



# PROMOTE YOUR COMMUNITY TO THE WORLD



[BritishColumbia.ca](http://BritishColumbia.ca)



**New Online Resources for  
Economic Development and Investment Attraction**



# Agenda

- Why use BritishColumbia.ca
- Communities and Opportunities pages overview
- Summary
- Questions and Answers

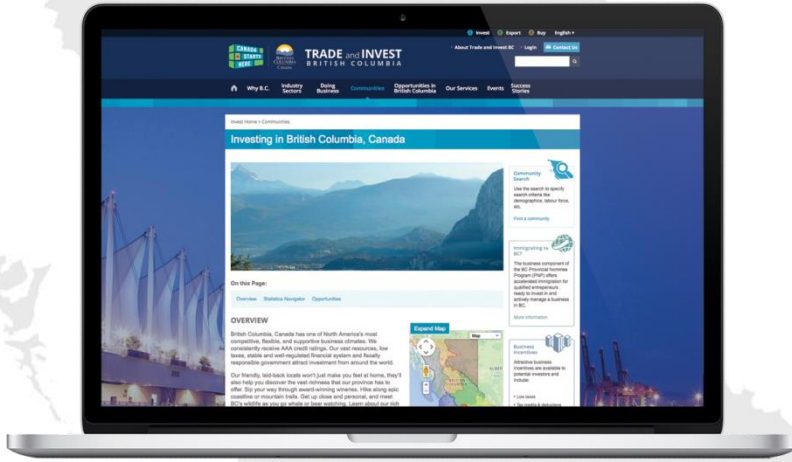


# Challenge



## Local Communities

## Foreign Investors





# What is BritishColumbia.ca

**BritishColumbia.ca** is a digital hub that promotes your community to the world by providing an up-to-date, free and customizable online presence

## BritishColumbia.ca integrates:

- Customizable community profile pages
- Investment opportunities
- Information about key sectors
- Success stories





# Why use BritishColumbia.ca

## You can leverage:

1. 1,000+ data points for each community:
  - Aligns with International Economic Development Council guidelines
  - Data is automatically pulled from 27 different sources
2. Ministry promotional efforts and TIR network
3. BritishColumbia.ca provides greater visibility and is a highly-trusted domain, that can help boost search ranking of your own website



# Why use BritishColumbia.ca

## By the numbers



- 9,000+ web pages
- 390+ community profiles
- 5 languages: English, Simplified and Traditional Chinese, Japanese & Korean
- ~200K site visitors annually, including traffic from the USA, EU & Asia
- 600K+ page views

**Top Google Keyword Ranking:**  
opportunities bc, invest in bc,  
invest in british columbia





# BritishColumbia.ca Data Points

Demographics	Labour Force & Payroll Costs	Utilities *	Transport & Logistics	Government
Education & Research	Quality of Life *	Success Stories	Sites & Buildings	Maps
First Nations Asserted Traditional Territories	Leading Employers *	Taxation	Community Marketing Materials *	Contacts *

\* Populated by community editors

# Customizable Community Profile

## Investing in Terrace, British Columbia



Print

### Municipality Contact

**Heather Avison**  
CAO  
City of Terrace  
250-638-4722

Contact now

### Community Links

- City of Terrace website
- Kermodel Tourism

### On Social Media



### On this Page:

[Overview](#) [Statistics Navigator](#) [Opportunities](#)

### Overview

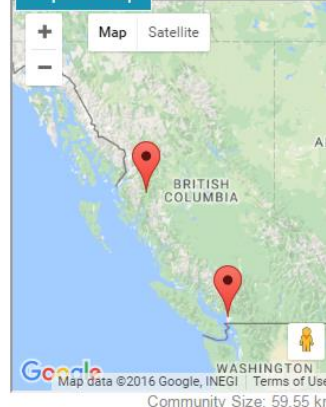
Region: **North Coast**

Regional District: **Kitimat-Stikine**

Terrace is the spot in Northwest BC to do business. Perfectly positioned to take advantage of the billions of dollars in major developments occurring in mining, green energy and LNG, Terrace is the location of choice for many established businesses and entrepreneurs. Boasting the largest regional population base in this part of the province, Terrace is the service, educational and medical hub of the region. Terrace is centrally located at the crossroads of Highways 16, 37 and 113, and our close proximity to three deep water ports, rail service, and a bustling airport all serve to connect Terrace to the rest of the world.

