



PARKSVILLE & DISTRICT CHAMBER OF COMMERCE

2018 ANNUAL REPORT

CONTENTS

AGM APRIL 11

Presidents Message

Executive Directors Message

Mission and Vision

Board of Directors

Nominations Committee
and new Board of Directors

Staff members

The Value of Chamber
Membership

Welcome New Chamber
Members

Advocacy Role

Chamber Projects and Initiatives

Community and Member Events

Marketing and Communications





PRESIDENT, DAVE WILLIE



This has been an exciting year with so much commitment and passion from so many, including our members, staff and our community. We have as a board faced some challenges but our commitment to the strategic plan has allowed this Chamber to flourish with a growing membership, increased commitment to staff allowing for increased communication with both members, the community, not to mention member and community events that are second to none.

WHAT ARE YOU MOST PROUD OF?

The continued stability of the organization through board and staff changes.

We have set the stage over the last year to evaluate where we are as a region in both our assets and challenges and are well placed to move with our partners, City of Parksville and the Regional District to facilitate real dialogue and action that over the next 12 months will make a difference.

The business community does have some challenges that are affecting us today but there are more on the horizon that must be challenged on all levels. Over the last year, we have faced the loss of income splitting, higher minimum wages, and the additional payroll tax for MSP, increased ICBC rates and the list goes on. New ones on the horizon include

proposed changes to the labour standards act that could increase sick days and even make those days payable to all employers up to 7 days a year.

As a Chamber, we are committed to be the voice of business and to bring your concerns to all levels of Government and ensuring that we face these challenges together with a mutual respect and acknowledgment of the effects that such changes could have.

Change is good and I couldn't be more confident with the individuals that have put their name forward to represent the Chamber for next year, led by Jean Maltesen from Vancouver Island University. I would ask that everyone consider how they can support the Chamber to become stronger and even more vibrant.

I wish everyone all the best for 2019.





EXECUTIVE DIRECTOR

KIM BURDEN

What does a Chamber of Commerce do? It's a question I hear when presenting the Chamber to groups and individuals. A Chamber of Commerce creates an environment for business to thrive and be successful.

In order for our business community to grow and improve the local economy through the creation of jobs; in order to attract new business to our region and the new jobs that are created through the establishment of new businesses, it is necessary to have a competitive environment in terms of land and building costs, taxation, regulation and the availability of labour.

Members have shared with us their challenges with labour availability and that's where we focused our 2018 economic development efforts.

We undertook a Labour Market Needs Assessment of the Parksville-Qualicum Beach Region in partnership with the Career Centre and funded through a Provincial Labour Market Partnership to resolve a lack of current and local labour market data and develop a clear strategy to assist the region in ensuring a healthy, balanced labour market.

The assessment identified four clear strategic goals:

- 1. FOSTER GROWTH IN THE REGIONAL LABOUR FORCE**
- 2. INCREASE THE PRACTICAL, ACCESSIBLE SKILLS TRAINING PROVIDED IN THE REGION**
- 3. SUPPORT LOCAL JOB SEEKERS, WORKERS AND EMPLOYERS**
- 4. PLAN, INFORM AND MANAGE FOR A BALANCED LABOUR MARKET OVER TIME**

We have begun to implement the strategy outlined. We are working with School District 69 and Vancouver Island University to develop an awareness of local training opportunities. We have developed a policy initiative to take to the Provincial Government we believe will contribute to the development of attainable housing and have worked with local developers to support them and their housing projects, particularly those projects which are purpose built rental accommodation. We have made a presentation to the Regional District of Nanaimo seeking the development of a Regional Economic Development function to plan, inform and manage for a balanced labour market over time. Economic Development is a key strategic goal of the Chamber and coupled with our advocacy efforts on behalf of the business community we are creating a positive environment for business to thrive.

WHAT ARE YOU MOST PROUD OF?

