

Small Retailer Business Sourcing Guide

Revised: June 2004



Canada / British Columbia Business Services Society

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Small Retailer

Legal / Regulatory

Basics for Getting Started

Basic regulatory requirements that are likely to affect you when starting your business include registering your business name, obtaining a business license and paying taxes. For more information on basic regulatory requirements, visit the Canada / BC Business Service Society's web site at:

http://smallbusinessbc.ca/workshop/basics.php

Acts and Regulations

The following is meant solely to help you understand the main features of primary regulations governing this activity, and is not meant in any way to provide a legal interpretation.

Trade Practice Act

Any person who accepts an advertisement shall maintain a record of the name and address of the person who furnishes the advertisement. For the purposes of this act, a deceptive act or practice includes any oral, written, visual, descriptive, or other representation, including non-disclosure; or any conduct having the capability, tendency, or effect of deceiving or misleading a person.

Consumer Protection Act

This act governs licensing and regulation of direct sellers. A direct seller is anyone who: solicits orders for, or sells or offers for sale, goods or services where the purchase price, excluding the cost of borrowing, but including any taxes, equals or exceeds \$50; sells, offers to sell or solicits a sale to a consumer, not to a business or company; and solicits, negotiates or concludes the contract at a place other than the direct seller's permanent place of business.

Sale of Goods Act

Under this Act, sellers of new goods are considered to be providing a warranty of reasonable quality. The seller is responsible for either repairing or replacing the defective goods; this is in addition to any manufacturer's warranty that may exist on the good. Practice has shown that it is easier to claim against the retailer. The retailer in turn can claim against the manufacturer.

Regulatory and Legal

Trade Practice Act

Ministry of Public Safety and Solicitor General Consumer Services Division PO Box 9297 Stn Prov Govt Victoria, BC V8W 9J8 Toll-free: 1-888-564-9963 Tel: (250) 387-3045 (Victoria) Fax: (250) 953-3533 http://www.qp.gov.bc.ca/statreg /stat/T/96457_01.htm

Consumer Protection Act

Ministry of Public Safety and Solicitor General Consumer Services Division PO Box 9297 Stn Prov Govt Victoria, BC V8W 9J8 Toll-free: 1-888-564-9963 Tel: (250) 387-3045 (Victoria) Fax: (250) 953-3533 http://www.qp.gov.bc.ca/statreg

/stat/C/96069_01.htm

Sale of Goods Act

Ministry of Public Safety and Solicitor General Consumer Services Division PO Box 9297 Stn Prov Govt Victoria, BC V8W 9J8 Toll-free: 1-888-564-9963 Tel: (250) 387-3045 (Victoria) Fax: (250) 953-3533 http://www.qp.gov.bc.ca/statreg /stat/S/96410_01.htm

Legal / Regulatory continued

Health Act

Retail outlets with food premises are regulated by this act. Food premises regulations, as authorized by the Health Act, require that a person, owning and/or operating a premises where food is sold, acquire an operating permit. Operators must comply with requirements pertaining to the hygiene of food handlers, ventilation, lighting, maintenance of food preparation areas, storage areas and equipment. There are also regulations regarding provision of sanitary facilities, cleaning, and disinfection procedures, water supplies and food handling.

Taxes

Provincial Sales Tax (Social Service Tax Act)

This Act is administered by the Consumer Taxation Branch of the Revenue Division, Ministry of Finance and Corporate Relations. The Consumer Taxation Branch registers businesses that collect tax on behalf of the province; conducts field audits and inspections of these businesses' tax collection records; and carries out office audits and compliance programs. You must register with the Consumer Taxation Branch and collect social service tax (retail sales tax) on your taxable sales and leases, if you engage in any of the following activities:

- Selling goods at retail
- Leasing goods as a lessor
- Providing legal services
- Selling parking rights within the Vancouver Regional Transit Service Area
- Providing taxable services (e.g. repairs to goods)
- Providing telecommunication services

Income Tax (Federal)

The Taxation Branch of Revenue Canada administers this act. If you conduct business as a proprietorship or a partnership, report your share of gross and net profits (or losses) for the business' fiscal period on your individual tax return (T1). For an incorporated company, file a corporation tax return (T2) within six months of the end of the corporation's fiscal period.

