

PROJECT TITLE Digital Qualicum		
NAME OF ORGANIZATION: Innovation Island Technology Association		
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TOTAL NCD PROGRAM FUNDING: \$4,000	TOTAL PROJECT BUDGET: \$6,986	
PROJECT START DATE (YYYY/MM/DD): April 27, 2013	PROJECT END DATE (YYYY/MM/DD): April 28, 2013	
PERCENT COMPLETE: 100%		
IF NOT COMPLETE, WHAT ASPECTS OF THE PROJECT REMAIN? PROVIDE ESTIMATED COMPLETION DATE:		

PROJECT AREA (SELECT ALL THAT APPLY): <input type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input type="checkbox"/> EA 'F' <input type="checkbox"/> EA 'G' <input type="checkbox"/> EA 'H'
PLEASE PROVIDE A SUMMARY OF THE PROJECT RESULTS: A total of 130 individuals attended the Digital Media Symposium with some attendees traveling from Victoria, Port Alberni, Nanaimo and Campbell River to participate. Feedback from attendees and presenters was extremely positive and opportunities for further collaboration organically took place following the event. Please see attached for further details about the event. (Attach any documents or other materials produced as a result of this project).
DESCRIBE THE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT HAVE RESULTED FROM THIS PROJECT: As anticipated, the event was the catalyst to bring the existing digital arts community together and attract individuals to the Town of Qualicum Beach. Generating interest surrounding quality of life as the regions greatest competitive advantage is an objective we collectively achieved. Please see attached summary for further details about the economic benefits. (Please attach any supporting information that quantifies the economic benefits of the project.)
PLEASE DESCRIBE HOW THE PROJECT HAS MET THE PROGRAM PRINCIPLES AND PRIORITY AREAS: The positive results and impact of the project are still being realized a year later. Companies are growing and thriving in Qualicum Beach and throughout the North Island, entrepreneurs are connecting and sharing talent, and the region is becoming known as a hot bed for innovation and digital media. Further information is attached to this report. (Please attach additional pages as necessary.)

OFFICE USE ONLY:		
DATE RECEIVED:	RECEIVED BY:	POSTED ONLINE: <input type="checkbox"/> YES <input type="checkbox"/> NO

Please Note: Completed Summary Reports will be posted publicly on the Regional District of Nanaimo website.



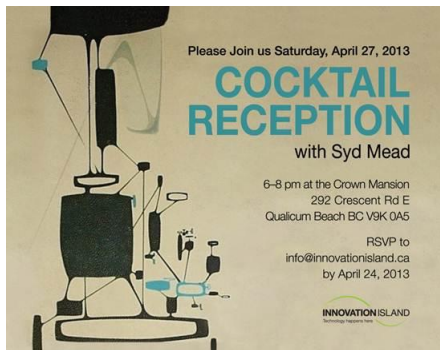
SUMMARY REPORT

Northern Community Economic Development Program 2013

Supporting materials and additional information

Project Results

The objective of the Digital Qualicum event [aka North Vancouver Island Digital Media Symposium] was to provide attendees with the chance to hear from local and regional digital media entrepreneurs and business leaders about their experiences working within the sector. Namely, emphasizing the benefits that exist living in the region and working in the digital media space. Innovation Island worked in collaboration with the Town of Qualicum to host this event that resulted and validated the importance of the Town's tourism attraction and cultural strategy.



Supporting the development of a thriving digital media sector within the region is a focussed goal for Innovation Island. Prior to the event, Innovation Island hosted a private Cocktail Reception at the Crown Isle Mansion for session speakers, Mayor and Council from the Town of Qualicum Beach and other VIPs to meet the legendary **Syd Mead**, the creative illustrator behind movies such as Blade Runner, Tron and Star Trek. This intimate gathering provided the opportunity for digital media entrepreneurs from within the region to meet and connect prior to the event.