I am most proud of the team of hard-working innovative people managing the business of the Chamber. As a group, we have increased member retention, increased overall membership, increased engagement and made a good organization... Great! Thank you to the staff team and our great team of volunteers.



VISION STATEMENT

To be a diverse group of enthusiastic people, actively building a successful business community, while appreciating and sustaining the unique local assets of natural beauty and desirable lifestyle.

MISSION STATEMENT

A volunteer member organization dedicated to being the voice of the Parksville and District business community for the purpose of enhancing and improving the ability of our members to achieve sustainable economic growth.

OUR VALUES

We believe in free enterprise, fair profit and job creation for businesses of all sizes.

We maintain open, honest and transparent communication and act with integrity at all times.

We encourage flexibility and diversity.

We are inclusive, supportive and empowering and provide proactive advocacy for our members.

We encourage broad member participation, enjoyable social interaction and cooperation with all our community partners

STRATEGIC GOALS

1. Economic Development

To identify barriers to economic development and develop strategies /partners to address those barriers. To partner with Local Governments and develop joint strategies to address barriers to economic development and to provide incentives.

2. Advocacy

To constructively influence public policy and all levels of governments in supporting a healthy, free enterprise system.

3. Organizational Stability

a) To ensure sustainability of the organization.

b) Building value:
To build value for our members.

BOARD OF DIRECTORS 2018

EXECUTIVE



Dave Willie
President
Black & White Event
Rentals



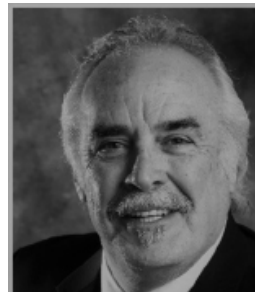
Jeannie Maltesen
President Elect
Vancouver Island
University



Andy Lankester
Vice-President
Harris Oceanside
Chevrolet



Terry Kerr
Treasurer
Bayview Strata
Services



Bill McKinney
Past President
Parks West Business
Products

DIRECTORS



Robynne Shaw
Director
Sunrise Ridge Resort



Dee McKinney
Director
PQ Self Storage



Philip Perry
Director
Coyote's Coffee



Meghan Walker
Director
Royal LePage



Luc Ouellet
Director
SD 69



Tricia Korkowski
Director
Coastal Colour Printing



Brian McLean
Director
Core Insurance
Solutions



Rakaia McCarthy
Director
Mercedes Lane



Tamara Schmidt
Director
CIBC

THANK YOU FOR YOUR SERVICE



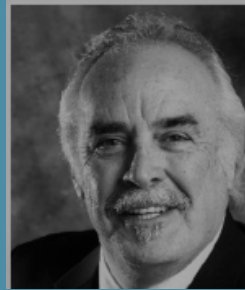
Terry Kerr
Treasurer
Bayview Strata
Services



Andy Lankester
Vice-President
Harris Oceanside
Chevrolet



Dee McKinney
Director
PQ Self Storage



Bill McKinney
Past President
Parks West Business
Products



Philip Perry
Director
Coyote's Coffee



Robynne Shaw
Director
Sunrise Ridge Resort

NOMINATIONS COMMITTEE

Each year it is the duty of the nominations committee to seek directors with the expertise needed to assume the tasks within our strategic plan. According to our bylaws the committee must present to the membership a group of individuals whom we deem suited for these responsibilities. The applications received by the February 25th deadline did not exceed the number of directors and officers required by our by-laws and all applicants are elected by acclamation. Included in our talented team, we also have directors who are up for re-election this year. We are pleased to present the following individuals for your consideration.

