



Invest Kootenay Evaluation

2009

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Introduction

In order to track the impact of the Invest Kootenay initiative, the following performance indicators are considered and reported quarterly and annually:

- website visits by quarter and by month
- website page visits by quarter and by month
- county of origin of website visitors
- top URLs on website
- top referrers to website
- top search strings
- number of inquiries received through website by quarter

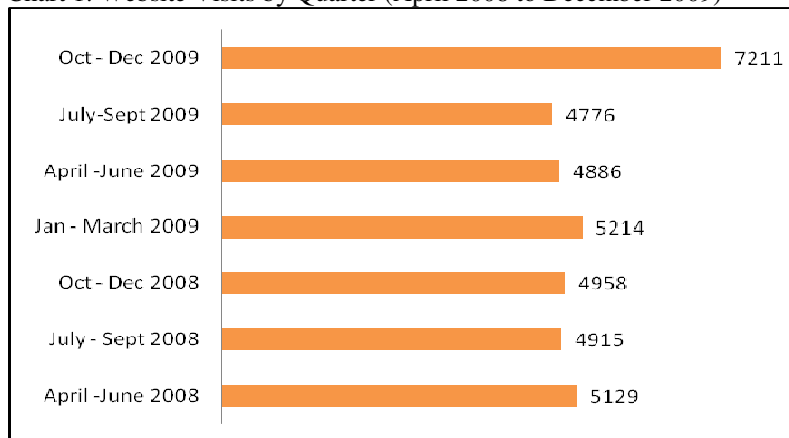
- database visits by quarter and by month
- database page visits by quarter and by month
- new investor registrants by quarter
- new opportunity holder registrants by quarter
- new investor to opportunity holder inquiries by quarter
- investor interest by community
- opportunity listings by community
- marketing impact by quarter (how new CONNECT database registrants found out about Invest Kootenay)

This evaluation report presents data from April 2008 to December 2009.

Invest Kootenay Website Indicators

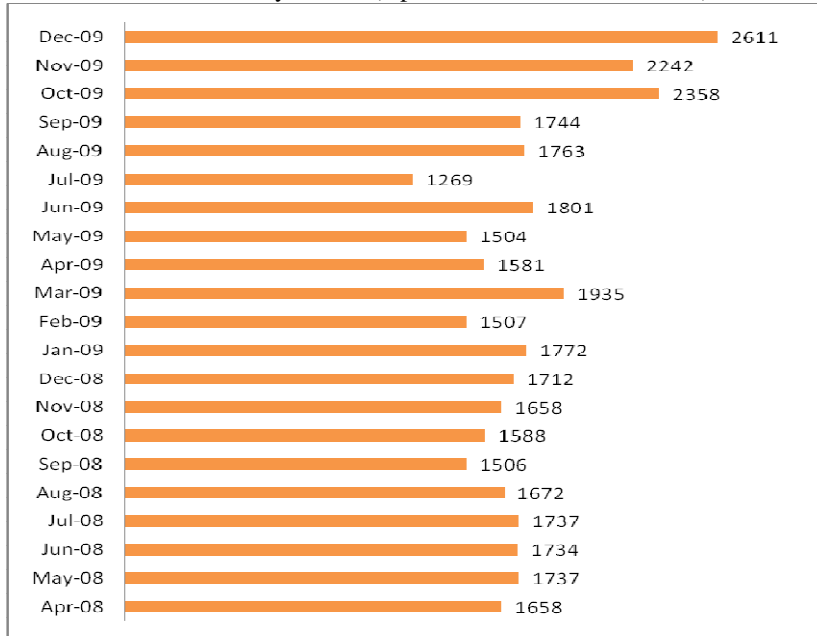
As highlighted in Chart 1, the highest number of website visits¹ per quarter occurred during October-December 2009 (7211), followed by January-March 2009 (5214), April-June 2008 (5129), October-December 2008 (4958), July-September 2008 (4915), and April-June 2009 (4886). As detailed in Chart 2, the highest number of monthly website visits during the last six months occurred in December 2009 (2611), followed by October (2358), November (2242), August (1763), September (1744), and July (1269). Website activity over the past year remained relatively consistent at between approximately 1500 – 1900 visits each month with a significant increase in monthly visits over the last quarter to between 2300-2600.

Chart 1. Website Visits by Quarter (April 2008 to December 2009)



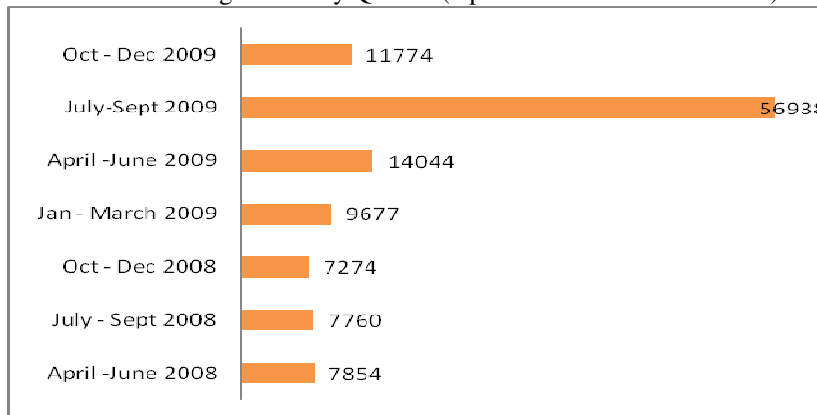
¹ Website visits refer to the number of web pages accessed by visitors. Pages are specific types of files defined in the configuration file, generally *.htm or *.cgi files. In other words, this statistic excludes graphic files (JPG or GIF files) or other types of files.

Chart 2. Website Visits by Month (April 2008 to December 2009)



As highlighted in Chart 3, the highest number of page visits² per quarter occurred during July-September 2009, followed by April-June 2009 (14044), September-December 2009, January-March 2009 (9677), April-June 2008 (7854), July-September 2008 (7760), and October-December 2008 (7274).

Chart 3. Website Page Visits by Quarter (April 2008 to December 2009)



As detailed in Chart 4, the highest number of website visits during the last six months occurred during September (51629), followed by November (4314), October (3763), December (3697), August (3205), and July (2104). Website page visits over the past year remained relatively consistent at between approximately 2100 – 4900 page visits each month, with the exception of a heightened number of page visits in April 2000 and a significant increase in September 51629.

