

Access B.C.

Prince Rupert Is Once Again Becoming a Meeting Place — A Meeting of Minds

Prince Rupert, the most important fish-landing port on the north coast, was hard hit by the change in the salmon fishery.

But there is strength in adversity. The community that was once a meeting place of the Tsimshian and the Haida, that was dubbed the San Francisco of the North and envisioned as a rival of Vancouver as Canada's Pacific seaport is poised to take advantage of new opportunities.



"Attracting new industries and diversifying our economy are key to the economic future of Prince Rupert and to the creation of long-term, decent-paying jobs for our skilled work force. Tourism is a very promising sector: from establishing Prince Rupert as a destination of choice for Alaskan cruise ships to developing cultural tourism built on our rich history and destination heritage sites."

*Don Scott
Mayor, Prince Rupert*

Locally-Developed Solutions

Western Economic Diversification Canada (WD) is a key player in the federal government's Pacific Fisheries Adjustment and Restructuring Program (PFAR).

The numbers speak for themselves: more than \$7.3 million in job-creating projects on the west coast under WD's locally-driven Community Economic Adjustment Initiative

(CEAI); nearly \$7 million in low-interest loans (at prime) to the recreational fishing industry under the Recreational Salmon Fishery Loan Program; 183 DFO-WD-CFDC loans totaling more than \$8 million under the Fisheries Legacy Trust. All of these programs are delivered locally, though WD's partners, the 13 coastal Community Futures Development Corporations (CFDCs).

In addition, the CFDCs have made 76 loans to fishers or to new fisheries-related businesses from their regular investment funds totaling more than \$3.1 million. The total so far and counting: more than \$28.5 million to job-creation projects on the coast.

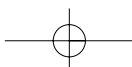
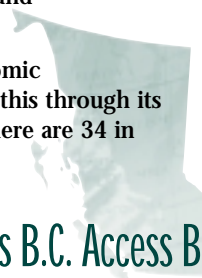
So far, WD has invested close to \$1.7 million in Prince Rupert and the area under the CEAI and the Recreational Salmon Fishery Loan Program. Prince Rupert's CFDC of the Pacific Northwest has loaned out \$96,600 under the Legacy Trust Fund, thereby creating or maintaining 83 jobs and leveraging \$456,400 in additional investment.

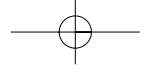
Community Economic Adjustment Initiative (CEAI)

WD created the Community Economic Adjustment Initiative under PFAR to encourage long-term sustainable economic development and diversification in fishing-dependent coastal communities. The objective of the CEAI is to fund projects that address local adjustment priorities, needs and opportunities. Those opportunities must have demonstrable community support, result in long-term strategic investments and help move communities from dependence on salmon fishery to alternative and sustainable economic activities.

The CEAI is delivered locally in recognition that communities themselves know their needs and opportunities best.

WD favours a bottom-up approach to economic development. The federal department does this through its partnership with the CFDC's — of which there are 34 in





B.C. (13 on the coast). CFDCs are non-profit corporations governed by local volunteer boards of directors representing the interests of the whole community. Funding by WD helps B.C.'s 13 coastal CFDCs and their many local partners work with fishermen, communities and small business to identify local needs and develop economic adjustment opportunities.

The CFDC in Prince Rupert is especially important in providing the region with a local capacity to access and deliver a range of community economic adjustment initiatives funded by the federal government under the Pacific Salmon Adjustment and Restructuring Initiative. The federal government has also provided the CFDC with the capacity to: make small business loans to viable oceans-related entrepreneurial ventures and to ex-fishers with new business ideas; and work with communities throughout the Pacific Northwest region to identify, develop and submit project ideas for funding of community development projects under WD's CEAI.

CEAI and Prince Rupert:

Seven Projects Totalling More Than \$1.4 Million

The CEAI investment in the economy of the region is multi-faceted, ranging from the seeding of new industries (shellfish culture and harvest and manufacturing), to value-added processing, and cultural tourism.

