

Annual Report 2011 - 2012

Small Business BC
"your business resource"



Justin Williams and Matt Williams, Williams & White Inc.
Winners of Best Company at the SBBC 9th Annual
Successful You Awards

Message from the CHAIRMAN OF THE BOARD, PINO BACINELLO

As the new Chairman of the Board of Directors for Small Business BC, I am compelled to express my sincere gratitude and appreciation to my predecessor, Patrick Marshall for his devotion and commitment to the organization and to small business in this province.

Small Business BC's new growth and direction was initiated by our past Chair, and at the helm a very competent CEO, George Hunter with the support of his extremely talented and dedicated team of managers and staff. Together they have driven our internal revenues to a 19% increase, decreased our liabilities by 56%, and increased our total net assets by 35% through cost control, increased efficiencies, increased services and just good fiscal management and great customer service.

Over the past year, Small Business BC staff also worked to improve the level of the organization's visibility through effective use of social media, traditional media, and changes to the website. They also opened up opportunities for small business owners to access a high profile network of people through dynamic events like The Successful You Awards Ceremony, An Evening with the Dragons' Den and Inspire. As a result of these actions, SBBC has attained a leader position among its peer organizations and a rapidly increasing level of visibility with the BC small business community.

Small business is and has always been the backbone of our national and global economy. Not the large multibillion corporations or public companies. In our province alone, small business accounts for almost 60% of all private sector jobs, almost 50% of our exports, and represents over 30% of the province's GDP. At Small Business BC we realize how important our organization is to entrepreneurs and as a team we will work hard to preserve the wholeness and integrity of the valuable products, services and education we deliver to support all small to mid-sized enterprises in British Columbia. Our mission and overarching objective is to ensure that all entrepreneurs in British Columbia have the information, tools and resources they need to achieve a successful and sustainable business.

In closing, I would like to thank and acknowledge my fellow members of the board, Cybele Negris, Judy Brooks, Cheryl Carter, Sandra Miles, Simone Decosse, and Naina Sloan for their continued dedication and support and hard work. Sincere gratitude and acknowledgement also goes out to all the employees of Small Business BC for their part in, and dedication to, our success and objectives. And last, but certainly not least, to our Chief Executive Officer, George Hunter for a job very well done.



A handwritten signature in blue ink that reads "Pino Bacinello". The signature is fluid and cursive, with a large initial "P" and "B".

Pino L. Bacinello
Chairman of the Board of Directors
Canada British Columbia Business Services Centre Society
Chief Governance Officer, Small Business BC
President and Founder, Pacific Business Brokers Inc., Pacific Mergers & Acquisitions Inc.

Message from the CEO, GEORGE HUNTER

As an organization, Small Business BC continues to expand on the range and quality of products and services offered, while also improving accessibility. Entrepreneurs in every area of British Columbia can receive the support necessary to succeed in business.

Here are some of the ways our team is working to better help small business owners:

- Our range of products and services has expanded to now include 44 service offerings, 58 unique seminars and 95 separate do-it-yourself book titles and kits.
- Increased education opportunities – in addition to 45 video conference partners offering our educational content, SBBC has also successfully piloted a new webinar program. This technology allows us to deliver our high quality, interactive, educational content into the homes and offices of small business owners and entrepreneurs across BC.
- Affordable access to experts. It's common knowledge that entrepreneurs face the difficult challenge of lack of time and lack of money. To help ease that burden, SBBC has expanded the Ask an Expert program to create affordable opportunities for small business owners to access professionals such as lawyers, accountants and marketing experts.
- To increase awareness of SBBC and to seek new opportunities for collaboration with other organizations, we've expanded our outreach activities in the Lower Mainland, Vancouver Island and Regional BC.
- An increased focus on developing opportunities for sponsorship has proven successful over the past year. Through our sponsorship program \$161,524 in cash and \$218,075 of in-kind sponsorship was raised.