² Page views are all files which either have a text file suffix (.html, .text) or which are directory index files. This number allows estimates of the number of "real" documents transmitted by your server. If defined correctly, the analyzer rates text files (documents) as page views. Those page views do not include images, CGI scripts, Java applets or any other HTML objects except all files ending with one of the pre-defined page view suffixes, such as .html or .text.

Chart 4. Website Page Visits by Month (April 2008 to December 2009)

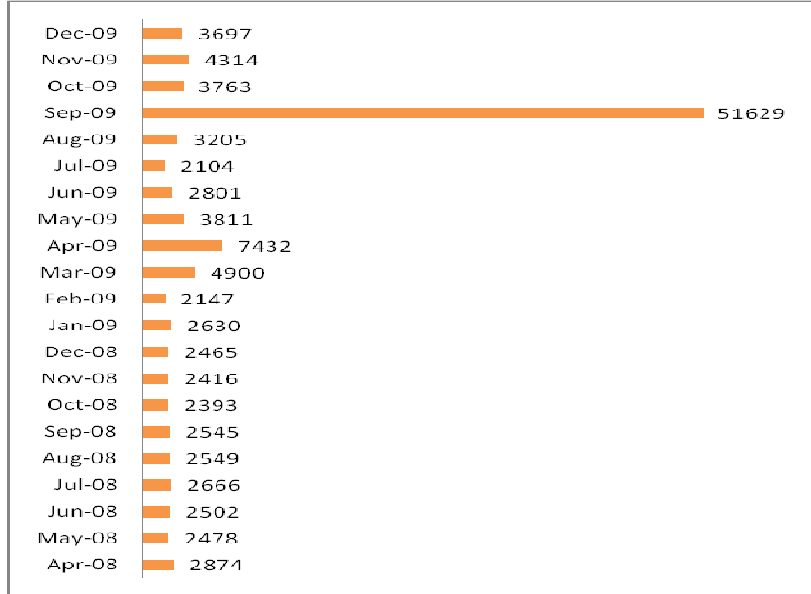
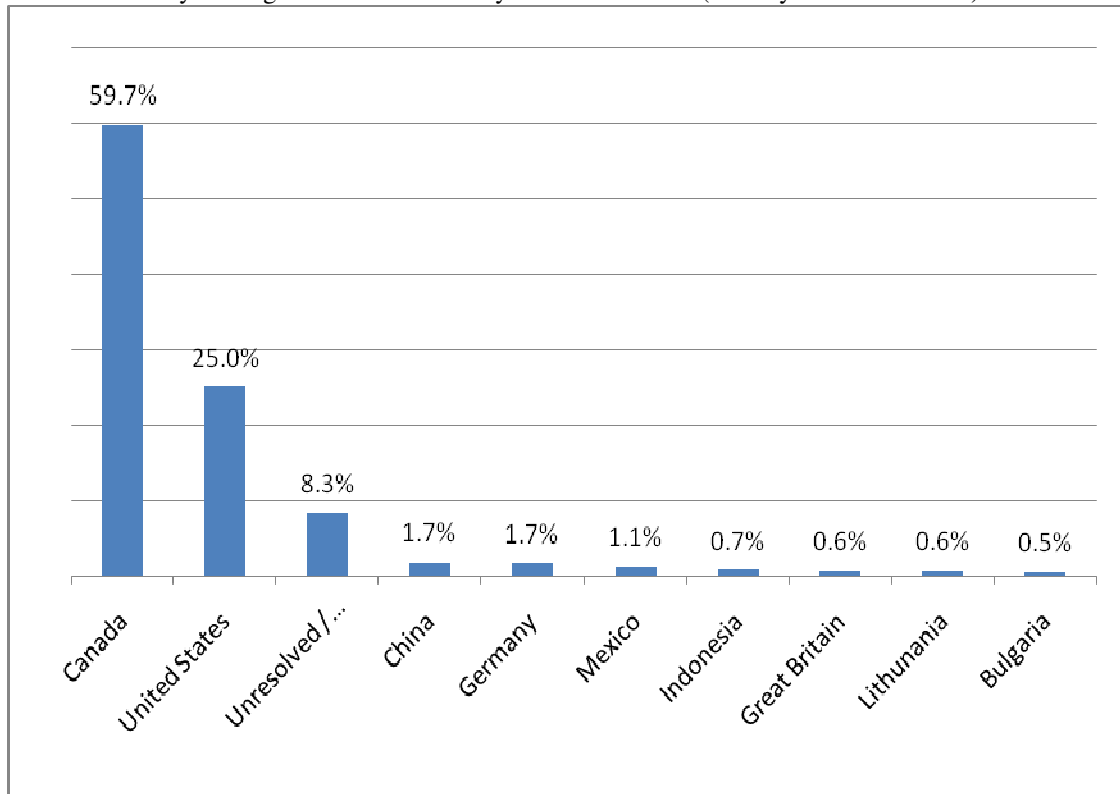
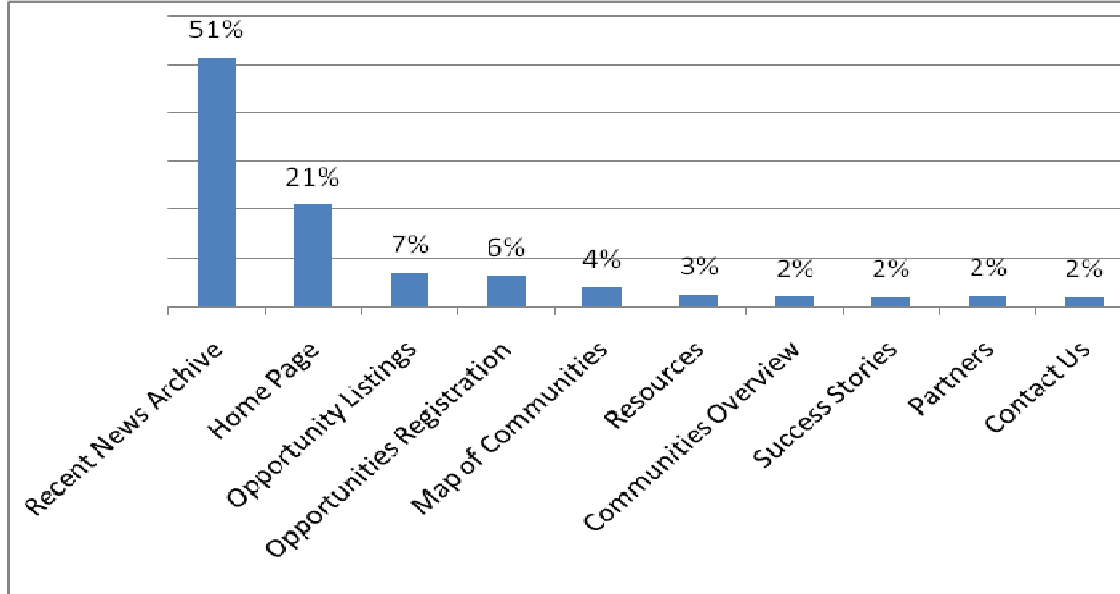


