

SBBC ANNUAL REPORT 2019-2020



MESSAGE FROM THE CHAIR

I am pleased to present the Small Business BC (SBBC) Annual Report for 2019-2020. Since 1986, British Columbian entrepreneurs have looked to SBBC for guidance through the ever-changing business landscape. In 2002, SBBC was established as a stand-alone non-profit organization, and it has transitioned with the times to build a roster of products and services designed to equip entrepreneurs with the skills needed to start and grow sustainable, thriving businesses.

When I was elected as the Board Chair at the Annual General Meeting in November 2019, I was grateful to be able to contribute with my professional experiences in Board Governance, strategic planning, and my personal experience as a small business owner to work with SBBC's new CEO, Tom Conway, to build on the successes of the past. Together with the Board of Directors, we have also developed a new and progressive vision for the future of SBBC with programs delivering the highest value for small business owners in these times of rapidly changing business environments under a lot of uncertainties. Small and medium-sized enterprises (SMEs) are the drivers of economic and job growth in British Columbia. We are a proud partner in the SMEs ecosystem. I believe that changes bring opportunities and promote resiliency.

I am fortunate to work with a dedicated, creative and entrepreneurial Board of Directors who have contributed their valuable time and experience to support SBBC in building a strong, sustainable, innovative and inclusive small business community. I would like to thank all of our Board Members for their commitment to SMEs, including Barry Hartman, Jackie Hunter, Emily Kerr, Art Mercer, Jen Rainnie, Sasha Sandur, Tammy Schulz, Barb Steele, and Carlos Woolgar. I would also like to thank our funders and sponsors for their continued financial support. Last but not least, I would like to thank our team of dedicated staff whose commitment is a testament to the hard work and commitment of our entrepreneur clients. British Columbia's economy is strong, innovative and sustainable, in large part due to the strength of our SMEs business sector.

I commend everyone for their work and look forward to a great year ahead.

Sincerely,



JOYCE PUI YAN YIP
Board Chair
Small Business BC



MESSAGE FROM THE CEO

Last year at this time, I had just begun my career as CEO with Small Business BC. As a former small businessowner, I know how critical Small Business BC resources are to my fellow entrepreneurs. Having access to education, support and resources can make all the difference when starting and growing a company. I only wish I had Small Business BC resources available to me when I opened my company.

During the first few months of my journey, I dedicated a good deal of time to getting to know my team, the Board, our clients and partners, as well as those in our ecosystem with whom I sought to build a dedicated collaborative path.

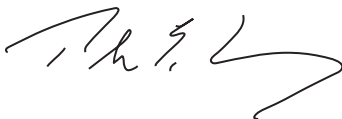
I hear time-and-again from our clients, funders and partners of the first-class service each of the staff at Small Business BC provides to them. I am not surprised because this team is passionate about helping entrepreneurs succeed. From answering initial inquiries on naming their business to helping early-stage entrepreneurs craft a viable business plan; from developing and delivering exceptional education on everything from marketing to exporting; from guiding entrepreneurs through all of the supports available to them, to hosting unmatched events; the staff at Small Business BC are extraordinary. I am honored to be able to work with and learn from this amazing team.

In my career, I have had the privilege to work for the Boards of nearly ten organizations and I have gained insight and critical skills from each of those Boards and each of the individual directors. I have appreciated each of those directors' dedication to their respective organizational mission. The Board of Directors at Small Business BC are no exception. I owe a debt of gratitude to this Board. Each of them not only volunteers their time in support of small businesses in B.C., but also have their own families, businesses and roles to manage. I could not do my job without their support and dedication.

This past year, I have enjoyed many experiences and opportunities, but none so much as when I can share time with our clients. I am energized by their enthusiasm, creativity and flexibility. In those just starting out, I recall that I had many of the same questions at that point in my journey. There are also those who give back to our greater community as mentors; as eco-conscious entrepreneurs; and as employers. They are the backbone of our community, and we exist in support of them.

And we come to our partners and those with whom I seek to build a dedicated path. I'd like to offer my sincere thanks to each of them. I cannot close without acknowledging the critical financial support of the B.C. Ministry of Jobs, Economic Competitiveness and Diversification and Western Economic Diversification Canada. And finally, thank you to the many volunteers, contractors, community groups and provincial organizations that partner with us to make British Columbia's small businesses as successful as they can be. I look forward with hope to the year ahead.

Sincerely,



THOMAS E. CONWAY
Chief Executive Officer
Small Business BC



SMALL BUSINESS BC BOARD DIRECTORS



JOYCE YIP
Chair

Managing Director,
Sylas Consulting Group Ltd.