Taken together, recent CEAI investments in the Northcoast Biotoxin and Water Quality Program, the Humpback Bay Oyster Project and the Kitkatla Nation Abalone Rehabilitation project, are key to creating a viable shellfish farming and wild harvesting industry in the area. Shellfish has been identified as a viable economic opportunity for coastal communities. However, key infrastructure that would allow new development to take place was not available in the region.

Northcoast Biotoxin and Water Quality Program; Prince Rupert	\$250,000
Humpback Bay Oyster Project; Prince Rupert	\$86,675
Kitkatla Nation Abalone Rehabilitation; Kitkatla	\$250,000
Pike Island (Laxspa'aws) Development; Pike Island	\$231,000
Custom Processors, Prince Rupert	\$250,000
Browser Guard; Prince Rupert	\$125,000
Upgrade of Lax Kw'alaams Fish Plant; Port Simpson	\$250,000



The Honourable Raymond Chan officially opens the CFDC of the Pacific Northwest on September 29, 1999

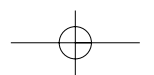
The Biotoxin testing program will ensure consistent access to water quality testing facilities and help meet health and safety standards for consumers as legislated by the Canadian Food and Inspection Agency and Environment Canada. As such, it is the cornerstone of the new industry.

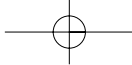
The economic benefits to the region are many and varied. These three projects, which received a total of \$586,675 in CEAI funding, will help the region take advantage of the North's huge untapped market for clams, oysters and abalones and have a positive impact on Prince Rupert with jobs and economic spin-offs. The projects will enable workers to adapt many of their marine skills in another direction.

The Pike Island (Laxspa'aws) Development is meant to create a destination heritage site that will attract additional tourists, enable small entrepreneurs to develop hospitality service opportunities and create jobs.

It is a unique First Nations archaeological site; the beginning of eco-tourism as an industry in the region. The fishing industry has always been the backbone of the Tsimshian culture and Metlakatla is no exception. Cultural/marine tourism is one of the few avenues of economic development open to a semi-isolated community like Metlakatla.

CEAI funding builds on the foundation of two years' work and will allow the Metlakatla Development Corporation to fully tap the potential of the site, and attract a greater number of tourists interested in Aboriginal culture.





Keep on Trucking

Bob Maddocks is having "fun again". As with all growing companies, rapid expansion and infrastructure costs were taking some of the joy out of doing business. As company president, Bob cites some figures: "up to \$500,000 in revenue the company makes money. Up to \$2 million the company loses money due to infrastructure and expansion costs. After \$2 million, you start making money again." He smiles. You can tell he likes making money more than spending it.

Founded in 1981, **Maddocks Systems Inc.** began its life as a Qantel computer reseller. Today, Maddocks Systems is the #1 provider of transportation software solutions to the Canadian trucking industry. In fact, its product TruckMate™, is currently installed in more Canadian trucking company computers than all of its next five competitors combined.

TruckMate for Windows®, is a fleet management system that automates dispatch and operations, billing and cash flow management for the trucking industry.

The main feature of TruckMate is its adaptability. It can create custom reports, change screen layouts, customize layouts, create custom billing format for different clients. It can also work with third party databases, accounting, and mileage or communication software of the client's choice. In addition to this, TruckMate also supports all the transportation industry leaders.

Under the Western Economic Diversification Program, TruckMate received a repayable contribution of \$140,000 to export the program into the Washington State market. The loan, now repaid, helped the company gain some necessary experience. Says company President, Bob Maddocks, "We learned a lot from this venture. "Our experience in Washington showed us how U.S buyers respond to our product." Bob credits one of the company's key clients in Washington State for its help in focusing on what is required to enter the U.S. market. "Skagit Transportation was instrumental in helping us develop our approach to the U.S. market."

He expects that gaining a foothold into U.S. markets will take one to two years. "We want to go for it," he says. "We



want to dominate -- I want to become the Microsoft of Trucking". Over the next two years Maddocks expects to expand from six to 26 sales representatives in the U.S. He also anticipates the company's growth to double this year and then double again in 2001.

