACKIE HUNTER
Director | Victoria
Executive Director
Small Business Branch
Ministry of Small Business
and Red Tape Reduction



TARA LANDES
Director | Vancouver
President and Founder
Bellrock Benchmarking, Inc.



ROBIN LAPOINTE
Director | Kitimat
Founder
Lapointe Engineering Ltd.



VAL LITWIN
Director | Whistler
President and CEO
BC Chamber of Commerce



DAVID MCDOUGALL
Director | Kelowna
Founder and Principal
Blenz Coffee Thompson Okanagan



KATIE REIACH
Director | Vancouver
Principal and Co-Founder
Talk Shop Media



TAMMY SCHULZ
Director | Vancouver
Director General, Operations
Western Economic
Diversification Canada

SMALL BUSINESS BC EVENTS

The Small Business BC Awards contest is the most visible small business awards competition in the province. This year marked the biggest year yet, with 699 nominations from 72 communities, a 30.6% increase in nominations from last year. The 14th Annual Small Business BC Awards Ceremony was sold out with 500 attendees at the Pan Pacific Hotel Vancouver on February 23, 2016. The Advertising Value Equivalency for this year's Small Business BC Awards was over \$448,288 CAD and the Potential Reach was 37.6 million.



SMALL BUSINESS BC
AWARDS

The Annual INSPIRE Celebration of Entrepreneurship is the province's largest Small Business Month event. At the seventh annual event, Small Business BC hosted over 300 guests at the TELUS World of Science to help kick-off Small Business Month in October. The event featured messages from the Minister of Small Business, Red Tape Reduction and Liquor Distribution, as well as presentations from the Presidents, Founders and CEOs of Avigilon Corp., Central City Brewing, Endeavor Silver Corp, Leavitt Machinery, Purdys Chocolatier, SunnyLenarduzzi.com and Vega.



During 2016-2017, Small Business BC held its second annual touring MyBizDay Series, an event connecting rural entrepreneurs to business support programs to help them start, grow, create jobs and spur innovation in their community. This year Vancouver and Victoria joined the roster to create a four event series - MyBizDay Thompson Okanagan, MyBizDay Northern BC, MyBizDay Metro Vancouver and MyBizDay Vancouver Island. The series ran throughout Small Business Month in October and attracted 454, and increase of 18.5% over last year.



Last year, Small Business BC piloted the Local Leaders business mixer events which were held in Vancouver. This year, we toured this series to the Fraser Valley by partnering with the Township of Langley. The event featured networking and discussion with an impressive roster of local celebrities and business owners, such as Township of Langley Mayor, and the Founders of Golden Ears Cheesecrafters, Krause Berry Farms & Estate Winery, Mt. Waddington's Outdoors and Wendel's True Foods, among others. This free event attracted 150 attendees and interest has been expressed in future events in this series.



This year, Small Business BC introduced a new monthly event to its portfolio, the Small Business BC Meetup Group. Held at Waterfront Station in Vancouver, these 30 to 50-person events feature networking, elevator pitches from startups and presentations from local business owners. In less than one year, the Meetup Group has grown to 1,237 members, far exceeding the 1,000 members goal the team wanted to achieve. In 2016-2017, 362 attendees joined SBBC Meetup Group events.

**SMALL BUSINESS BC
MEETUP GROUP**

SMALL BUSINESS BC

2016-2017 HIGHLIGHTS

To better serve BC's small business community, Small Business BC strives for excellence in its services, educational seminars, events and special initiatives. On March 31, 2017, Small Business BC finished another year of growth and improvements in developing ways to better serve business owners in British Columbia. Below is an overview of Small Business BC's achievements this past year:

