

Fall 2011



UPCOMING EVENTS

•**October 26**—All candidates forum School Board- 7 pm at the Senior's Centre

•**November 2**— All Candidates Forum, Mayor, Council, Area "B" Director—7 pm Community Centre

•**November 5**—Awards Banquet, Community Centre

•**November 16**—Revelstoke Chamber Board Elections

•**November 19**—Municipal Elections

18th Annual Revelstoke Business Excellence Awards

This year's Business Excellence Awards will be held on November 5th. The committee is busy planning an exciting event this year which includes a dinner, dance, silent auction and casino. Tickets are on sale now at the Chamber of Commerce Office.

Nominations for the 2011 Business Excellence Awards are now open until October 16th. Please vote!

We are also looking for donations of items and vacation packages for our silent auction. Help us make this event a great success by donating.

Election for Chamber Board of Directors

Join us and elect your Board. There are 6 positions on the board to be elected November 16th. If you are interested in volunteering to sit on our board contact the Chamber office by November 1st.

Member to Member Discounts

The Membership Development Committee has been busy with some new initiatives, one being the Member to Member Discount Program.

Save money and help support our local economy by choosing Revelstoke Chamber of Commerce member companies for your business and personal purchases! Businesses agree to extend special savings to Chamber members and their employees. Annually when you pay your membership dues you will receive a Chamber member discount card to use when shopping or using member services.

Attract customers and build relationships by becoming a participating business. If your business would like to participate in the Member to Member Discount program contact Adelheid at executive@revelstokechamber.com or fill out the enclosed form

MEMBER'S BUSINESS AFTER HOURS NETWORKING

If you are interested in hosting a business after hours at your place of business contact the Chamber office. It is a great opportunity for you to promote your business to other Chamber members and also get to know other business people in town...usually begins after 5 pm for a couple of hours.

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Tourism News—Megan Tabor

Meghan Tabor has taken over as the new Marketing Coordinator for Revelstoke Tourism. Her work experience includes a stint as the tourism coordinator for Canadian Outback Adventures, assistant event manager for the World Lacrosse Championships, and a venue manager for the Vancouver Organizing Committee for the Olympic Winter Games. Since moving to Revelstoke she has worked in a variety of capacities, with the most recent being the Event Coordinator for the Freeskiing World Tour.

Current Revelstoke Tourism projects on the go include:

-Ad sales well under way for the 2012 Vacation Guide. Contact Megan if you wish to be included.

- Photo database update - Two Chamber Member photographers have been selected to fulfill a contract for Revelstoke Tourism to update the photo database. Photos will be used in a variety of promotional materials; including the Vacation Guide and Revelstoke Advertisements.

-Social media push: Revelstoke Tourism is working towards having a larger presence on Facebook and Twitter to keep up with current social media marketing trends. Our website "Events" page will be kept up to date for the community.

-Community Tourism Opportunity Projects: In conjunction with Kootenay Rockies Tourism and Revelstoke Accommodation Association, Revelstoke Tourism will be looking towards launching a Tourism Revelstoke Mobile Site this fall. The site will include various drop down tabs including: Accommodation, Dining & Nightlife, Winter, Summer, Shops & Lifestyle, Reports, Arts/Events/Culture. The site will come up on top if people are searching Revelstoke from their mobile devices.

- In conjunction with Kootenay Rockies Tourism, Revelstoke Tourism will be creating a Media Kit to be available online and at the office in hardcopy.

-Revelstoke Tourism Advertising: Revelstoke Tourism will be advertising in Coast Mountain Culture, various Kootenay Rockies Tourism initiatives, The Tourism BC Adventure Guide and Tourism BC Vacation Guide, as well as a variety of other publications.

- Megan will be attending the Calgary Snow Show and the Vancouver Women's show. We will also have a presence (through propoganda) at: The Toronto Ski and Snowboard Show, The Washington State Snowmobile Show, The Edmonton Snowmobile/ATV Show, The Seattle Ski Fever & Snowboard Show, and the Saskatchewan Snowmobile Show.

Please feel free to contact Meghan Tabor (marketing@revelstokechamber.com or 250 837 5345) for any questions on any of the aforementioned initiatives.

Visitor Information News

The Grizzly Plaza Visitor InfoCentre closed at the end of September. The InfoCentre at the Chamber office is open year round.

Some interesting statistics:

Visitors this summer at the Grizzly Plaza centre: 30,429

Buses stopped at the Grizzly Plaza centre: 57

Visitors to date at the Chamber Office: 3,678

Buses stopped at the Chamber Office: 4

Economic Development Initiatives Moving Forward

With the world economy facing many challenges, these are difficult times for local businesses and industry. The City's Community Economic Development Department continues to try and take steps to help the local economy with a number of projects underway. Using grant funds from the federal and provincial governments, as well as other external sources, the department is spearheading a variety of initiatives.