ARTHUR MERCER
Vice Chair

CEO, Tseax Development
Group Ltd



EMILY KERR
Treasurer

Vice President, Business
Banking at Bank of Montreal



BARRY HARTMAN
Director

Co-Founder and CEO,
505-Junk



JACKIE HUNTER
Director

Executive Director, Small
Business Branch Ministry of Small
Business and Red Tape Reduction



JENNIFER RAINNIE
Director

Entrepreneur/Business
Owner MALVADOS



SASHA SANDUR
Director

Entrepreneur, business
owner and investor



TAMMY SCHULZ
Director

Director General, Operations, Western
Economic Diversification Canada



BARB STEELE
Director

Business Owner and Investor
with Momentum Business
Growth



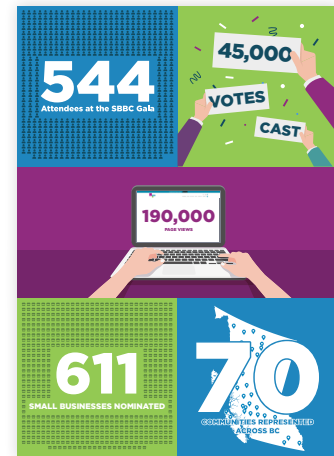
CARLOS WOOLGAR
Director

Entrepreneur,
business owner

SMALL BUSINESS BC EVENTS

SMALL BUSINESS BC AWARDS

In 2019-20, we returned to Vancouver Convention Centre for the 17th Annual Small Business BC Awards, the largest small business awards competition in our province. This gala evening marked the culmination of a five-month awards process that saw us receive 611 nominations from 70 BC communities. We were once more blown away by the energy and enthusiasm surrounding the competition, with our nominees receiving over 45,000 votes. On the night, we were joined by 544 attendees and we received \$24,693 from net ticket sales.



MYBIZDAY / BUILD.GROW.THRIVE

During 2019-20, Small Business BC partnered with Envision Financial to deliver Build. Grow. Thrive. a day of free education designed to equip entrepreneurs with the knowledge and resources to build sustainable, thriving small businesses. In the rapidly growing business hubs of Surrey and Coquitlam, over 300 attendees joined us for sessions on digital marketing, start-up financing, business planning and more. Feedback from attendees and speakers alike was overwhelmingly positive. We look forward to continuing to grow the Build. Grow. Thrive. brand in years to come.

SMALL BUSINESS BC MEETUPS

Now in its third year, Small Business BC's monthly Meetups continue to go from strength to strength, producing strong attendance numbers and a broad range of topics that appeal to our small business community. As of March 30, 2020, the number of Small Business BC Meetup members was 4,375, which is an increase of over 1,000 on the previous year. Alongside our two ever-popular seasonal mixers, Small Business BC hosted 9 Meetup events in 2019-20, covering topics as diverse as Import/Export, Female Entrepreneurship and Starting a Business that Makes a Difference.



INSPIRE

Each October, Small Business BC gathers our community for an evening of conversation and inspiration. In 2019/20 our 9th Annual INSPIRE Celebration of Entrepreneurship at TELUS World of Science, addressed the positive impact businesses and entrepreneurs can have on climate change. This lively and rewarding evening encompassed networking, inspiration, and a lively panel discussion that included representatives from Harbour Air, Vancity, Thompson Okanagan Tourism Association, and Nada Grocery. We were joined on the night by almost 300 attendees who left inspired to make a positive change in their business lives.

2019-2020 HIGHLIGHTS

2019/20 was a year of progress and consolidation at Small Business BC, headlined by the continued growth of key programs and resources. In all, we served over one million clients throughout the course of the year, across our website, office and events.

In October 2019, we completed a long-planned redesign of our website, taking the opportunity to incorporate a range of visual and technical upgrades, alongside the extra functionality provided by the WooCommerce platform. This delivered an instant **30 per cent boost** to page view totals for the remainder of the fiscal year, increasing the visibility and reach of SBBC services. Through our website, over 112,000 clients accessed our free resources including our business plan template, starting a business checklist, and business structure information sheet.

Our education team hosted this year, 20 of which were entirely new. Demand was high throughout the year, with June Free Education Month, and October's Small Business Week educational offerings both reaching capacity. In all, **4350 people attended** a live educational seminar or webinar this year at Small Business BC, with a further **8840 people viewing** the recording. Elsewhere, we piloted the creation of a Goals Setting Workshop to assist our community with problem solving through goalsetting. This smaller session, of just eight attendees, sold out quickly and has become a regular offering throughout the year.