Terrace is also a great place to raise a family and experience the great outdoors together. Home to world-class fishing and exceptional downhill and back-country skiing, Terrace boasts year-round outdoor recreational opportunities for the entire family, including hiking &...

### Expand Map



### BC First Nations

View the list of First Nations with asserted traditional territory in this area.

Learn more about [Building Relationships with B.C. First Nations](#).

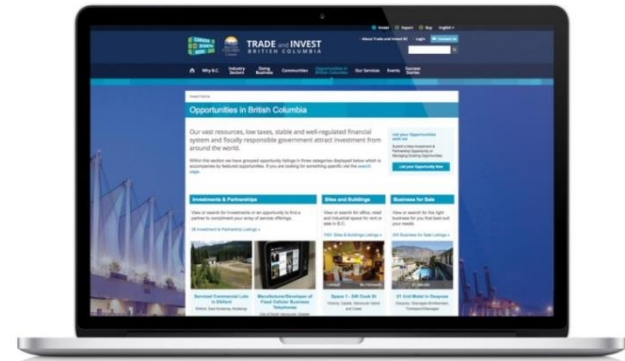
### BC Economic Atlas

Create custom maps and analyze data with the [BC Economic Atlas](#).





# Investment Opportunities



## 7,400+ Total BC Opportunities

### 40+ Investment Opportunities

Co-development opportunities from communities, investment and R&D partnerships from companies

### 350+ Businesses for Sale

Listings are pulled from



### 7,100+

### Commercial / Industrial Site and Buildings

Listings are pulled from





# Investment Opportunities

## Opportunities in British Columbia

Our vast resources, low taxes, stable and well-regulated financial system and fiscally responsible government attract investment from around the world.

Within this section we have grouped opportunity listings in three categories displayed below which is accompanied by featured opportunities. If you are looking for something specific visit the [search page](#).

List your Opportunities with Us!

Submit a New Investment & Partnership Opportunity or Managing Existing Opportunities.

List your Opportunity Now

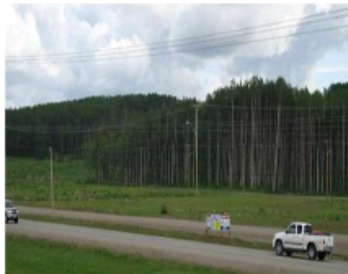
### Investments & Partnerships ✓

View or search for investments or an opportunity to find a partner to compliment your array of service offerings.

44 Investment & Partnership Listings »



Joint Venture Partnership -



Serviced Commercial and

### Sites and Buildings ✓

View or search for office, retail and industrial space for rent or sale in B.C.

7129 Sites & Buildings Listings »



7,829sqft

611 Discovery St

### Business for Sale ✓

View or search for the right business for you that best suit your needs.