Chart 5. Country of Origin of Invest Kootenay Website Visitors (January-December 2009)



As highlighted in Chart 5, users most likely to visit the Invest Kootenay website were from Canada and the United States, followed by unknown, China, Germany, Mexico, Indonesia, Great Britain, Lithuania, and Bulgaria. A table outlining actual hits by top 15 countries of origin between January–December 2009 is included in the appendix.

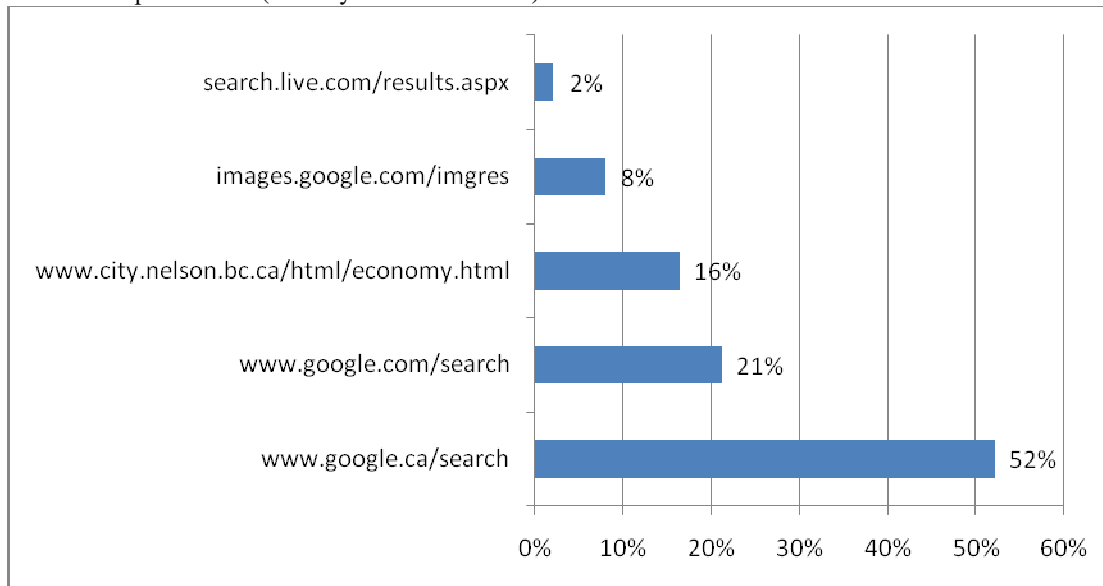
Chart 6. Top URLs (January-December 2009)



As highlighted in Chart 6, top URLs in 2009 included recent news, home page, opportunity listings, opportunities registration, map, resources, community partners overview, success stories, list of partners, and contact us. A table outlining actual hits by URL between January–December 2009 is included in the appendix.

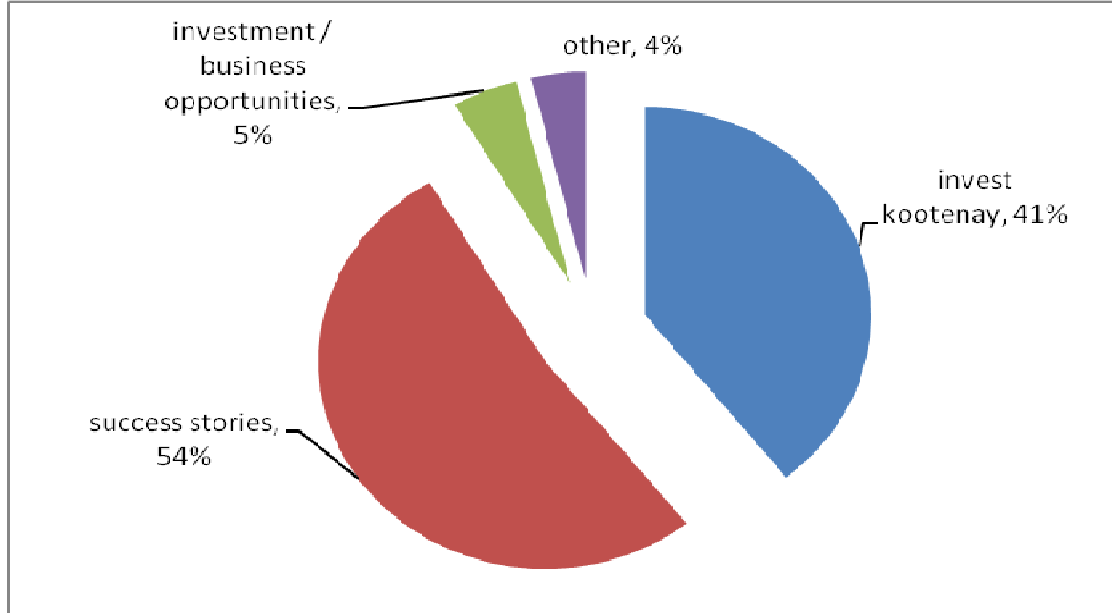
Entry into and exit from the Invest Kootenay website was primarily through the home page. Remaining entries and exits from the Invest Kootenay website were through success stories. This finding suggests success stories effectively draw new users into the Invest Kootenay website. A wide range of success stories from across the region should continue to be added. A table outlining entry and exit hits by month is included in the appendix.

Chart 7. Top Referrers (January-December 2009)



As highlighted in Chart 7, Google search engines (.ca, .com) accounted for approximately 75% of referrer sites to the Invest Kootenay website. Also of interest, the City of Nelson economy page effectively directed users to the Invest Kootenay website. This finding highlights the importance of partners' commitment to reciprocal linking to the IK website.