- Small Business BC continues to excel at client satisfaction by providing excellent customer service combined with a wide range of products and services to meet the changing needs of small business owners. This year, client satisfaction jumped to 85%, a 21.4% increase over the previous three years.
- A total of 1,047,732 clients were served by Small Business BC in 2016-2017, an 8.3% increase. This includes 33,147 in-person visits, an increase of 1.6% over last year, as well as an 16.1% increase in returning walk-in clients; 17,040 phone inquiries, up 16.7%; and 3,011 clients served through e-mail, up 294.6% over last year.
- To increase access to quality and affordable education, Small Business BC offered 270 seminars in 2016-2017, serving a total of 11,131 clients via seminar and webinar. Webinar attendees increased 86.6% over the previous year from 3,914 to 7,304 clients served including: a 108.6% increase in growth in Mainland South; 88.2% increase in the Kootenay; 74.5% growth in the Thompson Okanagan; 48.3% growth in the Cariboo; 34.2% growth in North East; and 29.7% growth in uptake on Vancouver Island. Attendance is expected to grow exponentially next year.
- Small Business BC received a significant number of media mentions this year, due to branded events, such as the 14th Annual Small Business BC Awards, Local Leaders Fraser Valley and MyBizDay Series, as well as government initiatives, such as the Small Business Month Free Services Plan, Export Navigator Pilot Program and Canada-B.C. Job Grant. The Advertising Value Equivalency for this year's Small Business BC Awards was over \$448,288 CAD and the Potential Reach was 37.6 million. Highlights include mentions in BC Gov News, Black Press, Daily Hive, Financial Post, Glacier Media, The Globe and Mail, The Province and The Vancouver Sun, among others.
- The Small Business BC website is an increasingly popular source for information and resources to help entrepreneurs. The focus on providing quality content and improving search engine optimization in 2016-2017 helped push a 6.8% increase in total website visits from 917,315 last year to 979,704 this year with significant increases in visits from Nechako (up 524.2%), Kootenay (up 40.5%), North Coast (up 22.5%), Cariboo (up 19.5%), Vancouver Island (up 18.1%), Thompson-Okanagan (up 14.6%) and Mainland South (up 4.6%).
- Small Business BC remains highly active on its primary social media channels Facebook, Twitter, LinkedIn, Instagram and YouTube. The organization increased its online community by 16.3% from 33,167 followers last year to 38,588 followers this year. This includes 21,752 on Twitter (up 14%), 10,874 on Facebook (up 15%), 4,173 on LinkedIn (up 18%), 988 on Instagram (up 123%) and 801 on YouTube (up 24%).
- In 2016-2017, Small Business BC continued to build its awareness in the community through the Small Business BC Awards, Local Leaders Fraser Valley, MyBizDay Series, and Good Money Talks™ Small Business Series, as well as Outreach event participation. The organization saw 40,748 event attendees at its group tours, seminars, outreach and events, a 35.7% increase over last year's 30,019. Small Business BC also increased the number of marketing products developed, including social media advertisements, event collateral and postcards from 181 last year to 734 this year, a 305.5% increase, which have helped to raise awareness of seminars (up 52.7%) and webinars (up 86.6%).
- In 2016-2017, Small Business BC was engaged as a Delivery Partner to support small business access to the Canada-B.C. Job Grant. From June 2016 to March 2017, Small Business BC assisted with 328 approved applications for with a total value of over \$1M dollars in government contributions to assist small business employers with their training needs. 76% of Canada-B.C. Job Grants went to support the training needs of small businesses with less than 50 employees.

2016-2017

STATEMENT OF FINANCIAL POSITION

CANADA/BRITISH COLUMBIA BUSINESS SERVICES SOCIETY

Statement of Financial Position

March 31

	2017	2016
Assets		
Current		
Cash and term deposits	\$ 520,516	\$ 708,947
Amounts receivable	38,274	92,481
Inventory	1,268	2,016
Prepaid expenses	4,331	8,133
	564,389	811,577
Restricted Cash and Term Deposits (note 5)	859,753	467,492
Capital Assets (note 6)	172,189	224,446
	\$ 1,596,331	\$ 1,503,515
Liabilities		
Current		
Accounts payable and accrued liabilities (note 7)	\$ 89,394	\$ 112,195
Deferred contributions (note 8)	49,510	161,010
Deferred contributions - restricted (note 8)	227,157	38,592
	366,061	311,797
Net Assets		
Invested in Capital Assets	172,189	224,446
Operating Funds	425,484	538,372
Internally Restricted Fund (note 5)	632,597	428,900
	1,230,270	1,191,718
	\$ 1,596,331	\$ 1,503,515

Commitments (note 9)

Approved by the Board:

"Sandra Miles" Director

Sandra Miles

"David McDougall" Director

David McDougall

2016-2017

STATEMENT OF FINANCIAL POSITION

CANADA/BRITISH COLUMBIA BUSINESS SERVICES SOCIETY

Statement of Operations

Year Ended March 31

	Operating Funds	Project Funds	2017	2016
		(schedule 1)		
Receipts				
Western Economic Diversification (note 2)	\$ 1,054,126	\$ 0	\$ 1,054,126	\$ 1,054,126
Small business (schedule 2)	739,304	0	739,304	857,120
Province of British Columbia (note 2)	686,000	0	686,000	686,000
Projects (schedule 1)	0	235,933	235,933	15,395
Rent recovery	33,377	0	33,377	19,913
Interest	13,839	0	13,839	13,485
	<u>2,526,646</u>	<u>235,933</u>	<u>2,762,579</u>	<u>2,646,039</u>
Expenditures				
Salaries and benefits	1,549,398	0	1,549,398	1,704,773
Operations	390,807	0	390,807	370,448
Vancouver lease/facility	342,282	0	342,282	335,006
Projects (schedule 1)	0	236,654	236,654	15,395
Cost of sales	67,203	0	67,203	61,341
Advertising and promotion	60,191	0	60,191	25,953
Board meetings	21,297	0	21,297	13,199
Amortization	56,195	0	56,195	69,166
	<u>2,487,373</u>	<u>236,654</u>	<u>2,724,027</u>	<u>2,595,281</u>
Excess (Deficiency) of Receipts over Expenditures for Year	<u>\$ 39,273</u>	<u>\$ (721)</u>	<u>\$ 38,552</u>	<u>\$ 50,758</u>



IN BC, SMALL BUSINESS IS BIG BUSINESS

SMALL BUSINESS BC

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