371 Business for Sale Listings »



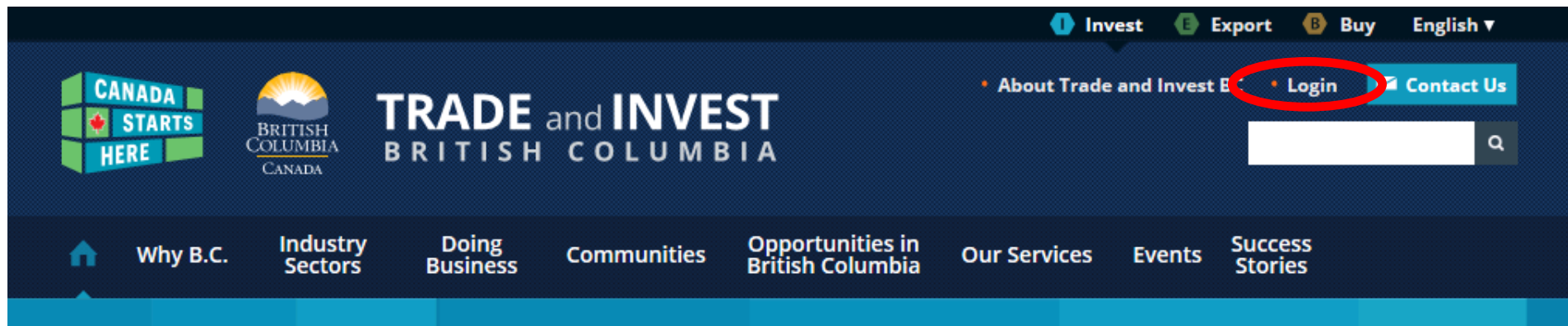
\$340,000

Karin's Deli & Health Foods

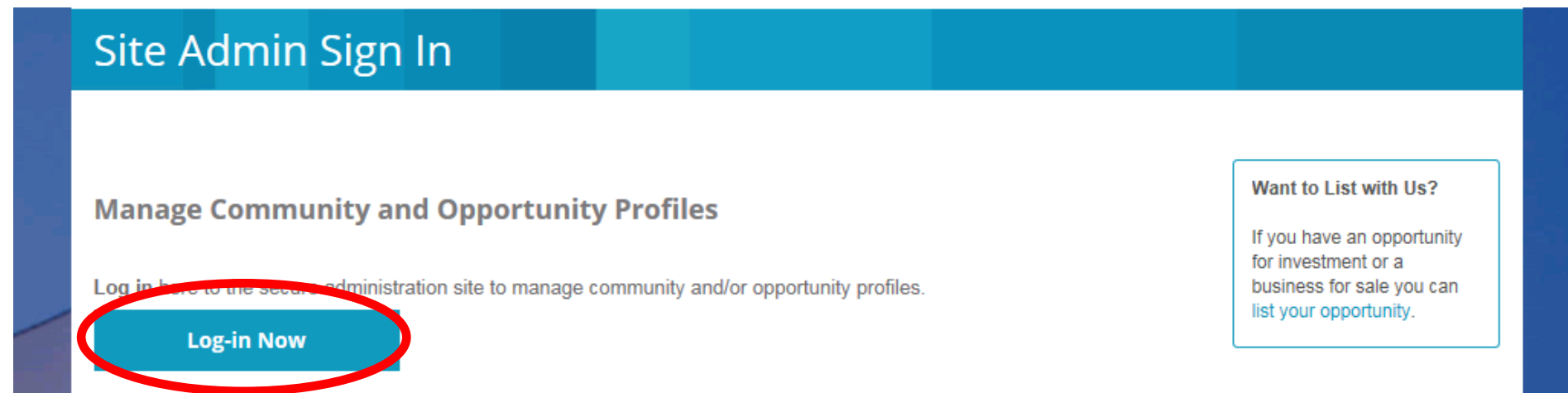


# Logging into the BritishColumbia.ca

1. Go to INVEST section of the website and click LOGIN



2. Click on LOG-IN NOW and use your BCeID credentials





# BritishColumbia.ca Backend Dashboard Screen



**TRADE and INVEST**  
BRITISH COLUMBIA

Logged in as Irichard • [Logout](#)

Dashboard

Manage Community

Manage Opps

[Report an issue about inaccuracies.](#)

## Dashboard

Any notifications you need to be aware of are displayed in the Current Action Items list below.

Click View to edit the opportunity; click Archive to send a message to the Archived tab.

For more information about notification messages, [download the user guide](#).