Chart 8. Top Search Strings (January-December 2009)



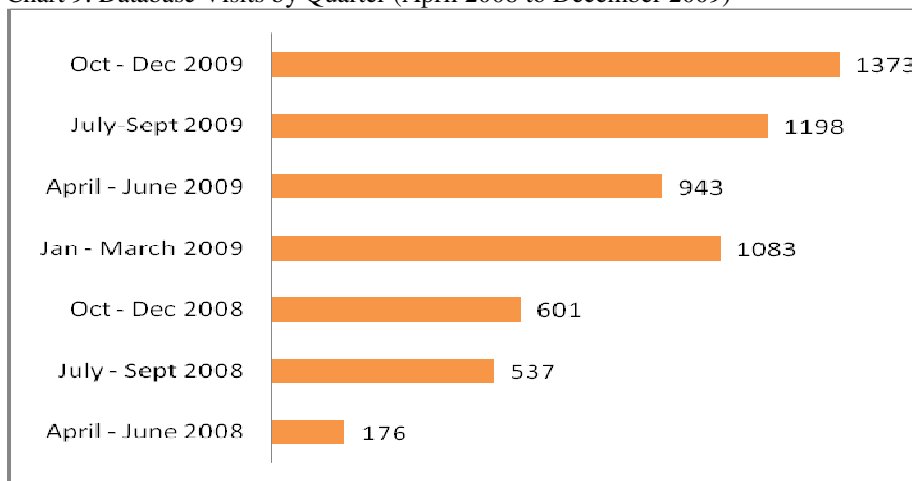
As detailed in Chart 8, the majority of visitors to the Invest Kootenay website visited the site as a result of searching the name of a success story (54%) or directly searching 'Invest Kootenay' (41%). Again, this finding highlights the effectiveness of success stories in directing traffic to the IK website. The details of these top search strings are included in the appendix.

A number of inquiries were received through the Invest Kootenay website using the 'contact us' function. A total of 39 inquiries were received in 2009 including 19 between Jan-March, 3 between April-June, 7 between July-Sept, and 10 between Oct-Dec. All electronic inquiries received through the website received timely follow-up.

Invest Kootenay Database Indicators

As detailed in Chart 9, the highest number of database visits per quarter occurred during October-December 2009 (1373), followed by January-March 2009 (1083), July-September (1198), April-June 2009 (943), October-December 2008 (601), and July-September 2008 (537), and April-June 2008 (176). Please note April-June (2008) statistics exclude the month of April.

Chart 9. Database Visits by Quarter (April 2008 to December 2009)



According to Chart 10, the highest number of database visits during the last year occurred primarily during the last quarter, especially during October (475) and December (468). Database activity over the last year has gradually increased over time.

Chart 10. Database Visits by Month (April 2008 to December 2009)

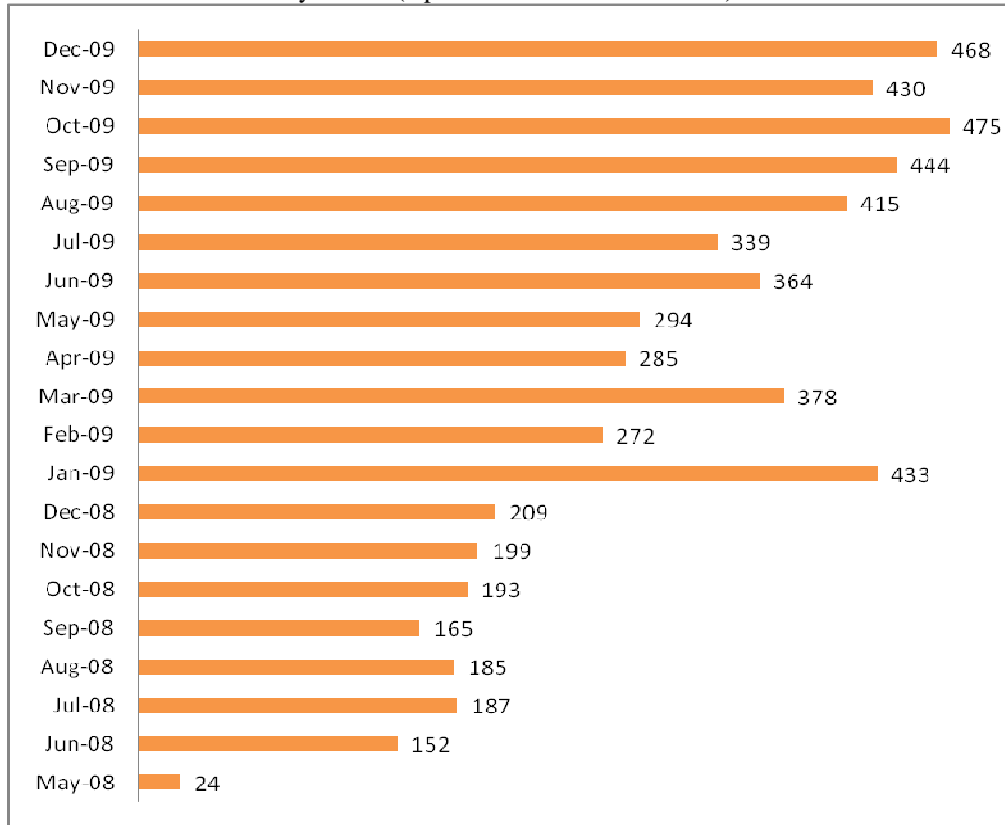
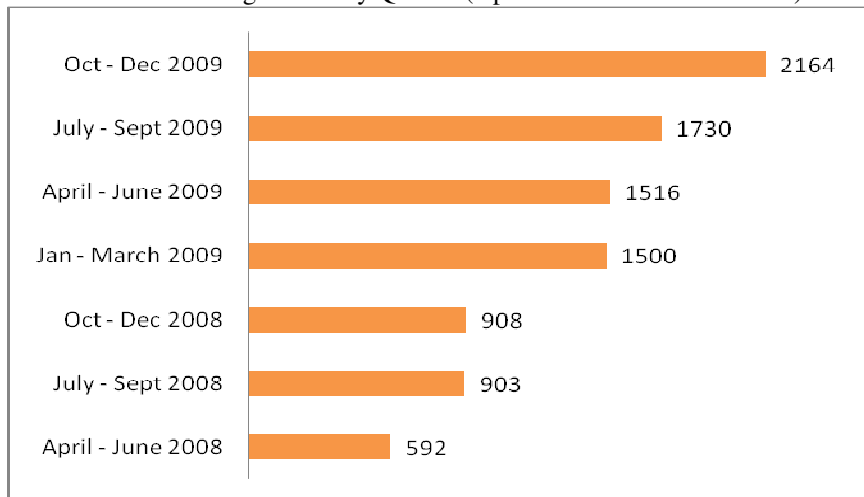
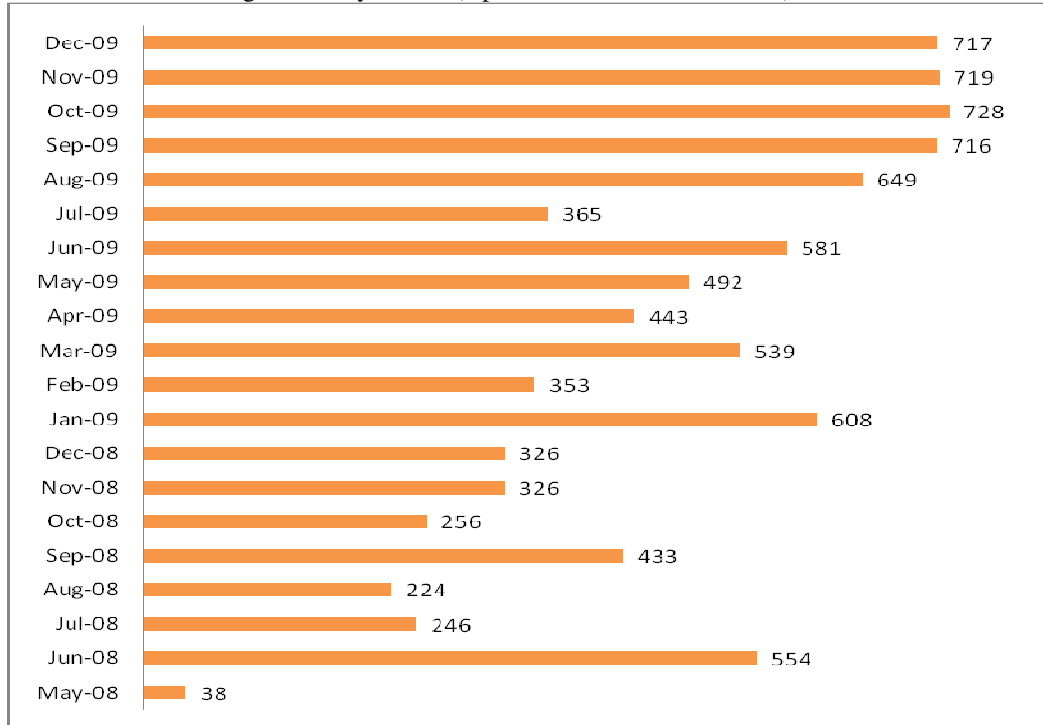