Health Act

For a list of Regional Health Units, see the Appendix http://www.qp.gov.bc.ca/statreg /stat/H/96179_01.htm

Taxes

Provincial Sales Tax

For a list of regional Consumer Taxation offices, see the Appendix. http://www.qp.gov.bc.ca/statreg /stat/S/96431_01.htm

Income Tax (Federal)

Canada Revenue Agency Tax Services 1166 West Pender St. Vancouver, BC, V6E 3H8 *General Inquiries:* 1-800-959-8281 *Business, GST, Payroll:* 1-800-959-525 *Requests for Forms:* 1-800-959-2221 http://www.cra-arc.gc.ca/

Legal / Regulatory continued

Reasonable Expectation of Profit

A business operating under a sole proprietorship or a partnership is subject to a test of reasonable expectation of profit (REOP) review. A REOP review involves examining the various factors of the business to determine if there exists a reasonable expectation of profit, and thus the existence of a business, for income tax purposes.

If a business is determined to have no REOP, it will be deemed to be not a business to income tax purposes. As such, any expenses and associated losses of the activity will be disallowed.

Business Number

When you open one or more of Revenue Canada's four major business accounts: corporate income tax, import/export, payroll deductions (i.e. Employer Number) and the goods and services tax (GST), you will receive a Business Number (BN). The BN is a numbering system that identifies you and the various accounts you have. Business Number registration kits can be obtained at one of Revenue Canada's Business Windows.

Goods and Services Tax (GST)

You must register for the GST if you are a person, business or organization operating in Canada with worldwide annual revenues from taxable supplies of goods and services over \$30,000 in four consecutive quarters, or you are a taxi or limousine operator. If your annual GST taxable sales and revenues are under \$30,000, you are not required to register, but may register voluntarily as long as you are carrying on a commercial activity. When you register for the GST, you will be assigned a Business Number (BN).

Business Insurance

With any small business venture, it is important to protect yourself against liability in case of an accident. Not all insurance agencies are interested in, or able to provide appropriate coverage to retail businesses. It is important to shop around to find an agent who specializes in small business and offers coverage appropriate to retail operations in particular. Premiums will vary between agents depending on their available plans and interest in providing coverage for your venture. For further information, contact the Insurance Bureau of Canada.

Reasonable Expectation of Profit

Canada Revenue Agency Business Window 1166 West Pender Street Vancouver, BC, V6E 3H8 Toll-free: 1-800-959-5525

Business Number

Canada Revenue Agency Business Window 1166 West Pender Street Vancouver, BC, V6E 3H8 Toll-free: 1-800-959-5525

Goods and Services Tax (GST)

Canada Revenue Agency Business Window 1166 West Pender Street Vancouver, BC, V6E 3H8 Toll-free: 1-800-959-5525

Business Insurance

Insurance Bureau of Canada

Suite 1010 - 510 Burrard Street Vancouver, BC, V6C 3A8 Tel: (604) 684-3635 Fax: (604) 684-6235 Toll-free: 1-877-772-3777 http://www.ibc.ca

Funding / Financing

Financing Your Business

You may want to use one or more types of financing in your small business. You may choose short-term debt financing, longterm debt financing or equity financing. For more information on financing your small business, visit the Canada/BC Business Service Society's web site at:

http://smallbusinessbc.ca/workshop/finance.php

Sources of Financing

Community Futures Development Corporations (CFDC)

Community Futures Development Corporations provide business loans to assist existing businesses expand, or to help entrepreneurs create new businesses. Loan amounts are up to \$125,000. There over 30 Community Future Development Corporations located throughout rural British Columbia.

Canada Small Business Financing Program (CSBF)

The Canada Small Business Financing Program was created to help small businesses reach their potential by making it easier for them to get term business improvement loans to finance the purchase or improvement of fixed assets, for new or expanded operations. Administered under the Canada Small Business Financing Act (CSBFA), the program is a joint initiative between the Government of Canada and private-sector lenders

Business Development Bank of Canada (BDC)

The Business Development Bank of Canada (BDC) is Canada's small business bank. BDC plays a leadership role in delivering timely and relevant financial and management services, with a particular focus on the emerging and exporting sectors of the economy. BDC is dedicated to helping create and develop Canadian small and medium-sized businesses.