On April 28, 2013, the Town of Qualicum Beach and Innovation Island welcomed 130 individuals and 12 session speakers, including Syd Mead, to the Digital Media Symposium. The event offered a unique opportunity for attendees to network with digital media leaders, innovators, entrepreneurs and other web professionals while immersed in an energetic, digital-centered atmosphere. The event included panelists, interactive presentations and information sessions that highlighted opportunities within the digital media sector. Representatives from **Creative BC** and **Scientific Research and Experimental Development (SR&ED)** were on hand providing information about funding options.

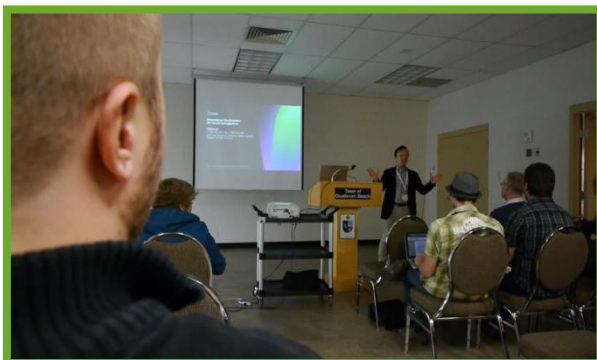


Photo Credit: Clifford Craven, Target Multi-Media Inc.



Economic Benefits that Resulted from the Project

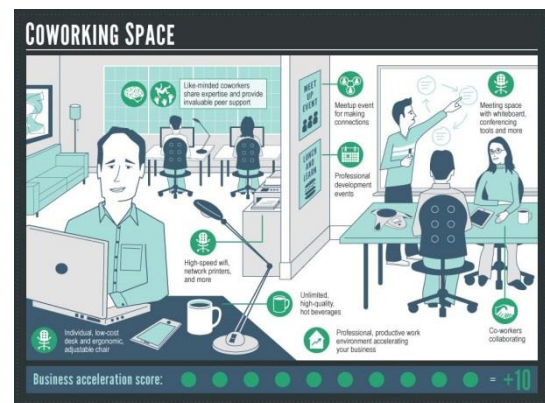
Building a strong digital technology cluster in communities such as Qualicum Beach will make it easier to attract talent, investment, promote innovation, and increase competitiveness. The Digital Qualicum event supports the High Tech Sector priority.

In addition to the attendees, Digital Qualicum brought an additional 25 individuals, such as family members and friends, to the Town of Qualicum Beach for the weekend. It is anticipated that the logistics and planning of the event created about 20 indirect jobs to the local economy, via hotel accommodations, catering, and incidental purchases. Other benefits included: increasing entrepreneurial opportunities; retaining technology companies and their digital media talent; and increasing investment opportunities. The project also supports the Town of Qualicum Beach with its attraction and cultural strategies.

The months following the Digital Qualicum have resulted in four digital media companies being accepted into Innovation Island's **Venture Acceleration Program**. One company is located in Qualicum Beach, one in Port Alberni, another in Campbell River and one in Nanoose Bay. Feeling inspired and encouraged by the opportunities and resources available within the region, they are staying, creating jobs and accelerating their growth. [Click here](#) to view their profiles!

Outcomes that Resulted from the Project

One of the most significant and impactful results from the project is the creation of the Qualicum Beach Digital Media Studio. Based on feedback from attendees, the Town of Qualicum Beach took a leadership role to plan and establish a digital media hub [aka a co-working space] in Qualicum Beach. This is the first sector specific co-working space of its kind located outside Greater Victoria – a hub for lifestyle entrepreneurs to collaborate and innovate.



Many successful digital media focused technology businesses such as **Dropbox** and **Airbnb** started in coworking spaces. Innovation Island and its network of partners understand the importance of these spaces and how they assist early-stage companies to grow faster and achieve their goals at a quicker rate. This is very important in achieving success in the startup world.