Chart 11. Database Page Visits by Quarter (April 2008 to December 2009)



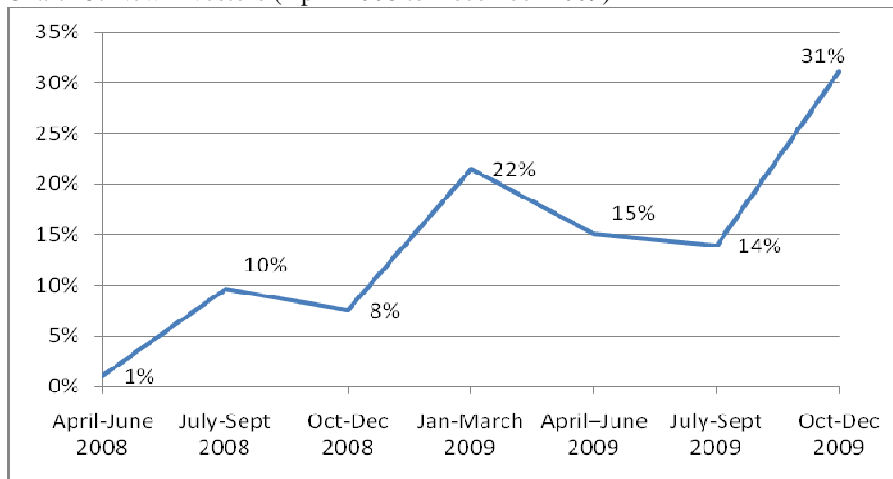
As highlighted in Chart 11, the highest number of page visits occurred during the last quarter (Oct-Dec 2009) with 2164, followed by July-Sept with 1730, April-June 2009 with 1516 visits, January-March 2009 (1500), October-December 2008 (908), July-September (903), and April-June 2008 (592). As detailed in Chart 12, the highest number of database visits over the last year occurred primarily during the last five months. This finding suggests that activities focused on raising awareness of the database over the last year have been effective.

Chart 12. Database Page Visits by Month (April 2008 to December 2009)



A total of 93 **investors** have registered with the CONNECT database since its launch in May 2008, with the majority of investors registering over the last 3 months. More specifically, 29 (31%) new investors registered between October-December 2009, 13 (14%) registered between July-September 2009, 14 (15%) registered between April-June 2009, 20 (22%) registered between January-March 2009, 7 (8%) registered between October-December 2008, 9 (10%) registered between July-September 2008, and 1 (1%) registered between April-June 2008).

Chart 13. New Investors (April 2008 to December 2009)



A total of 38 **opportunities** were added to the database since its launch with the majority listed most recently between October – December 2009 (n=9, 24%). And as highlighted in Chart 14, another peak occurred between October-December 2008 (n=8, 21%). A total of 32 **inquiries** were made by investors to opportunity holders via the CONNECT database since its launch with the majority occurring over the last 6 months. More specifically, 15 inquiries (47%) were made between October-December 2009 and 8 inquiries (25%) were made between July-September 2009.

