



SBBC ANNUAL REPORT 2020-2021

MESSAGE FROM THE CHAIR

I am pleased to present the Small Business BC Annual Report for 2020-2021.

Since 1986, British Columbian entrepreneurs have looked to our organization for guidance through the ever-changing business landscape. In 2002, Small Business BC was established as a stand-alone non-profit organization and has transitioned with the times to build a roster of products and services designed to equip entrepreneurs with the skills needed to build, grow, and thrive.

When I was elected as the Board Chair at the Annual General Meeting in November 2019, I saw the opportunity to use my personal experiences in Board governance as well as those of a small business owner to work with the new CEO to build on the successes of the past. Together, we have also developed 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. Small businesses are the drivers of economic and job growth in British Columbia, and we are a proud partner in the small business ecosystem.

I am fortunate to work with a dedicated, creative, and entrepreneurial Board of Directors who have put forth a new and progressive vision for the future of Small Business B.C. I would like to thank all our Board Members for their commitment to small businesses, including Sasha Dhillon; Barry Hartman; Jackie Hunter; Emily Kerr; Art Mercer; Jen Rainnie; Tammy Schulz; and Barb Steele. I would also like to thank our funders and sponsors for their continued financial support. Last but not least, thank you to our team of dedicated SBBC staff whose commitment is a testament to the hard work of our entrepreneur clients. British Columbia's economy is strong, innovative, and sustainable, in large part due to the strength of our small business sector.

I commend everyone for their work and look forward to another year of success ahead.

Sincerely,



JOYCE PUI YAN YIP
Board Chair
Small Business BC



MESSAGE FROM THE CEO

What a year! I know that none of us who has lived through the pandemic will ever forget “where we were when...” When everything as we knew it came to a halt. Right before this fiscal year started, my team and I were celebrating BC entrepreneurs at our annual Small Business BC Awards at the Vancouver Convention Center. I recall during a final logistics meeting discussing whether we needed more hand washing stations placed throughout the venue. Thankfully, with over 600 businesses, government representatives, sponsors, and other dignitaries present, we hosted another successful (and COVID-free) event – showcasing the best of the best in entrepreneurship in British Columbia.

2 weeks later, we were in conversations with our provincial and federal government on how we could best support small businesses through a pending shutdown. There are over 500,000 small businesses in BC – comprising 94% of all businesses in the province. They also employ close to 60% of everyone working in BC. Truly, the backbone of our economy was going to be tested, and SBBC wanted to be there to help.

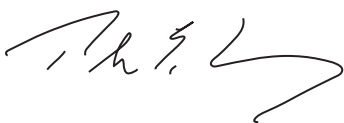
Just as many folks did, we quickly pivoted from our traditional programs and services that help businesses build, grow, and thrive to one that helped businesses navigate all the provincial and federal government supports being created to sustain businesses through the shutdown. Our call center averaged hundreds of calls per day. Clients looking for information on our website jumped from an average 1.7 million visits per year to over 4 million. Our in-person meetups quickly converted to virtual sessions where regular attendees shared their own experience, strength, and hope with their colleagues. It was in these meetups that I found my own hope and sense of community. No matter what anyone was going through themselves at the time, without fail, they were all ready to help those in need. As one of our recent Small Business BC Award winners, Lynn-Marie Angus of Sisters Sage so accurately puts it, “Entrepreneurship is about collaboration, community and consistently lifting each other.” We can all live better with this inspiration. Small businesses touch everyone: you shop at and support them; they hire your family and friends; they pay taxes; they create unique, livable neighborhoods. I am proud to be a part of an organization committed to the success of small businesses.

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. The staff at Small Business BC are extraordinary. I am honored to be able to work with and learn from this amazing team.

I also owe a debt of gratitude to the Board of Directors of Small Business BC who not only volunteer their time in support of small businesses in our province, but also have their own families, businesses, and roles to manage. I could not do my job without their support and dedication.

I offer my sincere thanks to our government funders for the critical financial support we receive from the B.C. Ministry of Jobs, Economic Recovery and Innovation and Western Economic Diversification Canada. And finally, thank you to the many volunteers, sponsors, contractors, community groups and provincial organizations that partner with us to make British Columbia’s small businesses as successful as they can be. Given everything we have lived through this past year, I still look forward with hope to the year ahead and extend that same wish to each of you.

Sincerely,



THOMAS E. CONWAY
Chief Executive Officer
Small Business BC



SMALL BUSINESS BC BOARD DIRECTORS



JOYCE YIP
Chair

Managing Director,
Sylas Consulting Group Ltd.



