

Chamber News Update – November 25 (all the substance, none of the style)

1. Moonlight Madness/Holiday Light Up – November 27: As many of you are already aware, Moonlight Madness will be taking place this Friday night. The Downtown Business Committee asks that you **keep your business open until 10pm**, to ensure consistency and that our late night shoppers are served. This event should aim to be fun for the whole family and you are encouraged to make your business a social experience beyond the promotions already advertised.

The DBC has also arranged to have **Santa Claus and the Revelstoke Community Choir in Grizzly Plaza from 6-7pm**. As well, you may have noticed the snowflake lighting that has gone up all over town. The Revelstoke Chamber of Commerce in partnership with Columbia Basin Trust, purchased snowflakes in an effort to enhance the festival atmosphere of the downtown core. **Join us when we “flick the switch” on these lights by turning on lights of your own in your storefront!**

2. Information Session on Rental Housing – December 1: This has become a hot button issue in Revelstoke as more and more people are entering the “Bed & Breakfast” market. The City of Revelstoke is holding an information session to provide current info on by-laws and regulations at the Revelstoke Community Centre from **7-9pm on Tuesday, Dec. 1st**. Mark this on your calendar if you have rental properties, or other accommodation properties to ensure you are operating legitimately.
3. Social Media Training: You know you need to be using social media tools to get your message out and increase sales. But which ones? And how do you find the time to use them? In this course, you will be introduced to today’s most popular social media tools – Facebook, Twitter, Flickr and YouTube – and how they can be used effectively by businesses to build brand awareness and increase sales. You’ll learn how to choose which tools will be most beneficial, best suited to your needs, and that can be managed by your existing resources. Integrating different social media tools so they all work together to tell your story will also be included. **Jan. 31, Sun, 9 a.m. – 4 p.m.** \$89.25 (includes GST) Contact Okanagan College for additional details.
4. “Seeking Feedback”: Many of you may have already received the “Seeking Feedback” email from us by now, and many more of you will be receiving it in the coming week. I ask that you take time to answer the 7 questions at the bottom of the email. We sometimes hear “The Chamber should...”, but it never goes further than that. Here is your chance to tell us what we’re doing right, and what we could be doing better.
5. New Sales and Marketing Coordinator: I would like to welcome Greg Lister to our staff as the new Sales and Marketing Coordinator for Revelstoke Tourism. Greg comes to us with experience working for VANOC, IIHF World Junior Hockey Championships and more. He is slowly getting grounded in his new office upstairs and can be reached directly via: revelstoketourism@telus.net

Happy Wednesday!

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