Chart 14. New Opportunities (April 2008 to December 2009)

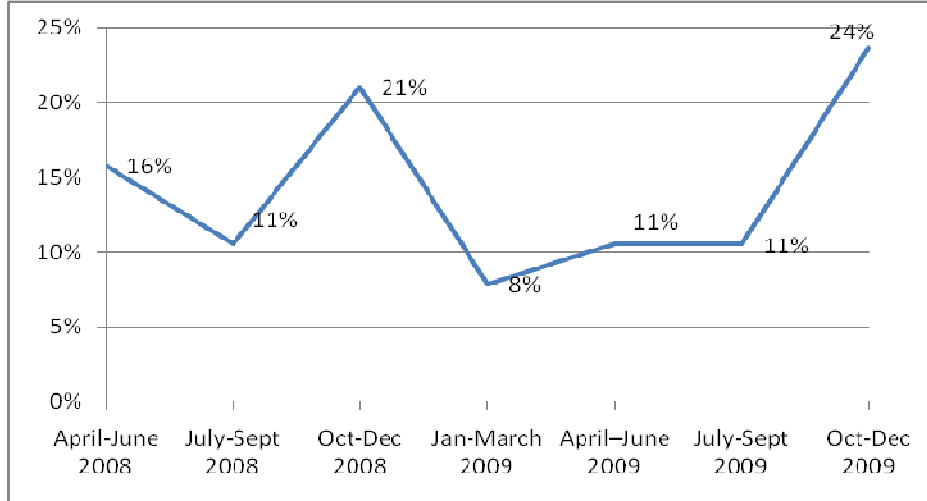
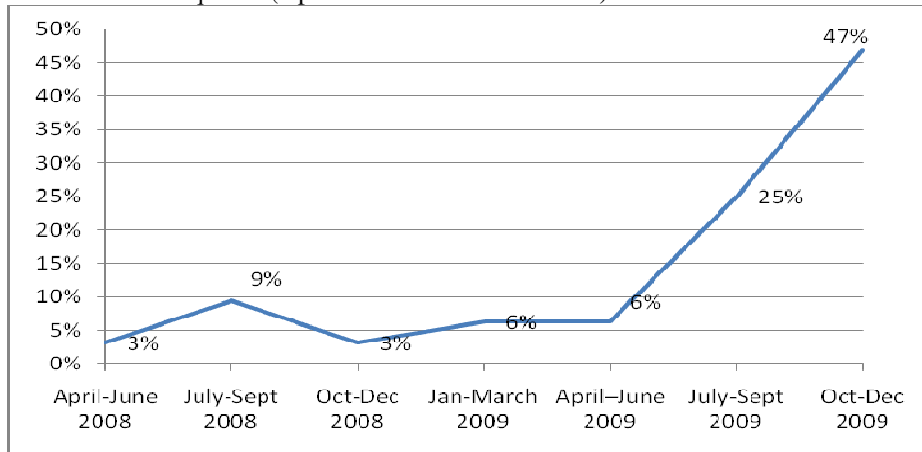
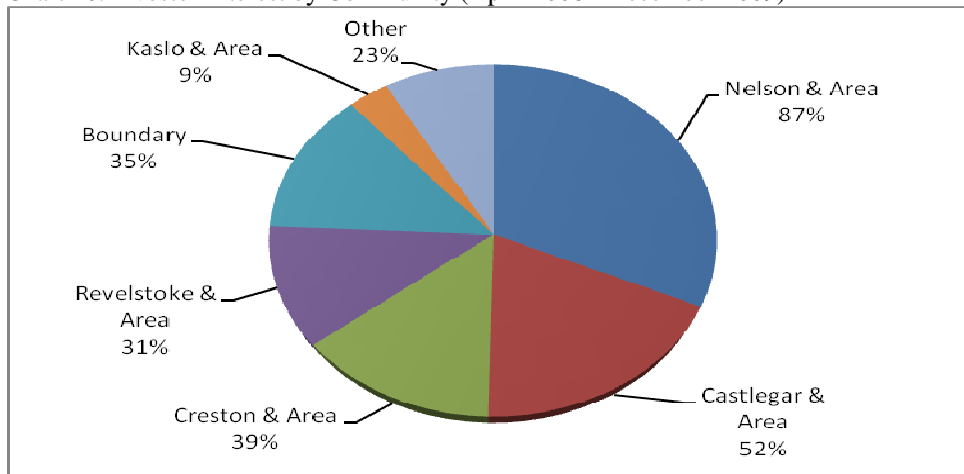


Chart 15. New Inquiries (April 2008 to December 2009)



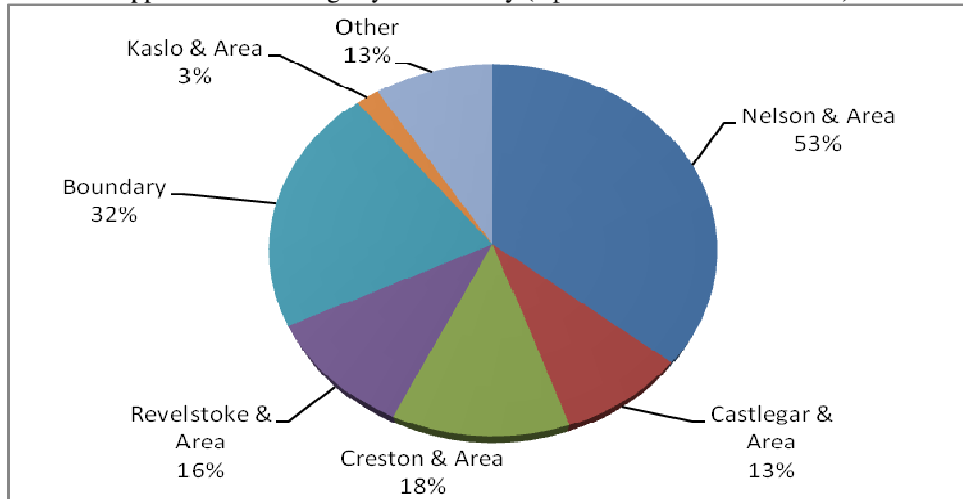
As highlighted in Chart 16, the majority of investors who registered on the CONNECT database between April 2008-December 2009 were interested in Nelson (n=81, 87%), followed by Castlegar (n=48, 52%), Creston (n=36, 39%), Boundary (n=33, 35%), Revelstoke (n=29, 31%), Kaslo (n=8, 9%), and other (n=21, 23%).

Chart 16. Investor Interest by Community (April 2008 - December 2009)



As outlined in Chart 17, the majority of opportunities on the CONNECT database between April 2008-December 2009 were geographically located in Nelson (n=20, 53%), followed by Boundary (n=12, 32%), Creston (n=7, 18%), Revelstoke (n=6, 16%), Kaslo (n=1, 3%), and other (n=5, 13%).