Throughout the past year SBBC has grown and developed to better help BC's small business owners succeed. I'd like to offer my sincere thanks to SBBC's committed board members, volunteers, and dedicated staff and contractors. I would also like to acknowledge the financial support of Western Economic Diversification Canada and the BC Ministry of Jobs, Tourism and Innovation, as well as the many community groups and provincial organizations that partner with us to make BC's small businesses as successful as they can be.



George Hunter
Chief Executive Officer, Small Business BC



SMALL BUSINESS BC BOARD OF DIRECTORS

The Small Business BC Board of Directors is comprised of business professionals who volunteer their time and experience to ensure the organization is achieving its mandate. Members of the board have been recruited from the general public and small business community from various regions across BC.



Pino Bacinello
Chair
Vancouver, BC

President & Founder
of Sunbelt Business
Brokers Pacific,
Pacific Mergers &
Acquisitions



Cybele Negris
Vice-Chair
Vancouver, BC

Co-founder and
President of
Webnames.ca



Judy Brooks
Secretary
Vancouver, BC

Partner, Bravo Lima
Oscar



Sandra Miles
Director
Vancouver, BC

Co-Founder, President
and CEO, Miles
Employment Group
Ltd.



Cheryl Carter
Director
Vancouver, BC

Vice President,
Business in Vancouver
Media Group



Simone Decosse
Director
Victoria, BC

Executive Director,
Small Business Branch
at Ministry of Small
Business, Technology



Naina Sloan
Director General,
Operations
Vancouver, BC

Western Economic
Diversification

Small Business BC's

2011-2012 HIGHLIGHTS

In an effort to better serve BC's small business community, Small Business BC strives for excellence in its business services, educational seminars, events and special initiatives. Ending March 31, 2012, Small Business BC achieved great growth and improvements in developing ways to better serve business owners in British Columbia.

- ▶ SBBC excels at client satisfaction, as it adds new programs and services in response to the changing needs of small business owners. Client surveys indicate an overall satisfaction level of 91% in 2011-12, as compared to 88% in 2010-11.
- ▶ Sponsorship revenue increased significantly to a total of \$218,075 in-kind and \$161,524 cash over the past fiscal year. SBBC continues to focus its increase on sponsorship opportunities to deliver up-to-date information, products and services.
- ▶ 31 new products and services were provided to better serve client demands, including HST registration service, four new business plan advisory services and expansion of Ask an Expert to include law, branding and social media.
- ▶ Sales of one-on-one business consultations increased by 282% (77 consults sold in 2010-2011 versus 294 in 2011-2012)
- ▶ A total of 459,813 clients were served by SBBC in 2011-2012, including 24,435 in-person visits and 22,471 phone inquiries. 1885 clients were served through e-mail.
- ▶ In 2011-2012, SBBC consolidated the education centre with the main office to increase cost efficiency and improve client service. Despite a two month closure of the education centre during the consolidation, the number of SBBC seminar attendees increased by 38% (4120 in 2010/11 to 5674 in 2011/12). Only 325 seminars and training programs were held as compared to 448 in 2010-11.
- ▶ Video conferencing of seminars is being provided through 45 regional sites. Seminars were offered 225 times through the regional sites to 1394 attendees, an increase of 42% over last year (977 attendees in 2010-11).
- ▶ Small Business BC staff attended and presented at 50 promotional events, including 32 outreach events, of which were 11 unique tradeshow with 10,470 attendees. 18 in-house tours were also conducted.
- ▶ SBBC hosted the 9th Annual Successful You Awards Ceremony with the highest attendance to date. The contest received a 121% increase in votes (4657 in 2010-11 to 10304 in 2011-12) and obtained \$140,049.19 in media ad value equivalency in the lead up to the ceremony.
- ▶ Coverage highlights included a 30-minute interview on CKNW with two finalists and a spot on BC's number one watched news station, Global BC. The event also featured former NHL All-Star Trevor Linden as keynote and Global BC news reporter Aaron McArthur as emcee.
- ▶ Small Business BC received an impressive total of 445 unpaid media mentions in 2011-12. Highlights include multiple mentions in the Globe and Mail, Vancouver Sun, Victoria Times Colonist, Business in Vancouver, BC Business Magazine and more.
- ▶ The SBBC website is an increasingly popular source for information and resources to help small business owners, especially with the boost in articles and blog posts added to the site: total website visits for the year were 400,351 visits with 1,216,222 page views.
- ▶ A social media strategy was designed and implemented in 2011-12. Small Business BC became highly active on Facebook, Twitter and LinkedIn with a 925% increase of likes and follows (576 in 2010-11 to 5902 in 2011-12).