Strategis Web Site – Sources of Financing

Industry Canada's Strategis web site - Sources of Financing, offers an extensive database of financial providers and diversified resources to build your financing knowledge.

Sources of Financing

To find the nearest Community Futures Development office in BC, check:

http://www.communityfutures.c a/provincial/bc/locations/ or call *Canada/BC Business Service Society* Toll-free: 1-800-667-2272

Canada Small Business Financing Program

For further information on the CSBFA, contact the Lender of your choice or view the Web Site at:

http://strategis.ic.gc.ca/csbfa

Business Development Bank of Canada

505 Burrard Street Vancouver, BC, V7X 1V3 Toll Free: 1-888-INFO BDC Tel: (604) 666-7850 Fax: (604) 666-7859 http://www.bdc.ca

Strategis Web Site http://strategis.ic.gc.ca/sources

Overview of Government Financial Programs

The Overview is the Canada/BC Business Service Society's publication that lists government assistance programs and services for small business. Both federal and provincial government programs are listed.

Not meant to be a comprehensive list of all business assistance programs, the Overview is a collection of the more popular programs that are more readily available to the small business owner.

How-To / Educational

All publications listed in this document are available in the C/BC BSS's reference Library.

How-To Publications

Guide to Retail Business Planning

This resource provides specific information on how to write a business plan, a directory enabling you to identify and find the resources you will need to complete your plan, and actual business plans that have been used to launch successful enterprises. This guide is designed to integrate all of the information you will need to lead you through the process of designing a plan that will work for you.

Retail Trade – Electronic Business

Retail Trade – Electronic Business is an information product designed to assist small and medium sized Canadian retailers in utilizing the Internet for their retail operations. Topics covered include statistics, set-up, business models and more. Available on Industry Canada's Strategis website.

Selling Online: How to Become a Successful E-Commerce Merchant in Canada

This is an in-depth and clear resource for Canadian merchants covering all aspects of Internet commerce (electronic commerce). The guide includes: five stages to setting up an online store, establishing a merchant account, maximizing online security and minimizing credit card fraud, online marketing strategies, building e-commerce customer loyalty, tips from panel of 10 Canadian online merchants, discussion of the future of online selling. Overview of Government Financial Programs http://smallbusinessbc.ca/pdf/ov erview.pdf

How-To Publications

Guide to Retail Business Planning Publisher: Inc. Business Resources ISBN: 1-880394-31-6

Retail Trade – Electronic Business Publisher: Industry Canada http://strategis.ic.gc.ca/epic/inter net/inretracomde.nsf/en/h_qn00005e.html

Selling Online: How to Become a Successful E-Commerce Merchant in Canada Publisher: Macmillan Canada ISBN: 0-7715-7643-97

How-To / Educational continued

Competing With the Retail Giants

This book offers practical tips on how to compete successfully with large retail stores by capitalizing on the niches they leave open in marketing, pricing, and service. Featuring sound, practical, down-to-earth advice and guidance, this book provides detailed guidelines on all practical aspects of running a small retail business, including marketing and pricing, merchandising, customer service, customer relations, etc. Also includes tips on how to form strategic alliances with superstores and increase your profits.

How to Start and Run Your Own Retail Business

A step-by-step approach to opening a store and making it succeed. Based on the author's years of practical experience, this book avoids marketing jargon, and gets down to business on such vital subjects as: how to compete with national chains and superstores, financing your business, finding the right location, store design, managing employees, retail display, promotion and advertising and financial management and growth.

Winning Retail: A Self-Assessment and Instructional Guide for Independent Retailers

This book is intended for independent retailers and small chains. It is also directed at the owners and managers of the business and for the retail student. Each chapter begins with a self-assessment profile which allows the reader to evaluate the effectiveness of his/her business. The action plan at the back of the book lets you record the areas that need work.

Management of Retail Buying

This publication provides comprehensive coverage of every aspect of retail buying and how to manage the buying process in order to maximize profits and minimize losses. It also offers indepth discussions of the numerous skills and techniques to succeed as a buyer or merchandise manager in today's competitive retail environment, including: organizing and controlling the buying process; understanding consumer demographics and psychographics; identifying consumer trends and forecasting demand; analyzing and interpreting sales records; planning and control of merchandise assortments; using computers to increase competitiveness; and shopping vendor lines and negotiating prices and services.