Chart 17. Opportunities Listings by Community (April 2008 - December 2009)



Since September 2009, we've begun asking new registrants (opportunity holders and investors) how they found out about Invest Kootenay. Of the 60 new registrants since September, 30 (50%) found out about IK through an online search, 18 (30%) were referred to IK (7 referred specifically by partner organizations), 3 (5%) found out through an ad / media coverage, 1 from IK marketing materials, 1 from the Real Estate Board meeting, 1 from the KCDS website, and 1 from their place of work (5 did not respond).

Considering an increasing number of investors are registering with the database, it is essential that new opportunities from across the region are being added on an on-going basis. A proactive approach to uploading new opportunities should be taken, including contacting businesses for sale directly to recruit their listing to the database. A regular scan of local and regional media should generate a list of businesses for sale and other investment opportunities that may be of interest to investors.

Future database promotion efforts focused on generating new opportunities listings should focus on presentations to business groups and advertising through local and regional business publications. Support for the database should also be recruited from realtors and accountants. Future database promotion efforts targeting investors should include the distribution of relevant marketing materials through Canadian consulates in targeted foreign countries, targeted trade show displays and publications related to lifestyle investors and / or investors affiliated with regional target sectors (tourism & hospitality, arts & culture, mining & forestry, health & life sciences, agriculture, renewable energies, and niche manufacturing).

Appendix A. Additional Data Tables

Website Visitors by Country of Origin (Jan-Dec 2009)

Top 25 Visitor Locations	Hits	%
Canada	261597	59.7%
United States	109416	25.0%
Unresolved / Unknown	36518	8.3%
China	7555	1.7%
Germany	7304	1.7%
Mexico	5025	1.1%
Indonesia	3182	0.7%
Great Britain	2806	0.6%
Lithuania	2752	0.6%
Bulgaria	2221	0.5%

Top URLs (Jan-Dec 2009)

Top 10 URLs on IK website	Hits	%
Recent News Archive	42799	51%
Home Page	17437	21%
Opportunities Registration	5256	6%
Current Opportunity Listings	5693	7%
Map of Kootenay Communities	3232	4%
Resources	2147	3%
Communities Overview	1761	2%
Success Stories	1540	2%
Partners	1805	2%
Contact Us	1580	2%

Top Entry and Exit Pages (Jan-Dec 2009)

ENTRY PAGES		EXIT PAGES	
January		January	
Top 10 Entry Pages	Hits	Top 10 Entry Pages	Hits
Home Page	1136	Home Page	1136
Martech Electric Success Story	120	Emco Engineering Success Story	48
Roxul Inc Success Story	85	Baldface Success Story	59
Society Snow and Skate Success Story	51	Cranberry Manor Success Story	41
Kootenay Centre Cinemas Success Story	60	JC's Storage Success Story	43
Castlewood Village Success Story	67	Kettle River Canoes Success Story	53
D-Pace Success Story	58	Goat Mountain Soap Success Story	48
Goat Mountain Soap Success Story	48	WD Sheet Metal Success Story	44
Baldface Success Story	59	Castlewood Village Success Story	67
Pacific Insight Success Story	43	Hellman Canoes Success Story	58

February			February
Top 10 Entry Pages	Hits		Top 10 Entry Pages
Home Page	872		Home Page
Martech Electrical Systems Ltd. Success Story	84		VMS Group Success Story
Castlewood Village Success Story	71		Emco Engineering Success Story
Roxul Inc. Success Story	58		Castlewood Village Success Story
Goat Mountain Soap Success Story	48		D-Pace Success Story
VMS Group Success Story	45		Hellman Canoes Success Story
Kettle River Canoes Success Story	49		Martech Electrical Systems Ltd. Success Story
Emco Engineering Success Story	51		Roxul Inc. Success Story
KCC Success Story	48		Baldface Success Story
Wildlife Genetics Success Story	42		Dancing Bear Success Story
March			March
Top 10 Entry Pages	Hits		Top 10 Entry Pages
Home Page	1370		Home Page
Martech Electrical Systems Ltd. Success Story	127		Martech Electrical Systems Ltd. Success Story
Roxul Inc. Success Story	73		Dancing Bear Success Story
Castlewood Village Success Story	58		KCC Success Story
Kettle River Canoes Success Story	63		ACOS Success Story
KCC Success Story	57		Emco Success Story
Goat Mountain Soap Success Story	54		Cranberry Manor Success Story
Dancing Bear Success Story	60		Minto Manor Success Story
Society Snow and Skate Success Story	48		Wildlife Genetics Success Story
ACOS Success Story	53		VMS Group Success Story
April			April
Top 10 Entry Pages	Hits		Top 10 Entry Pages
Home Page	1159		Home Page
Martech Electric Success Story	73		Goat Mountain Soap Success Story
Roxul Inc Success Story	54		Kootenay Centre Cinemas Success Story
Castlewood Village Success Stories	51		Castlewood Village Success Story
Goat Mountain Soap Success Story	42		Wildlife Genetics Success Story
Kootenay Centre Cinemas Success Story	47		Cranberry Manor Success Story
D Pace Electrical Success Story	54		ACOS Success Story
ACOS Success Story	49		Emco Engineering Success Story
Dancing Bear Success Story	44		JC's Self Storage Success Story
Wildlife Genetics Success Story	42		Minto Manor Success Story

