

Chamber News Update – Nov. 16/09 (just the straight goods without all the flashy packaging)

1. Chamber Luncheon – Final Reminder to call Lise and reserve your seat for **lunch on Wednesday** at the Powder Springs. We will be electing our new Board of Directors as well as hearing from TWO guest speakers! Jill Zacharias will talk about how to make your business more Age Friendly for our Seniors AND Constable Gary McLaughlin will update us on the Revelstoke Hockeyville Campaign. Cost for lunch is \$15 and reservations are strongly recommended.
2. Downtown Business Committee – The Downtown Business Committee will be meeting in the Chamber Board Room at 204 Campbell Avenue at **4pm on Thursday**. We will be discussing upcoming winter promotions and events, including; Moonlight Madness, Downtown Light Up, Revy Rail Jam 2010 and any other new ideas. Participation in this committee is open to EVERYONE. Come share your ideas!
3. Santa Claus Parade – This year's Santa Claus Parade is being held on **Saturday, December 12th**. Once again, the Chamber of Commerce will be accepting registration forms with Marshalling and overall Organization being handled by the Revelstoke Rotary Club. The theme this year is SNOWMEN. The Rotary Club kindly asks that participants refrain from entering a float with a Santa Claus as "one is enough" and they have arranged for this already.
4. Revelstoke Tourism Development Strategy – Originally drafted in 1997 which led to the formation of Revelstoke Tourism, the community based destination marketing organization responsible for marketing and promoting Revelstoke, has been going through a major overhaul. Since the last revision in 2003, Revelstoke's tourism product has undergone some significant additions and improvements. Additionally, technology is not the same as it once was. Our strategies need to reflect these changes.

In order to lead the community of Revelstoke and business and further develop tourism in Revelstoke, the City of Revelstoke and the Chamber of Commerce entered a partner agreement with Thompson Rivers University in late August with the objective of refreshing and updating this important community strategy.

This project is now in its final stages and will culminate in a presentation by the Consulting Team in **early December**. Those interested in attending the presentation are encouraged to contact me directly: revelstokechamber@telus.net so we can get an idea of how much space we will require.

We at the Chamber of Commerce are excited about this LONG overdue update to this important uniting document.

5. Social Media – Have you joined our Facebook or Twitter Pages? Social Media and Web 2.0 are cost effective and quick, essential elements to have in any marketing plan. You can **receive regular updates from the Chamber of Commerce** by requesting to join our Facebook page (Revelstoke Chamber of Commerce) or our Twitter page (RevyChamber).

Additionally, Revelstoke Tourism is marketing our community to the wider world through Revy Tourism on Facebook and Twitter. Join up and post videos, photos, and stories to help us make Revelstoke more appealing to our visitors!

6. Strategic Planning – As you may have read in recent posts on the Revelstoke Current, the Chamber of Commerce will be looking at creating a long term strategic plan starting in 2010. For many years, the Chamber of Commerce has operated with a 1-year planning horizon, something that is not adequate for progressive change. We will be releasing a survey to be completed during the month of December, but would like to hear from you directly. **Send me an email directly:** revelstokechamber@telus.net and answer the following questions
- What would you like the Board of Directors to tackle in the upcoming year/years?
 - What would you like Chamber Staff to tackle in the upcoming year/years?
 - What would you like to see from fellow Chamber Members in the upcoming year/years?
 - What would you like to see from Revelstoke Tourism marketing programs in the upcoming year/years?

That's it for this round. If you have any questions, comments, etc., please do not hesitate to contact me.

Best regards,

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