### YOUR ACTION ITEMS

CURRENT

ARCHIVED

Showing 10 messages

Date/Time	Message	Action
22/Sep/2016 10:31 AM	Opportunity (10160) has been deactivated	<a href="#">View</a> <a href="#">Archive</a>
13/Sep/2016 9:32 AM	Opportunity (858) expiry date has been updated from Sep 14, 2016 to Sep 14, 2017	<a href="#">View</a> <a href="#">Archive</a>

### CONTACT DETAILS

**Irina Richardson**  
Senior Project Management Analyst

Ministry of International Trade

Email: [Irina.Richardson@gov.bc.ca](mailto:Irina.Richardson@gov.bc.ca)  
Phone: 604-318-2899  
Vancouver

[Update Contact Info](#)



# BritishColumbia.ca Backend Manage Community Screen



TRADE and INVEST  
BRITISH COLUMBIA

Logged in as Irichard • Logout

Dashboard

Manage Community

Manage Opps

Report an issue about inaccuracies.

## Manage Community

### Community Profiles

You can update any community listed below by clicking the community title in the first column.

For more information about community profiles, [download the user guide](#).

Profile Type

All

Search

Enter community name

Submit

Reset

Showing 1 to 1 of 1 results

Download all results

Title	Profile Type	Last Updated
<a href="#">Vancouver Island and Coast</a>	Region	Sep 28, 2016 - Public Anonymous User



# BritishColumbia.ca Backend Community Profile Screen

Manage Community > Edit Municipal Profile

Report an issue about inaccuracies.

## Edit Municipal Profile

Select a menu option on the left to edit on the right.

Click Save after any changes to this page. Click View Profile On britishcolumbia.ca to see the updated page.

### Help Guides

[Managing a Community Profile](#)  
[PDF, 249.24 KB]

### Municipality Details

Contact Details

Community Links

Website & Social Media

Attachments & Media

Statistics Navigator

Leading Employers

Utilities

Transportation & Logistics

Quality of Life

Refresh PDF/Excel

[View Profile on britishcolumbia.ca](#)

## Terrace

Municipality Details

Region: [North Coast](#)

Regional District: [Kitimat-Stikine](#)

### Municipality Description \*

The long description provides an overview of the Municipality on the Municipality profile page.

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Terrace is the spot in Northwest BC to do business. Perfectly positioned to take advantage of the billions of dollars in major developments occurring in mining, green energy and LNG, Terrace is the location of choice for many established businesses and entrepreneurs. Boasting the largest regional population base in this part of the province, Terrace is the service, educational and medical hub of the region. Terrace is centrally located at the crossroads of Highways 16, 37 and 113, and our close



# Summary

1

## Gaining greater search engine visibility

- Over 200K site visitors the past year
- BritishColumbia.ca has high domain authority and can help improve your Google analytics metrics

2

## Managing the website and keeping profiles up-to-date

- Data is automatically updated
- Data is pulled from 27 different sources

3

## Targeting content for international investors

- Website leverages the International Economic Development Council guidelines and was built in consultation with international investors

4

## Maximizing ROI on marketing activities

- Only periodic review of community profiles is required







## Next Steps

1. Review your community profile
2. Place links to your BritishColumbia.ca profile on your website
3. Let us know about success stories in your community
4. Provide feedback or ask for additional one-on-one demo or help with your profile





# Available Resources

- [Fact Sheet](#) 
- Quick reference guides: 
  - [Managing a community profile](#)
  - [Creating an opportunity](#)
- [How to write a Community description](#) 
- [BritishColumbia.ca overview video](#) 

If you have any **questions** or **suggestions** regarding BritishColumbia.ca or to schedule additional **one-on-one demo** of the website's capabilities, please contact:

**Irina Richardson**

Ministry of International Trade

**By phone: 604-318-2899**

**By Email: [Irina.Richardson@gov.bc.ca](mailto:Irina.Richardson@gov.bc.ca)**