Just Sell It !: Selling Skills for Small Business Owners

This publication provides tips and techniques for all kinds of selling situations including finding prospects, getting appointments, sales presentations, closing the sale and telemarketing.

Competing With the Retail Giants

Publisher: John Wiley & Sons ISBN: 0-471-05440-2

How to Start and Run Your Own Retail Business Publisher: Citadel Press

ISBN: 0-8065-1988-6

Winning Retail

Publisher: Industry Canada http://strategis.ic.gc.ca/epic/inter net/inretracomde.nsf/en/h_qn00032e.html

Management of Retail Buying Publisher: John Wiley & Sons ISBN: 0-471-07640-6

Just Sell It!: Selling Skills for Small Business Owners Publisher: John Wiley & Sons ISBN: 0-471-05688-X

How-To / Educational continued

Location, Merchandising and Loss Prevention

Location, Location, Location: How to Select the Best Site for Your Business

The author explains what it takes to successfully locate small and medium-sized retail businesses. This how-to book is designed to help those in the franchise and corporate real estate industry as well as those who are independent retailers. There are worksheets in each chapter that will help in location planning.

Negotiate Your Commercial Lease

Negotiate Your Commercial Lease covers such topics as: commercial lease agreements, best sites, size requirements, and negotiating a lease.

Contemporary Visual Merchandising

This book covers all aspects of visual merchandising which includes Facilities Design, Exteriors, Window Structures, Interiors, and Fixtures, Mannequins and other Human Forms, Lighting, Themes and Settings for Windows and Interiors, Signage and Graphics and Point of Purchase Display.

Cut Your Losses!: A Smart Retailer's Guide to Loss Prevention

This book examines loss prevention in detail and explains that it involved more than just stopping shoplifters. Offering guidelines to help retailers put together an effective loss prevention program this book includes: causes of retail loss, dealing with employee theft, eliminating customer theft, preventing vendor theft, wiping out clerical errors, what to do if you are robbed or attacked, and creating a physically secure retail environment.

Marketing Publications

Effective marketing is critical to the success of any business. The publications listed in this section are excellent tools to assist you in developing a sound marketing plan for your small business and can significantly improve your chances for success:

The Complete Idiot's Guide to Marketing Basics

The Complete Idiot's Guide to Marketing Basics tells you what you need to know about positioning and marketing your product. It provides step-by-step instruction on putting together a promotion plan, information on managing a sales force and steps for matching your product or service with the customers who need it.

Location, Merchandising and Loss Prevention

Location, Location, Location Publisher: Oasis Press ISBN:1-55571-376-9

Negotiate Your Commercial Lease Publisher: Self-Counsel Press ISBN: 1-55180-178-7

Contemporary Visual Merchandising Publisher: Prentice hall ISBN: 0-13-741794-2

Cut Your Losses

Publisher: Self Counsel Press ISBN: 1-55180-036-5 http://www.self-counsel.com

Technology Networking for Retailers and Wholesalers Publisher: Industry Canada ISBN: 0-662-21460-9

Marketing Publications

The Complete Idiot's guide to Marketing Basics Published By: Alpha Books ISBN: 0-02-861490-9

How-To / Educational continued

Marketing for the Self-Employed

Marketing puts you in contact with the people who want to buy your products and services. If you can reach these customers effectively, you can ensure the success of your business. Many self-employed people never master the art of marketing, you will learn how to do it here from someone who's done it himself. Topics include: Effective marketing, tools and tactics and time and money management.

Marketing Masters

Marketing Masters: The Best Ideas, Tips and Strategies from Canada's Savviest Marketeers, features Profit Magazine's most popular and practical marketing stories, profiles and interviews. These are new and classic stories of marketing genius that offer timeless advice every entrepreneur can learn from and be inspired by.

Smart Marketing on a Small Budget

A comprehensive guide to marketing small business, covers topics from developing a marketing plan and persuasive marketing communications, to writing and producing effective marketing communications on the computer, to handling face-toface marketing opportunities. Includes worksheets to accompany each topic, and an index. Part of "SOHO Solutions for Canadians" series.