EMILY KERR
Vice Chair

Vice President, Business
Banking at Bank of Montreal



BARRY HARTMAN
Treasurer

Co-Founder and CEO,
505-Junk



ARTHUR MERCER
Director

CEO, Tseax Development
Group Ltd



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

2020-2021 HIGHLIGHTS

Resiliency and flexibility are two qualities inherent in successful entrepreneurs. In a year dominated by a pandemic and a rapidly changing business landscape, those two words became synonymous with Small Business BC and our broader community.

As the public health situation deteriorated in those surreal days of March, 2020, Small Business BC responded to the needs of our community by pioneering new and innovative ways to deliver our resources and supports in a COVID-safe manner.

Like many other businesses, we closed our doors to the public, moving our services online to meet the evolving needs of our community province-wide. Within weeks of our closure, we had created daily **Virtual Meetups** that kept our community connected, while providing updates and advice for thriving within our “new normal.” Held over Zoom, these meetups ran for several months, attracting almost 10,000 pageviews.

Over the course of the year, we delivered on ambitious projects such as the **COVID-19 Support Service**, a dedicated call centre and knowledge resource for COVID-19 business inquiries. With customers embracing online shopping in greater numbers than ever before, we pioneered the creation of the **BC Marketplace**, an online directory for BC-based small businesses. So far, more than 2,520 BC-based small businesses have joined, tapping into an engaged audience province-wide.

Online Growth



4,500,000+

Page Views
Small Business BC website



45,000

Subscribers
Email Newsletter

Social Media Growth



14,606
Followers

9%
YOY



26,191
Followers

4%
YOY



7,702
Followers

79%
YOY



5,516
Followers

42%
YOY

In a normal year, our **SBBC Awards** gala offers an invaluable opportunity to celebrate the hard-working entrepreneurs that make our province such a special place. Public health restrictions meant an in-person gala wasn't possible this year, but we believed this celebration was more important than ever in 2021. That's why we took the SBBC Awards online, presented an entirely virtual show over four action-packed days we dubbed, 'SBBC Awards Week.' Participation and enthusiasm were unprecedented, with over **600 nominees** representing over **100 communities** across our province. These nominees received over **45,000 votes**.

SMALL BUSINESS SUCCESS STORY

Meet Aunalee & Sophia Good, Ay Lelum

Aunalee Boyd-Good and Sophia Seward-Good grew up surrounded by art. Their mother, Sandra Moorhouse-Good, is an artist, designer and painter. Their father, William Good, is a master Coast Salish artist. Growing up in such a creative environment, the sisters became drawn to the idea of starting their own clothing line. This is the story of Ay Lelum, The Good House of Design.

“Both my sister and I were raised in an art studio, so entrepreneurship was a way of life for us and our family.

“Our parents later expanded into wholesale and retail galleries and we worked alongside them, so pursuing entrepreneurship was natural for us.”

Taking the First Steps

In summer of 2015, Aunalee and Sophia’s parents held an exhibit of their art at the Nanaimo Museum. The pair had collaborated on works for 35 years and showcased an Anniversary Collection of AyAyMut Clothing. The clothing line AyAyMut, which means beautiful in the Hul’q’umi’num language, proved a huge success, and was displayed in fashion shows in locales as diverse as Victoria, Toronto, Arizona and New Mexico.

It inspired Aunalee and Sophia to get into the family business and start their own clothing line.

“We had put on an exhibit at the Nanaimo Museum in 2015 that celebrated our parents’ 35-year artistic collaboration.

“This sparked our interest to continue on their legacies.”

Sandra continues to mentor her daughters to this day by assisting in garment design, patterning and production for Ay Lelum.

“Our biggest resource has been our parents and the experiences that we had, and learned, working for them.

“Though we’ve been pretty independent, we also found NEDC to be a great start-up resource in our region.”

2020 For Ay Lelum

Like many other businesses, Ay Lelum has had a rollercoaster year so far. 2020 started off strong, with Aunalee and Sophia named among the Top 5 Finalists for the Best Marketer Award at the Small Business BC Awards. They even contributed the fantastic music we opened the ceremony with.

And, while they may not have won the trophy, making it to the final stage was a fantastic experience.

“It was a pretty thorough application process! But it was an honour to be selected as a Top 5 Finalist in Best Marketer, and we met so many great people through taking part.”

Shortly after the Awards ceremony, the impacts of COVID-19 were felt across our province. No business has been immune from the pandemic, and it’s forced a change of 2020 plans for Ay Lelum.