May			May	
Top 10 Entry Pages	Hits		Top 10 Entry Pages	Hits
Home Page	1580		Home Page	1580
Martech Electrical Systems Ltd. Success Story	126		Martech Electrical Success Story	126
Hellman Success Story	53		Hellman Canoes Success Story	53
Castlewood Village Success Story	55		Kootenay Centre Cinemas Success Story	41
ACOS Success Story	51		Cranberry Manor Success Story	29
Goat Mountain Soap Success Story	34		ACOS Success Story	51
Hamill Creek Timberwrights Success Story	33		Wildlife Genetics Success Story	45
JC's Self Storage	29		Goat Mountain Soap Success Story	34
Dancing Bear Success Story	52		Hamill Creek Timberwrights Success Story	33
Wildlife Genetics Success Story	45		Minto Manor Success Story	22
June			June	
Top 10 Entry Pages	Hits		Top 10 Entry Pages	Hits
Home Page	1244		Home Page	1244
Martech Electrical Systems Ltd. Success Story	97		VMS Group Success Story	43
Hellman Canoes Success Story	59		Castlewood Village Success Story	55
Kootenay Centre Cinemas Success Story	59		Kettle River Success Story	33
Hamill Creek Success Story	48		Martech Electrical Success Story	97
Wildlife Genetics Success Story	53		Goat Mountain Success Story	43
Goat Mountain Success Story	43		Skimmerhorn Winery Success Story	36
Castlewood Village Success Story	55		Kootenay Centre Cinemas Success Story	59
Roxul Success Story	40		JC's Self Storage Success Story	36
VMS Success Story	43		ACOS Success Story	46
July			July	
Top 10 Entry Pages	Hits		Top 10 Entry Pages	Hits
Home Page	951		Home Page	951
Martech Electrical Systems Ltd. Success Story	58		Martech Electrical Success Story	58
Goat Mountain Soap Success Story	40		D-Pace Success Story	30
ACOS Success Story	40		Revelstoke Nickelodeon Museum Success Story	19
Hamill Creek Timberwrights Success Story	31		Goat Mountain Soap Success Story	40
JC's Self Storage Success Story	27		Dancing Bear Inn Success Story	38
Society Snow and Skate Success Story	36		ACOS Success Story	40
Hellman Canoes Success Story	38		Hellman Canoes Success Story	39
Roxul Success Story	30		Hamill Creek Timberwrights Success Story	31
Cranberry Manor Success Story	30		Roxul Success Story	30

August			August	
Top 10 Entry Pages	Hits		Top 10 Entry Pages	Hits
Home Page	1393		Home Page	1393
Martech Electrical Systems Ltd. Success Story	73		Hamill Creek Timberwrights Success Story	40
Hellman Canoes Success Story	48		Emco Success Story	38
Goat Mountain Soap Success Story	49		Hellman Canoes Success Story	48
JC's Self Storage Success Story	44		Martech Electrical Systems Ltd. Success Story	73
Hamill Creek Timberwrights Success Story	40		Kettle River Success Story	34
Society Snow and Skate Success Story	38		Nickelodeon Museum Success Story	29
Kootenay Centre Cinemas	39		Wildlife Genetics Success Story	47
ACOS Success Story	53		JC's Self Storage Success Story	44
Emco Engineering Success Story	38		Pacific Insight Success Story	39
September			September	
Top 10 Entry Pages	Hits		Top 10 Entry Pages	Hits
Home Page	1289		Home Page	1289
Martech Electrical Systems Ltd. Success Story	91		Dancing Bear Success Story	46
ACOS Success Story	49		ACOS Success Story	49
Goat Mountain Soap Success Story	42		Cranberry Manor Success Story	40
Dancing Bear Success Story	46		VMS Group Success Story	36
D-Pace Inc. Success Story	38		Martech Electrical Systems Ltd. Success Story	91
JC's Self Storage Success Story	40		Society Snow and Skate Success Story	34
Roxul Inc. Success Story	35		D-Pace Inc. Success Story	38
Cranberry Manor Success Story	40		Castlewood Success Story	50
Hellman Canoes Success Story	45		Kettle River Success Story	35
October			October	
Top 10 Entry Pages	Hits		Top 10 Entry Pages	Hits
Home Page	1846		Home Page	1846
Martech Electrical Systems Ltd. Success Story	91		Cranberry Manor Success Story	47
Honey Candles Success Story	84		Society Snow and Skate Success Story	54
Society Snow and Skate Success Story	54		Goat Mountain Soap Success Story	45
D-Pace Inc. Success Story	60		Dancing Bear Success Story	68
Spearhead Timberworks Success Story	64		Martech Electrical Systems Ltd. Success Story	91
Hamill Creek Timberwrights Success Story	64		Honey Candles Success Story	84
Hellman Canoes Success Story	63		Kootenay Centre Cinemas	52
Cranberry Manor Success Story	47		ACOS Success Story	59
Kootenay Centre Cinemas	52		Castlewood Success Story	59

November			November
Top 10 Entry Pages	Hits		Top 10 Entry Pages
Home Page	1908		Home Page
Martech Electrical Systems Ltd. Success Story	92		Dancing Bear Success Story
Goat Mountain Soap Success Story	48		Investment Promotion Strategic Report
Spearhead Timberworks Success Story	52		Martech Electrical Systems Ltd. Success Story
Hamill Creek Timberwrights Success Story	45		VMS Group Success Story
Kootenay Centre Cinemas	33		Cranberry Manor Success Story
Dancing Bear Success Story	43		Kootenay Centre Cinemas
Society Snow and Skate Success Story	27		D-Pace Inc. Success Story
Honey Candles Success Story	37		Hamill Creek Timberwrights Success Story
ACOS Success Story	35		Roxul Inc. Success Story
December			December
Top 10 Entry Pages	Hits		Top 10 Entry Pages
Home Page	2303		Home Page
Martech Electrical Systems Ltd. Success Story	74		Martech Electrical Systems Ltd. Success Story
Spearhead Timberworks Success Story	52		ACOS Success Story
VMS Group Success Story	38		Minto Manor Success Story
ACOS Success Story	48		Dancing Bear Success Story
Honey Candles Success Story	37		D-Pace Inc. Success Story
Skimmerhorn Winery Success Story	29		Skimmerhorn Winery Success Story
Society Snow and Skate Success Story	38		Society Snow and Skate Success Story
Goat Mountain Soap Success Story	32		VMS Group Success Story
Wildlife Genetics Success Story	34		Emco Success Story

Database Investors, Opportunities and Inquiries (April 2008-Dec 2009)

	New Investors	New Opportunities	New Inquiries
October – December 2009	29	9	15
July – September 2009	13	4	8
April – June 2009	14	4	2
Jan - March 2009	20	3	2
Oct - Dec 2008	7	8	1
July - Sept 2008	9	4	3
April - June 2008	1	6	1
	93	38	32

Database Investors & Opportunities by Community of Interest (April 2008-Dec 2009)

	Investors	Opportunities
Nelson & Area	81	20
Castlegar & Area	48	5
Creston & Area	36	7
Revelstoke & Area	29	6
Boundary	33	12
Kaslo & Area	8	1
Other	21	5
	93	38

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