216
Seminars



4350+
Webinar Attendees



8840+
Webinar Views

On the marketing side, we created several campaigns with content tailored at smaller sections of our community. Covering topics as diverse as starting a **food business, to female entrepreneurship and taking the leap into starting a business**, these campaigns included bespoke bundles of resources and services, in-person meetups and in-depth profiles of featured businesses on our website. We have also increased our email distribution list from **20,000 subscribers to over 35,000**, and seen robust growth in all our social media platforms.



32%
Facebook



4%
Twitter



12%
LinkedIn



57%
Instagram

Headlined by the 17th Annual Small Business BC Awards, 2019/20 was a successful year of events for Small Business BC. We were thrilled with the response to the awards, receiving **611 nominations** from **70 communities** throughout BC. These nominees received over **45,000 votes**. On the night, we were joined by **544 attendees** for a net total of \$24,693 from ticket sales.

SMALL BUSINESS SUCCESS STORY

In 2018, Marissa Bergeron decided to become her own boss.

Her business, Eat the Dishes, offers a zero waste, vegan alternative to traditional food trucks. The eclectic menu ranges from creamy soups, to chili, ice cream and hot chocolate – all served in freshly baked, naturally seasoned edible bread cups.

“My mom is a fabulous cook and she taught me from a young age to get experimental in the kitchen. I now try to ‘veganize’ things for fun and I love when people come up to me and tell me they loved their food,” Marissa said.

“Sometimes, they don’t even realize the dish they just ate was vegan and they’re in awe when they find out.”

Inspired to Make a Difference

While jetting around the world for eight years in the aviation industry, Marissa loved to visit new cities and explore their food truck culture. However, the mountains of waste inherent in this industry soon became a problem she couldn’t be a part of. She began brainstorming a way to do it differently.

“I didn’t want to be part of the problem any longer. I wanted to be part of the solution in some way,” she explains.

“So, I came back to Canada and started to really understand there was room for improvement in the food industry. I discovered this incubator program through Radius SFU and they basically helped me put my idea on paper and turn it into a viable business.”

Navigating Challenges

After moving back to Surrey in March of 2018, Marissa began to tackle the administrative side of opening her own business. Like any new entrepreneur, she had to create a business plan, identify her target market and refine her product. There were also regulations that needed to be accounted for.

“When it comes to the food industry, there are so many permits and so many hoops you have to jump through. Discovering what I needed to do to get approval for these was the hardest barrier to entry I faced. The early days were a bit of a blur. I had the challenge of finding a kitchen, getting all the right permits and seeing the health inspector.

“I really learned that starting a business isn’t linear. You really have to be loose and be able to pivot. Be open to a lot of feedback from a lot of people.”



Leaning on Supports

Owning your own business means calling the shots and making the big decisions yourself. Some entrepreneurs can feel alone in this endeavour. That’s why it pays to surround yourself with a support network, something Marissa realized early on.

“I run a lot of my business decisions past my brother. He works at Goldman Sachs and is really business savvy. My dad is a small business owner himself, so I run ideas through him as well. When it comes to the product, my mom is the one who tests and tastes all my recipes to make sure they pass the test!

“Outside of my family, my support network is all young, vegan entrepreneurs who are in the same industry and dealing with many of the same issues I am. When I’m having a crisis, I can look to my network and maybe they’ve already been through it.”

Do Your Homework

With a year of operation under her belt, Marissa and Eat the Dishes continue to go from strength to strength. For those looking to follow in her footsteps and start their own business, Marissa has the following advice to share.

“Do your homework. It’s important to fully grasp how big an undertaking it is. Knowing what kind of permits and paperwork are required to start will ensure you aren’t slowed down later.

“Sign up for as many free, or almost free, seminars you can find on opening a small business. I found great value in the variety of seminars available at Small Business BC, their monthly meetups and the free resources on their website. They not only shed light on the hurdles you may face, they are also a great place to network and start building a support group of like-minded entrepreneurs.”