INTRODUCING THE 2019 PARKSVILLE & DISTRICT CHAMBER OF COMMERCE BOARD:



Jeannie Maltesen
President
Vancouver Island
University



Meghan Walker
President Elect
Royal LePage



Brian McLean
Vice President
Core Insurance
Solutions



Tamara Schmidt
Treasurer
CIBC



Dave Willie
Past President
Black & White Event
Rentals



Tricia Korkowski
Director
Coastal Colour Printing
2nd Year Term



Rakaia McCarthy
Director
Mercedes Lane
2nd Year Term



Luc Ouellet
Director
SD 69



Donna Andres
Director
Lady's Mantle



Jeff Frankford
Director
Island Cleaning
Supplies



Cassie Long
Director
Bayview
Strata Services



Kathy Morrison
Director
Tigh Na Mara
Seaside Resort &
Conference Centre



Charmaine Smith
Director
Coastal Community Credit
Union



Susan Wismer
Director
Parksville Historical
Society



CHAMBER STAFF



Linda Tchorz,
Administration &
Visitor Services
Coordinator



Lynda Schneider,
Bookkeeper &
Graphic Design



Lisa Wallace,
Sales, Marketing
Communications



Caitlin Woon,
Events Coordinator

WHAT ARE YOU MOST PROUD OF IN 2018?

This past year has seen a lot of change at the Chamber. I've transitioned into a new position as the Visitor Services Coordinator and Administration. And I'm most proud of how I've adapted and with supporting the Chamber staff, volunteers and summer students in their new roles.

I'm most proud of meeting all my deadlines this year for both positions! Our graphic work has been fun to design, and we've seen lots of changes. I liked working on the Business Expo branding, the Annual Report and the pop-up banner mostly because I'd never done one, so the process was a bit different. We've worked hard to bring some new ideas and styles to our design work.

We've kicked it up a notch on our events, our communication, how we support our members and partners and how we market the Chamber. We're re-energized and ready for change and you can feel the energy. I'm proud of the role I play in those changes.

Of all our events so far, I'm most proud of Canada Day in Parksville. It's an amazing day with 35 sponsors, 25,000 Attendees, 22 Vendors, 19 Food Trucks and a ton of volunteers to coordinate and the best Fireworks show in town! It's worth all the work to see the smiles and the families enjoying the celebrations.



THE VALUE OF CHAMBER MEMBERSHIP

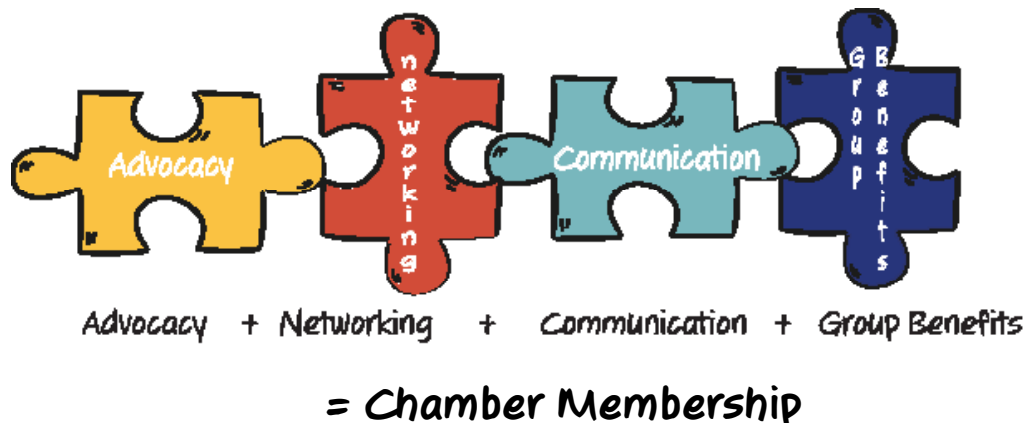
Whether you joined the Chamber to build your business network, save money through exclusive benefits, advertise and promote your business or to attend networking and social events, we encourage you to maximize the value of your membership by taking advantage of all the benefits.

