



December 2020 First Edition

HICEEC REPORT - YEAR IN REVIEW

Whew

If you're eager to be done with 2020, you're hardly alone—it's been an *interesting* time, as the old Chinese curse puts it. But we can be proud of how our community has come together to meet the challenges we've faced.

When the pandemic arrived, the Hornby business community rose to the occasion, working to protect the island's population by following the provincial health officer's guidelines. For its part, HICEEC launched the #explorehornbylater campaign, releasing 14 posts on social media over 10 weeks, urging potential visitors to stay in touch but stay home, for the time being.

As the health officer granted permission to begin re-opening the community, Hornby businesses again showed its true spirit, as every one of them put safety before profit and demonstrated their commitment to serving the island and our guests. Kudos to all the enterprises and their front-line staff, for their agility and their sacrifice for the greater good.

Celebrating Excellence

The Business of the Year award is HICEEC's way to celebrate our year-round Island grassroots entrepreneurial economy and to recognize excellence. Congratulations to the 2020 winner of the Cup, **Hornby Island Bakery and Pizzeria**.

It was a very tough competition this year, as every single business—large (for Hornby) and small, new and established—had to adapt to the new circumstances imposed by the pandemic. Thanks to everyone who participated by submitting a nomination, and congratulations to all the 2020 nominees:

- Big Jer's Smoke Show
- Farmland Trust Society
- Fibers Boutique
- Forage Farm & Kitchen
- Fords Cove
- HISTRA
- Hornby Island Ocean Adventures
- Hornby Island Bakery & Pizzeria

- The Thatch Pub & Restaurant
- Wind & Waves Vacation Rentals

Thanks to those who donated the door prizes for the business mixer/award ceremony:

Jim & Barbara Bulmer
Sea Breeze Lodge
Hornby Creative
To the Moon and Back
Fibres Boutique
Lerena Vineyard
HICEEC - ferry passes
Donna Tuele - Le Page Real Estate

And, for their lovely music, thanks to Bonita Thornsby & Gary Manzer.

Community Grants

HICEEC was pleased to award three grants this winter. First, to the Hornby Island Natural History Centre: \$2,500 for planning and an educational fundraiser. Second, to the beloved Hornby Island Free Store: \$1,380 as seed money to help them re-open with expanded safety protocols. Third, to the Radio Society: \$200 for them to continue the great work they do.

Island Comeback

The Rural Islands Economic Partnership Society, which HICEEC has joined, has created an e-commerce platform called Island Comeback. On this website, every Hornby business and non-profit can have a FREE LISTING, to offer gift certificates or solicit donations. Sign up now, at islandcomeback.ca/register, and check out our page at islandcomeback.ca/hornby

HICEEC will also promote this program through our social media channels. Hornby businesses can amplify this further with ads in your physical locations and coverage on your own social media channels. The goal is to create a virtual community, leveraging the momentum built during the pandemic to grow and support our community in a new, digital way.

What else are we working on?

2021 HICEEC Strategic Plan; Hornbyisland.com rebuilt website; 2021/2022 Hornby Denman Visitor Guide; Internet upgrades; support for shoulder season economic enhancement; Ferry Advisory Committee; etc.

All is Calm, All is Bright

We wish the whole community Seasons Greetings and a Happy Holiday Staycation! See you in 2021!

Submitted on behalf of the volunteer HICEEC Board: John Heinegg, Katherine Ronan, Carlyn Bishop, Peter Wardle, John Grayson, Jeff Zamluk, Jim Bulmer, and Jack Hornstein.