2019-2020

STATEMENT OF CASH FLOW

CANADA/BRITISH COLUMBIA BUSINESS SERVICES SOCIETY

Statement of Cash Flows

Year Ended March 31

	2020	2019
Operating activities		
Deficiency of revenue over expenditures	\$ (282,016)	\$ (1,152)
Item not affecting cash		
Amortization – Operations	49,916	49,410
Amortization – Export Navigator	1,350	-
	(230,750)	48,258
Changes in non-cash working capital		
Amounts receivable	(521,238)	(926,915)
Inventory	540	(1,385)
Prepaid expenses	(98,543)	(318)
Accounts payable and accrued liabilities	134,918	(7,118)
Deferred contributions	687,353	260,118
Internally restricted fund	-	(255,000)
	203,030	(930,618)
Cash used in operating activities	(27,720)	(882,360)
Investing activity		
Purchase of capital assets	(27,150)	(15,715)
Outflow of cash	(54,870)	(898,075)
Cash and term deposits, beginning of year	946,618	1,844,693
Cash and term deposits, end of year	\$ 891,748	\$ 946,618
Represented by:		
Unrestricted cash and term deposits	\$ 5,361	\$ 385,317
Restricted cash and term deposits (note 5)	886,387	561,301
	\$ 891,748	\$ 946,618

2019-2020

STATEMENT OF OPERATIONS

CANADA/BRITISH COLUMBIA BUSINESS SERVICES SOCIETY

Statement of Operations
Year Ended March 31

	Operating Funds	Project Funds	2020	2019
Receipts				
Export Navigator (schedule 1)	\$ 1,648,768	\$ -	\$ 1,648,768	\$ 596,509
Western Economic Diversification (note 2)	1,049,995	-	1,049,995	1,052,061
Province of British Columbia (note 2)	745,949	-	745,949	686,000
Small business (schedule 2)	521,217	-	521,217	783,234
Projects (schedule 3)	-	45,878	45,878	172,524
Rent recovery	41,187	-	41,187	33,027
Interest	8,149	-	8,149	14,457
	4,015,265	45,878	4,061,143	3,337,812
Expenditures				
Salaries and benefits	1,724,929	-	1,724,929	1,559,894
Export Navigator (schedule 1)	1,648,768	-	1,648,768	596,509
Operations	426,735	-	426,735	400,244
Vancouver lease/facility	358,814	-	358,814	354,197
Projects (schedule 3)	-	45,878	45,878	178,129
Cost of sales	35,959	-	35,959	74,032
Advertising and promotion	35,837	-	35,837	35,979
Board expenses	16,323	-	16,323	90,570
Amortization	49,916	-	49,916	49,410
	4,297,281	45,878	4,343,159	3,338,964
Deficiency of receipts over expenditures for year	\$ (282,016)	\$ -	\$ (282,016)	\$ (1,152)

2019-2020

STATEMENT OF FINANCIAL POSITION

CANADA/BRITISH COLUMBIA BUSINESS SERVICES SOCIETY

Statement of Financial Position

March 31

	2020	2019
Assets		
Current		
Cash and term deposits	\$ 5,361	\$ 385,317
Amounts receivable	1,624,314	1,103,076
Inventory	1,535	2,075
Prepaid expenses	98,861	318
	1,730,071	1,490,786
Internally restricted cash and term deposits (note 5)	886,387	561,301
Capital assets (note 6)	74,339	98,455
	\$ 2,690,797	\$ 2,150,542
Liabilities		
Current		
Accounts payable and accrued liabilities	240,345	105,427
Deferred contributions – sponsorships	97,762	75,546
Deferred contributions – restricted (note 7)	1,778,811	1,113,674
	2,116,918	1,294,647
Net assets		
Invested in capital assets	74,339	98,455
Operating funds	51,913	309,813
Internally restricted fund (note 5)	447,627	447,627
	573,879	855,895
	\$ 2,690,797	\$ 2,150,542

Commitments (note 8)

Approved by the Board:

_____ Director

_____ Director

MISSION

SBBC supports British Columbia's entrepreneurs to start and grow successful and resilient businesses through expert business advisors, educational services, high-value, innovative and professional resources and engaging community events.

VISION

To empower entrepreneurs and contribute to the economy in every community throughout British Columbia with the resources and skills that fuel innovation, sustainability, and growth.

VALUES

- 1. Entrepreneur Focused:** We proactively provide programs and individualized services that exceed the expectations of business owners and startups.
- 2. Integrity:** We are honest and forthright. We act ethically and deliver what we promise.
- 3. Diversity and Inclusion:** We strive to create an open, accessible, inclusive, and equitable environment in which every individual has the opportunity to flourish.
- 4. Collaborative Partnerships:** We advocate and collaborate with individuals and organizations to meet the business owner and startup needs.
- 5. Innovation and Excellence:** We are constantly improving, pursuing excellence in all we do to be the preeminent business service provider in British Columbia.
- 6. Community Oriented:** We are an active member and vital part of the communities we serve.
- 7. Wellness:** Pursuing a balanced, healthy and fulfilling life.
- 8. Stewardship:** We manage all SBBC resources effectively and transparently.