- The Chamber saves you money! Chamber members are affiliated with a larger Chamber network providing access to group benefits including: group insurance, merchant services programs, affinity programs and more.
- Engage with the business community, build personal and professional relationships and connections. The Chamber connects you to opportunities that grow your business and raise your profile. Attend Chamber dinners, Business after Business, Business Achievement Awards, the Business Expo, new members breakfasts and the annual Gala & Auction.



- Stay Connected – subscribe to the Business Matters newsletter. Connect with us on Facebook and Instagram.
- Volunteer opportunities - volunteers can contribute their time and expertise to Chamber programs, Board of Directors, events or Chamber initiatives.
- We manage several community events and the year-round Visitor Information Centre, rack your cards for maximum exposure! Community events means opportunities for members to create community partnerships, collaborate with Chamber members, advertise and sponsor to build a community profile.
- Website business directory is important to maintain and update listing. Add an image for impact! (Our website boasts approximately 25,000 users/year, yielding 34,000 sessions/year with a yearly total of 78,320 pageviews.)

Our goal as a Chamber is to make membership so valuable that members wouldn't think of doing business without us!





WELCOME NEW MEMBERS 2018



#thepowerofthechamber

AANAWL SHEET METAL
AFFORDABLE HOUSING: VANCOUVER ISLAND
SOCIETY
ALANA JACKSON-PEMBERTON HOLMES
ALLEGIANCE SPORTS & EVENT
MANAGEMENT
AMY HADIKIN, PEMBERTON HOLMES
AQUA TERRE ARTISANS
AUX BOX INC
BOME CHEESE LTD.
BRANT WILDLIFE FESTIVAL
COAST MATTRESS
COMFORT KEEPERS
COPPERLION REAL ESTATE HOLDINGS LTD.
COUNTRY KUSINA
CRITTERS COOKIES K9 PLAYCARE
DEVEE PHOTOGRAPHY
DIGITAL MARKETING EXPANSION
EDWARD JONES INVESTMENTS
ELEGANCE SCULPTING
ERRINGTON PET LODGE
EXTREME EATZ FOOD TRUCK & CATERING
FINANCIAL CLARITY
FUSEHUB CREATIVE GROUP
GROUNDZERO ACOUSTIC LOUNGE
I LOVE SILVERDAISIES
INTEGRATED EDUCATIONAL CONSULTING LTD.
JAMES S. BENNETT
JOYCE CLINE, PEMBERTON HOLMES
K & B GAMES
KAREN CLOUTHIER, RE/MAX
ANCHOR REALTY
KICKSTART FITNESS
LA INTERNATIONAL TRADING INC.
LABRECQUE BUSINESS CONSULTING
LYNK MARKETING & WEBSITE DESIGN
MID ISLAND TRUCK, AUTO AND RV LTD.
MON DIEU INTERIOR DESIGN

MORNINGSTAR GOLF CLUB LTD.
NATURAL EVOLUTION HAIR STUDIO
NOXCUSES MOTORSPORTS EXPERIENCE
OCEANSIDE BUILDING LEARNING TOGETHER SOC.
OCEANSIDE OUTFITTERS
PARADISE CHILDCARE CENTRE
PERCEPTABLE INNOVATIONS
QUICKSTOP DELIVERIES
RANDY HENSON, OHS MARKETING TEAM
AT ROYAL LEPAGE
RAVIN ENTERPRISES INC.
RAWTHENTIC EATERY
REALM FOOD CO.
ROMANCING THE HOME INTERIORS
SCOTIA PLUMBING
SEXPOSITIVE
SMARTFIX CELLULAR SOLUTIONS
SUN AND SEA BED & BREAKFAST
SUN LIFE FINANCIAL
THE GARDENS AT QUALICUM BEACH
THE KNOCKANANNA GRILL
TIMBERWEST FOREST CORP
VANCOUVER ISLAND VISITOR'S DIGEST
VITALEYES CONSULTING
WELKIN COLLEGE SCHOOL
YOUNG PROFESSIONALS OF OCEANSIDE SOCIETY
YVONNE ACHESON ART



The top reason why potential members do not join the Chamber is
because they haven't been asked....
be a Chamber Cheerleader!