The department is involved in a number of tourism infrastructure projects in Revelstoke which are using local companies to undertake construction. Vic Van Isle is the principal contractor for the construction of the new pedestrian bridge over the Illecillewaet River, and other local contractors are benefitting from work on this project. This project will link the Greenbelt Trail to the trails in the drawdown zone south of the Illecillewaet, and be a valuable addition to our trail systems. A trail link will eventually be developed to link the bridge to the Arrow Heights neighbourhood and to Revelstoke Mountain Resort. This will be a great asset for local residents as well as tourists who visit the community. We believe the bridge itself, with its spectacular location, will become a tourist attraction in its own right.

Local contractors are also involved in the construction of the Tournament of Champions project just behind the Revelstoke Railway Museum. This project will feature the community's rich ski jumping heritage and act as an additional tourism attraction in the community. It will also serve as an attractive gateway into Mount Revelstoke National Park for pedestrian and bicycle traffic. Local contractors were also involved in the upgrades to the landscaping on the north side of the Trans-Canada Highway earlier this summer.

Local contractors are again involved in the development of new mountain bike trails at Mount MacPherson this summer. We are fortunate to have many volunteer clubs (e.g. Nordic Ski Club, Revelstoke Snowmobile Club, Revelstoke Cycling Association) in the community that have the vision and energy to develop facilities in and around Revelstoke which make the community an attractive place for local residents and also help us attract visitors and tourists to Revelstoke which benefits the local economy. The city is pleased to work in partnership with these groups to help develop these new and improved amenities. We are also pleased to see local companies benefitting from the grant funds that we have been successful in bringing into the community.

The Department is also working to update and improve the promotional material that is distributed to help attract new businesses and residents to the community. Included in this work is the development of a new community portal and new Economic Development website which will help promote Revelstoke nationally and internationally. The new website and promotional materials are being developed in partnership with our community economic development partner agencies, the Revelstoke Chamber of Commerce and Community Futures Revelstoke. It is important that Revelstoke has a consistent community brand to market to the world, and we are working to make sure that this is the case.

In the next few weeks, the Department will also be undertaking a community-wide process to solicit ideas and suggestions from local businesses on how we might improve the local economy. Studies have consistently demonstrated that eighty percent of the growth in most communities results from expansions of existing local businesses. As a business owner or manager in Revelstoke, you are an essential factor in the success of our local economy. Since much of our city's future development depends on your capacity to thrive and do business in Revelstoke, we would like to find out more about what would help your business to prosper.

We will be trying to contact every business in the community to make sure we get a full range of ideas and opinions. We look forward to getting information from local businesses which will help guide the activities of the Department over the next few years. Please take some of your valuable time to respond to our survey.

For further information please contact Alan Mason, Director of Community Economic Development for Revelstoke and Area at 250-837-5345 or amason@revelstoke.ca.

Upcoming Business Courses

Basic Supervisory Skills

This course will teach strategies for stress management, setting priorities, time management, leadership skills, organizational skills, and interpersonal skills.

Oct. 3 & 4, Mon & Tue, 9 a.m. – 12 p.m. CRN# 70441 or

Feb. 6 – 8, Mon – Wed, 9 – 11 a.m. CRN# 80135 \$82

Is Your Idea Hot or Not? NEW

Got a business idea but not sure if it's a good one? If you're ready to start a business, a "hot" business idea helps with your success. Research your idea, check out the trends and find out if you're ready to be your own boss.

Oct. 12, Wed, 6 – 8 p.m. CRN# 70563 \$45 + H.S.T. Instructor: Rhonda Darbyson

Crash Course in Marketing NEW

You've got something to sell: a product or service, or maybe you need to get more people through the door of your organization. Now what? This seminar will take you from the traditional four p's of product, price, place and promotion to the key steps in building a marketing plan. Learn about targeting your promotions, advertising, direct mail, social media, publicity, and more. Create a roadmap for marketing your services that will lead to success and by the end of the day you will have an outline for a marketing plan that you can immediately start applying to your business.

Oct. 19, Wed, 9 a.m. – 4 p.m. CRN# 70639 \$85 + H.S.T. Instructor: Kazia Mullin

Starting Your Business NEW

Start your engines running! Getting a business up and running means developing a business plan. Get the basics and the templates and tools you need to put together a business plan, including idea planning, marketing and how to get the cash flowing.

Oct. 20, Nov. 3 & Nov. 17, Thu, 6 – 8 p.m. CRN# 70446

\$135 + H.S.T.

Instructor: Real Rousseau

Ins and Outs of Starting a Business NEW

Business names, type of business, HST, and employment requirements are only a few of the things you must consider when starting up your business. This short course will bring you through the process of searching for a business name, registering your business, applying for a business license and determining your Worksafe BC, employment and HST requirements.

Oct. 29, Sat, 8:30 – 11:30 a.m. CRN# 70568

\$69 + H.S.T.

Instructor: Rhonda Darbyson

Contact Okanagan College for more details