The Qualicum Beach Digital Media Studio will be the fertile ground for startups to grow and an important part of the ecosystem. Coworking spaces are more than just bricks and mortar – they create a culture of innovation. The added value of sharing space, education/training programs, and tenant interaction, are what make a coworking space distinct. Innovation Island is thrilled to continue its partnership with the Town of Qualicum Beach to develop and deliver programming for entrepreneurs at the Qualicum Beach Digital Media Studio.

To learn more about the coworking culture and why these spaces are great, [click here](#).



How the Project has met the Program Principles and Priority Areas

Innovation Island identified an emerging digital media cluster of entrepreneurs and innovators in the Qualicum Beach area that are driving innovation and spurring job creation. These innovators are producing cutting-edge interactive design, digital entertainment and games, mobile and wireless applications, social media and e-learning solutions using digital technology.

Digital Qualicum has been the catalyst for establishing the North Island as a hub for digital media, garnering press in **BC Business Magazine** and in **regional** newspapers, as well as showcasing emerging companies, such as Qualicum Beach's **CloudHead Games**.

The project brought these entrepreneurs together and has "put a face to the name" of technology entrepreneurs that are poised to make a significant impact regionally and internationally. It has created a legacy in the community through the formation of the Qualicum Beach Digital Media Studio, which has the potential to attract talent to the region.

Companies in Attendance

Here is a few of the digital media companies that were in attendance:





Appendix 1 – Program Agenda

SESSIONS AND SPEAKERS

- 11:00 – 11:15 **Opening Remarks – East Hall**
- 11:15 – 12:30 **Keynote Address - East Hall**
Syd Mead Presents: n2it
- 12:30 – 1:00 **Networking Lunch Break**
- 1:00 – 2:00 **Building Games and Teams from “The Gateway to the Pacific Rim” - East Hall**
Conan Reis, Agog Labs
- Conan is a 20 year video game industry veteran and entrepreneur. He specializes in game artificial intelligence and making the tools and guts used to make games including world editors and his own game programming language. He has returned to his home town of Port Alberni and shares his experience on working remotely and creating digital works with far-flung teams comprised of creative eccentrics.
- 2:00 – 3:00 **Getting Money: Funding Options for the Creative Industries - OAP Room**
Robert Wong, BC Film Tax Credit, Film Tax Credit
Jason Hanson, MNP, SR&ED Program
- 2:30 – 3:00 **AAA Video Development - East Hall**
Raphael Van Lierop, HELM Studios
- Join Raphael as he talks about his move to Vancouver Island where he is currently building a team of the game industries elite including Art Directors from Blizzard. Raphael shows us you don't have to be in Vancouver or San Francisco to be world class.
- 3:00 – 4:00 **Entrepreneurs Unplugged - East Hall**
Raphael Van Lierop, HELM Studios
Clive Goodinson, Pixton Comics
Rob Fell, 4T2
Shelley Voyer, Zuzee Interactive Inc.
Jason Kapalka, Founder of PopCap Games
- In this session we gather some of the Vancouver Islands most successful local digital media entrepreneurs for a Q&A about business. From online comics, social networking and advergaming, to AAA and casual game titles these entrepreneurs have done it all.



4:00 – 4:30

The Mechanics of Excitement - East Hall

Malcolm Mckinnon, Intumetrics

Thinking your game or product will be engaging and fun is different than knowing it. Intumetrics has developed biophysiological testing that can measure exactly how much fun a player is having with your game or how excited they are about your product.

4:00 – 5:00

Cosplay Costuming Design – OAP Hall

Reva Dawn Schmidt, The Aspen Project

Reva recreates the costumes of characters from popular anime and comic books. Her work is Hollywood quality and at this session she demonstrates how it's done.

4:00 – 5:00

Game Audio Design – East Hall

Michael Sokryka, Independent

Michael has worked on some of the most iconic video games of our time including; Castlevania, Contra and Altered Beast as well as a host of console titles for EA. Here he shares his process, knowledge and interesting stories from his lengthy career in the industry.

Appendix 2 – Slide Deck