ADVOCACY ROLE

We represent business. Our affiliation with the BC Chamber of Commerce with 36,000 members and the Canadian Chamber of Commerce with over 200,000 members, make us part of the largest business network in the country and a strong voice in the community.

POLICY

June 12 at the BC Chamber AGM & Policy conference, with 61 Chambers represented the Parksville & District Chamber of Commerce put forward a policy on improving Apprenticeship Completion Rates recognizing the increased demand for skilled tradespeople. The policy passed unanimously.

Parksville & District Chamber of Commerce and the Qualicum Beach Chamber of Commerce announced a newly created Policy Committee Partnership. The joint committee meets monthly and works to craft innovative policies that respond to current regional business needs.

"This collaborative approach is intended to constructively influence public policy and governments to support a healthy economy. The success of any regional economic development plan is to work together and that's why this initiative is so important"

Kim Burden,
Executive Director

ADVOCACY SUCCESS

The Parksville & District Chamber of Commerce with the City of Parksville presented a case illustrating the economic damage to the region that the Speculation Tax would incur. We met with Ministers, MLA's and Senior staff for the Provincial Government. They accepted our evidence and data and excluded the Parksville-Qualicum Beach Region from the imposed tax.

WHAT WE ARE TAKING FORWARD THIS YEAR...

Thriving Orcas Thriving Communities:

With assistance from Pat Ahern of the West Coast Fishing Guide Association and input and support from 17 Vancouver Island Chambers of Commerce we have submitted to the BC Chamber of Commerce and The Canadian Chamber of Commerce recommendations outlining scientifically verified approaches to enhancing Chinook populations and the **Southern Resident Killer Whales** without jeopardizing jobs and economic benefits from sport fishing in the waters around Vancouver Island.

Progressive Housing Solutions to Address Workforce Challenges :

Given that Local Government has the most impact in the creation of **Affordable Housing** we are proposing a change to the Local Government Act that provides Local Government with a choice to accept land or money during the sub-division approval process for either Affordable Housing or Parks. Currently land or money acquired during the sub-division process must be for Parks.

PROJECT & INITIATIVES

Labour Market Need Assessment (LMNA) – collaborating with key stakeholders including: Career Centre, Community Futures, Parksville Qualicum Beach Tourism Association, Qualicum Beach Chamber of Commerce, Regional District of Nanaimo and Vancouver Island University to conduct a Labour Market Needs Assessment for the region. Engaged with TaylorMade Learning Solutions to conduct assessments across private and public sectors. The results identified regional opportunities, skill gaps and training, education requirements for the future.



Annual Scholarship established to present a graduating student of Ballenas Secondary or PASS/Woodwinds School advancing to a post secondary educational institute in a business, trade or tourism – related field. The scholarship program is funded by the 50/50 draws we have at each Chamber dinner.

Congratulations to Sativa Yael and Jaidyn Twamley both selected to receive \$500 scholarship.

Realtors Breakfast – Realtors in the area were invited to a sponsored breakfast to learn about Canada's number 1 Benefit Plan for Independent Contractors resulting in new members signing on.



**BUSINESS WALK WITH
GORD JOHNS,
MEMBER OF PARLIAMENT
COURTENAY-ALBERNI AND THE
PARKSVILLE & DISTRICT CHAMBER
OF COMMERCE VOLUNTEERS.**

The business walk offered an excellent opportunity for Gord and the Chamber volunteers and leaders to connect with businesses face to face in an informal way.

DID YOU KNOW....



The Parksville & District Chamber of Commerce is responsible for the care and maintenance of the Exit 46 - 'Welcome to Parksville' sign? We had the sign sanded and refinished so it's just right for the thousands of visitors coming to the area. You can imagine what kind of an undertaking this is, just based on the enormity of the sign! The contract was awarded to **Norse Log Homes** and Chamber member **Island Equipment Rentals** graciously donated the lift equipment to be able to reach the top of the sign and begin the sanding process.