“With the future being so uncertain during the pandemic, we are focusing on the here and now, to be successful during COVID-19 and to continue to expand our brand.”



2020-2021

STATEMENT OF FINANCIAL POSITION

CANADA/BRITISH COLUMBIA BUSINESS SERVICES SOCIETY

Statement of Financial Position

March 31

| | Operations | Export Navigator | 2021 | 2020 |
|--|--------------|---------------------|--------------|--------------|
| Assets | | | | |
| Current | | | | |
| Cash and term deposits | \$ 561,548 | \$ 87,805 | \$ 649,353 | \$ 5,361 |
| Amounts receivable | 872,837 | 114,796 | 987,633 | 1,624,314 |
| Inventory | 1,286 | - | 1,286 | 1,535 |
| Deposit and prepaid expenses | 60,321 | - | 60,321 | 98,861 |
| | 1,495,992 | 202,601 | 1,698,593 | 1,730,071 |
| Internally restricted cash (note 5) | 1,407,161 | 1,736,404 | 3,143,565 | 886,387 |
| Capital assets (note 6) | 58,144 | 1,958 | 60,102 | 74,339 |
| | \$ 2,961,297 | \$ 1,940,963 | \$ 4,902,260 | \$ 2,690,797 |
| Liabilities | | | | |
| Current | | | | |
| Accounts payable and accrued liabilities | \$ 459,805 | \$ 204,559 | \$ 664,364 | \$ 240,345 |
| Deferred contributions | 880,957 | - | 880,957 | 287,813 |
| Deferred contributions – restricted (note 7) | 957,161 | 1,736,404 | 2,693,565 | 1,588,760 |
| | 2,297,923 | 1,940,963 | 4,238,886 | 2,116,918 |
| Net Assets | | | | |
| Invested in capital assets | 60,102 | - | 60,102 | 74,339 |
| Operating funds | 153,272 | - | 153,272 | 51,913 |
| Internally restricted fund (note 5) | 450,000 | - | 450,000 | 447,627 |
| | 663,374 | - | 663,374 | 573,879 |
| | \$ 2,961,297 | \$ 1,940,963 | \$ 4,902,260 | \$ 2,690,797 |

Commitment (note 8)

Approved by the Board:

2020-2021

STATEMENT OF OPERATIONS

CANADA/BRITISH COLUMBIA BUSINESS SERVICES SOCIETY

Statement of Operations

Year Ended March 31

| | Operating Funds | Project Funds | Export Navigator | 2021 | 2020 |
|---|--------------------|------------------|---------------------|--------------|--------------|
| Receipts | | | | | |
| Projects (note 7) | \$ - | \$ 2,961,020 | \$ - | \$ 2,961,020 | \$ 45,878 |
| Export Navigator | - | - | 1,772,739 | 1,772,739 | 1,648,768 |
| Western Economic Diversification (note 2) | 1,089,995 | - | - | 1,089,995 | 1,049,995 |
| Province of British Columbia (note 2) | 686,000 | - | - | 686,000 | 686,000 |
| Small business (schedule 1) | 568,130 | - | - | 568,130 | 521,217 |
| COVID-19 funding | 440,051 | - | - | 440,051 | 59,949 |
| Rent recovery | 24,164 | - | - | 24,164 | 41,187 |
| Interest | 14,635 | - | - | 14,635 | 8,149 |
| | 2,822,975 | 2,961,020 | 1,772,739 | 7,556,734 | 4,061,143 |
| Expenditures | | | | | |
| Projects (note 7) | - | 2,961,020 | - | 2,961,020 | 45,878 |
| Salaries and benefits | 1,796,768 | - | 452,911 | 2,249,679 | 2,134,846 |
| Operations Vancouver lease/facility | 417,218 | - | 1,062,908 | 1,480,126 | 1,367,586 |
| Advertising and promotion | 390,243 | - | - | 390,243 | 357,715 |
| Cost of sales | 63,493 | - | 252,446 | 315,939 | 271,264 |
| Board expenses | 41,521 | - | - | 41,521 | 35,959 |
| Amortization | 9,843 | - | 2,871 | 12,714 | 78,645 |
| | 14,394 | - | 1,603 | 15,997 | 51,266 |
| | 2,733,480 | 2,961,020 | 1,772,739 | 7,467,239 | 4,343,159 |
| Excess (deficiency) of receipts over expenditures for year | \$ 89,495 | \$ - | \$ - | \$ 89,495 | \$ (282,016) |

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.