Small Business BC's

STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED AT MARCH 31, 2012

	Operating Funds	Externally Restricted	Internally Restricted	Total 2012	Total 2011
Assets					
Current					
Cash and term deposits	\$ 383,106	\$ 0	\$ 0	\$ 383,106	\$ 475,338
Restricted cash (note 5)	0	11,682	183,500	195,182	150,782
Grants receivable	70,702	0	0	70,702	24,832
Accounts receivable	36,829	0	0	36,829	75,994
HST/GST receivable	3,465	0	0	3,465	7,542
Inventory	4,605	0	0	4,605	2,494
Prepaid expenses	21,086	0	0	21,086	23,452
	519,793	11,682	183,500	714,975	760,434
Term Deposits	184,145	0	0	184,145	0
Property and Equipment (note 6)	139,769	0	0	139,769	75,469
	\$ 843,707	\$ 11,682	\$ 183,500	\$ 1,038,889	\$ 835,903
Liabilities					
Current					
Accounts payable and accrued liabilities	\$ 93,759	\$ 0	\$ 0	\$ 93,759	\$ 103,259
Deferred contributions (note 5)	0	11,682	83,500	95,182	100,782
	93,759	11,682	83,500	188,941	204,041
Net Assets					
Invested in Capital Assets	139,769	0	0	139,769	75,469
Operating Funds	610,179	0	0	610,179	506,393
Restricted Funds (note 5(b))	0	0	100,000	100,000	50,000
	749,948	0	100,000	849,948	631,862
	\$ 843,707	\$ 11,682	\$ 183,500	\$ 1,038,889	\$ 835,903

Commitment (note 7)

Approved on behalf of the Board:

"Pino Bacinello" (signed)

..... Director
Pino Bacinello

"Cybele Negris" (signed)

..... Director
Cybele Negris

Small Business BC's

STATEMENT OF OPERATIONS FOR THE YEAR ENDED AT MARCH 31, 2012

	Operating Funds	Project Funds	Total 2012	Total 2011
Receipts				
Western Economic Diversification (note 2)	\$ 1,166,360	\$ 0	\$ 1,166,360	\$ 1,164,319
Province of British Columbia (note 2)	686,000	0	686,000	686,000
Small business (schedule 2)	464,263	0	464,263	389,944
Rent recovery	85,618	0	85,618	8,986
Projects (schedule 1)	0	69,929	69,929	204,041
Name approvals	6,940	0	6,940	31,717
Interest	6,514	0	6,514	4,022
Video conferencing	0	0	0	39,802
Total Receipts	2,415,695	69,929	2,485,624	2,528,831
Expenditures				
Salaries and benefits	1,246,448	0	1,246,448	874,362
Vancouver lease/facility	430,338	0	430,338	431,809
Operations	298,814	0	298,814	587,447
Cost of sales	85,682	0	85,682	109,523
Projects (schedule 1)	0	76,406	76,406	214,038
Small Business Victoria	70,768	0	70,768	70,768
Advertising and promotion	19,445	0	19,445	10,452
Board meetings	8,756	0	8,756	10,878
Library	997	0	997	1,946
Amortization	29,884	0	29,884	32,595
Total Expenditures	2,191,132	76,406	2,267,538	2,343,818
Excess (Deficiency) of Receipts over Expenditures for Year	\$ 224,563	\$ (6,477)	\$ 218,086	\$ 185,013

Small Business BC offers in-depth one-on-one advisory services by industry professionals on areas like business planning, international trade, and market research as well as corporate registry services and small business kits. Our affordable packages are tailored to meet your business needs at different stages and include bundles of advisory services, business publications and video conference seminars to our BC regional partners.

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