12 Simple Steps to a Winning Marketing Plan

This book is to help people who don't know much about marketing to learn enough basic concepts to develop a good first draft of a marketing strategy for a company product.

Global Marketing for the Digital Age

As traditional mass marketing models do not hold up in a digital marketing environment, this book offers a new marketing model that uses digital and online technology. This book explains stepby-step how to expand a business into foreign markets using databases, e-mail, the web, call centers, prepaid calling cards, internet telephony, online networks, and more.

A Retailer's Guide to Electronic Catalogues

Developed specifically with small and medium-sized retailers in mind, this guide offers a comprehensive overview of electronic catalogues (e-catalogues) and outlines their significance to the retail trade.

Marketing for the Self-Employed

Publisher: Prima Publishing ISBN: 0-7615-0592-X http://www.primapublishing.co m

Marketing Masters

Publisher: John Wiley & Sons Canada Ltd. ISBN: 0-471-64274-6

Smart Marketing on a Small Budget

Publisher: McGraw-Hill Ryerson ISBN: 0-07-560469-8

12 Steps to a Winning Marketing Plan Publisher: Probus Publishing

ISBN: 1-55738-297-2

Global Marketing for the Digital Age

Publisher: Harper Business ISBN: 0-00-255740-1

A Retailer's Guide to Electronic Catalogues

Publisher: Retail Council of Canada / IBM Canada / Industry Canada

http://retailinteractive.ca/SSI/ri/r gec_fnl_eng.pdf

Contacts / Directories

Business Associations

Retail Council of Canada

The Retail Council of Canada (RCC) represents and promotes the interests of the retail trade in Canada. The Council informs members of governmental policies and actions, represents members to governments and other public authorities, and works with governments, public authorities, and other trades and industries in matters of interest to the retail trade.

Retail Merchants Association of BC

Retail Merchants Association of BC (RMABC) represents and serves the retail industry, RMABC provides cost-saving education programs, information and advocacy services.

e-BC – eBusiness Connection

E-BC offers a unique and comprehensive collection of ebusiness information services to help BC's small businesses adapt to technological change, and maintain and grow their businesses.

Directories

Canadian Directory of Shopping Centres

This publication lists all shopping centres across Canada in three volumes. Content includes an index by centre name, summary of centres, index by size, tenant mix summary, summary of anchors, provincial shopping centre profiles, and summaries of desired occupancy for each province, as well as owners and property managers.

Retail Chains in Canada

This directory includes information on over 2000 chains. It contains alphabetical and categorical lists of company/sign names, a geographical list of company names and company/chain profiles.

Also includes an Index of Locations (number of outlets by sign name, number of outlets by retail category, provincial locations by sign name and by category, type of locations by sign name, summary of store concepts and total outlets, and store location addresses by sign name).

Business Associations

Retail Council of Canada

3125 William Avenue North Vancouver, BC, V7K 1Z7 Tel: (604) 904-7705 Fax: (604) 904-7706 http://www.retailcouncil.org

Retail Merchants Association of BC

1758 West 8th Avenue Vancouver, BC, V6J 1V6 Toll-free: 1-800-663-5135 Tel: (604) 736-0368 Fax: (604) 736-3154 http://www.retailbc.org

e-BC – eBusiness Connection

601 W.Cordova Street Vancouver, BC, V6B 1G1 Tel: (604) 775-7532 http://www.e-bc.ca

Directories

Canadian Directory of Shopping Centres Publisher: Rogers Publishing Ltd. ISBN: 0822-7799

Retail Chains in Canada

Publisher: Rogers Publishing Ltd. ISSN: 1497 - 2611

Contacts / Directories continued

Canadian Retailer: Retail Operations Directory

Contents includes: business associations, business services, design/display/merchandising, financial services, human resources services, lighting, loss prevention/security, promotion services, retail/information technology, property management/real estate and telecommunications. This is an online directory available at:

http://www.retailcouncil.org/membership/opsdirectory/ops2002/

Retail Trade – Business Information by Sector

This site covers Retail Industry information, and includes such topics as contacts, electronic business, events, industry profiles and more.