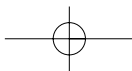
"We're looking at 100 to 400 per cent growth next year," he says. Our staff levels should grow from 40 in Langley and 14 in our office in Lavel to about 88 people here in Langley at the end of 2000." "He jokes, "We're taking over the building."

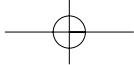
Maddocks understands that its customers expect speed – both with the product and with the service. In order to keep them happy and ensure the company's success in new markets, future plans include developing a Customer Liaison Division. This division will feature dedicated client service officers for each of the company's customers.

Bob says in order to keep on top, it's important to have a staff person available at all times in order to be there for customer's questions, or to inform them about new product developments." Maddocks also believes it is important to develop new methods in order to garner interest in US markets. "We want to know what problems keep people awake at night," says Bob. "And we want to deal with those issues."

And just because WD's loan is repaid doesn't mean we've lost interest in the future of Maddocks. We're involved. WD is here to help create an environment where business can succeed. To ensure their success, Maddocks is in the process of hiring a number of graduate students under our International Trade Personnel (ITTP) and the First Jobs in Science and Technology (FJST) Programs. The company is looking for eight graduates to help them with product development and product modification – the young blood needed to access new U.S. markets.

The ITTP and FJST programs help export-oriented businesses hire eligible post-secondary graduates to help implement export marketing strategies or adapt, acquire or integrate new technology. Our partnership with Maddocks lets us 'keep on truckin'.





VICTORIA CONNECTS: INTEGRATED SERVICE DELIVERY

The federal government, the B.C. government and the non-profit sector have come together to provide business start-up and development services to the Greater Victoria area.

According to Secretary of State for Western Economic Diversification Canada, the Honourable Ron J. Duhamel, "**Victoria Connects** is Greater Victoria's gateway to business and government services. The partnership that Victoria Connects brings together under one roof is a unique approach to improving service delivery to both prospective entrepreneurs and existing businesses. For the federal government, it's an opportunity that will help lead Greater Victoria into the future."

Victoria Connects is an innovative storefront operation that brings together the Greater Victoria Business Development Commission (Business Victoria), the Canada British Columbia Business Service Centre, Western Economic Diversification Canada and the Government Agents' services of the B.C. Ministry of Small Business, Tourism and Culture. It is a unique approach to improving services to small business: two levels of government and the non-profit sector providing seamless service to a common client, Victoria's SMEs.

On the front line, is a government agent — a provincial employee — who conducts company and business name searches, registers proprietors, partnerships and societies, and takes the client in to see a commissioner for affidavits. Victoria Connects also offers the award-winning federal-provincial One-Stop Business Registration (OSBR) program. Through OSBR, entrepreneurs can use a user-friendly interactive computer workstation to register with the most commonly required agencies. The OSBR software guides the entrepreneur through the process of entering the required information and automatically forwards the information to the appropriate agency in as little as 20 minutes

Only a few feet away, a colleague from the Canada/British Columbia Business Service Centre (C/BC BSC) is plugged into a network of federal, provincial and private sector officials who deal with business, a resource library and Internet access to other business information. The C/BC BSC employee could be a provincial or federal employee.

In an adjacent office, a Western Economic Diversification client service officer, who represents the federal government, can give a second opinion on your business plan, help clients access financing for their business, provide export readiness advice, and can help them understand

government regulations. Business Victoria, representing all communities of Greater Victoria, also shares the space with its in-house small-business seminars, mentoring groups, business roundtables, and assistance for business planning. Above all else, Victoria Connects is connected to the Internet and the world.

"To be successful, today's entrepreneurs need to work in a seamless environment where government requirements don't impede the flow of business," said Greater Victoria Business Development Commission's Ken Stratford. "Victoria Connects creates that environment for Victorians by putting local, provincial and federal resources at their fingertips."

Victoria was selected as the site for the Connects office due to the large volume of inquiries from the region to the Vancouver-based Canada/BC Business Service Centre.

Victoria Connects is open for business in the current site of the Business Victoria office.



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