Magazines and Newsletters

Retail Connections (note this publication is not available at The Canada/BC Business Service Centre)

The independent retailer's guide to professionalism and profitability. Published six times each year, contents include retail trends, articles and other valuable information. (formerly BC Retailer)

Canadian Retailer (note this publication is not available at The Canada/BC Business Service Centre)

Official publication of the Retail Council of Canada, serves senior operations managers in Canada's chain and independent retail operations in all retail segments. Focuses on cutting edge technology, financing, store design, loss prevention, marketing, operations, and profiles of prominent industry personalities.

Canadian Retailer: Retail Operations Directory Publisher: Retail Council of Canada

http://www.retailcouncil.org/me mbership/opsdirectory/ops2002/

Retail Trade – Business Information by Sector http://strategis.ic.gc.ca/epic/inter net/inretra-comde.nsf/en/Home

Magazines and Newsletters

Retail Connections Publisher: Retail Merchants Association of BC http://www.rmabc.com/pubs.cf m

Canadian Retailer Publisher: Retail Council of

Canada http://www.retailcouncil.org/me dia/cdnretailer/

Market Data / Statistics

Sales Forecasting

Sales forecasting is the process of organizing and analyzing information in a way that makes it possible to estimate what your sales will be. For more information on sales forecasting, visit the Canada/BC Business Service Society's web site at:

http://smallbusinessbc.ca/workshop/salefore.php

Sources of Market Data

Performance Plus

Performance Plus is an on-line performance benchmarking tool. It provides detailed financial and employment data on more than 600 business sectors across Canada, including more than 30 performance benchmarks to help small businesses determine how they measure up against their competitors.

FP Markets: Canadian Demographics

An easy to use reference guide on Canada's cities and towns, census divisions and provinces. This edition has estimates of the following census variables: populations by age and sex, housing types, marital status, private households, families, income, occupations, labour force, home language and schooling. There are also projections for 2001 and 2004 for population, households, income and retail sales.

Harness the Future: The 9 Keys to Emerging consumer Behavior

This guide examines consumer behavior in 9 key areas: economy, technology, globalization, government, environment, demographics, consumer psyche, wellness and retailing. Also contains information on tomorrow's growing and declining market sectors.

Sources of Market Data

Performance Plus Industry Canada http://sme.ic.gc.ca or C/BC BSS Stats Consultant Tel: (604) 775-5699 or Statistics Canada

Toll-free: 1-800-263-1136

FP Markets: Canadian Demographics Publisher: Financial Post

Datagroup ISBN: 1-55251-022-0

Harness the Future

Publisher: John Wiley & Sons Ltd. ISBN: 0-471-64235-5

Appendix

Consumer Taxation Offices

Campbell River (250) 286-7567
Cranbrook(250) 426-1599
Dawson Creek(250) 784-2459
Kamloops(250) 828-4507
Kelowna(250) 861-7699
Nanaimo(250) 741-3652
Nelson(250) 354-6799
Penticton(250) 492-1409
Prince George(250) 565-4299
Terrace(250) 638-6565
Vernon:(250) 549-5660
Vancouver(604) 660-4524
Williams Lake(250) 398-4817

Regional Health Units

Burnaby Burnaby Health Department (250) 294-7390
Castlegar Central Kootenay Health Unit (250) 365-4300
Chilliwack Upper Fraser Valley Health Unit (250) 795-8200
Coquitlam Simon Fraser Health Unit (604) 927-2000
Courtenay Upper Island Health Unit (250) 334-1122
Cranbrook East Kootenay Health Unit (250) 426-1455
Dawson Creek Peace River Health Unit (250) 784-2400
Gibsons Coast Garibaldi Health Unit (250) 886-5600
Kamloops South Central Health Unit (250) 828-4411
Kelowna South Okanagan Health Unit (250) 868-7700
Nanaimo Central Vancouver Island (250) 755-6200
New West New West. Health Department (604) 527-4406
North Van N. Shore Health Department (604) 983-6700
Prince George - Northern Interior Health Unit (250) 565-7390
Richmond Richmond Health Department (604) 736-2866
SurreyBoundary Health Unit (604) 572-2600
Terrace Skeena Health Unit (250) 638-3474
Vancouver Vancouver Health Department (604) 736-2866
VernonNorth Okanagan Health Unit (250) 549-5700
Victoria Capitol Regional District (250) 360-3118
Williams Lake Cariboo Health Unit (250) 398-4600