COMMUNITY PARTNERS AND SPONSORS

As a Chamber it is so important for us to build strong community partnerships and local networks. Thank you to our partners and sponsors for sharing our vision and for their contribution and support of our events and initiatives.

PARTNERS

The City of Parksville
The Province of British Columbia
BC Chamber of Commerce
Canadian Chamber of Commerce
Parksville Qualicum Beach Tourism Association
Qualicum Beach Chamber of Commerce
Parksville Downtown Business Association
Career Centre
Oceanside Development & Construction Association

SPONSORS

Arrowsmith Moving & Storage
Bayview Strata Services
Beach Acres
Black and White Event Rentals
Bosleys
Canadian Tire
Career Centre
Coastal Community Credit Union
CIBC
Close to you Ladies Fashion
EZ - Vape
Harris Oceanside Chevrolet Buick GMC
Island Radio
Kevin Clayton, Royal LePage
Koers Engineering
Lady's Mantle
M&N Mattress
McDonalds
McGorman MacLean
Mercedes Lane
Mid Island Co-op
Monk Office
Mount Arrowsmith Brewery
Parksville Chrysler
Parksville Downtown Business Association
PQB News
RBC Royal Bank
RE/MAX First Realty
Robbins and CO
Society of Organized Services
Speedy Glass
Spice of Life Catering
Stanford Village
Team Susan Forrest
The Bayside Resort
The Beach Club
The City of Parksville
Thrifty Foods
Tigh-na-Mara Seaside Spa Resort & Conference Centre
Vancouver Island University
Waypoint Insurance



BUSINESS ACHIEVEMENT AWARDS MARCH 14

Hosting the Business Achievement Awards is an honour for the chamber. It represents months of work to make it just right and something our members can be proud of, but in the end, it is worth it! Finalists, winners, their families and colleagues are so supportive and it's just a pleasure to be a part of. It's important to us that we honour and support the great businesses in our community.



COMMUNITY MEMBER

& EVENTS





BUSINESS EXPO

Held in November at the Parksville Community Centre, the Business Expo was the place to make connections, explore business opportunities, explore business solutions and meet the right people. 35 businesses attended and it was the right environment for business to business networking. Looking forward to next year's Expo

...Bigger and Better!



The Mount Arrowsmith Pipe Band opened the market last year. The market is on Craig Street and Hirst Avenue, every Tuesday night from 6 to 9 pm. The market will run from June 11 to August 27, 2019. The market reflects the community's vibrant character with 230 vendors, entertainment and food trucks. Locals and visitors appreciate this unique market...

BE PREPARED TO LOVE THIS MARKET!





CANADA DAY IN PARKSVILLE

A full day of family fun!

Shriner's Pancake
Breakfast 7:30am – 11:00am
Parade (Pioneer Crescent to
Parksville Centre) 10:00am – 12:00pm
Opening Ceremonies – 12:00 noon

Live Entertainment all day
Thrifty Foods Fireworks Show!



*Canada Day
in
Parksville*





Last year was the 34th annual Gala and Auction. The gala brings the business community together for an evening of gourmet food, fun, dancing and a lively auction. The theme was 'All that Glitters'. And Glitter we did, from the glittery decor to the sparkly outfits.... we definitely glittered! The Gala is our annual Chamber fundraiser. Individuals and the business community

support the Gala in so many different ways. There were games and prizes to be won, a wonderful 'Wall of Wine' to win, a lovely dinner, a unique silent auction and an engaging live auction. It really is through the generosity of our members and community partners that this event continues to delight our attending guests.

CHAMBER GALA & AUCTION FUNDRAISER





MARKETING & COMMUNICATIONS

Chamber Website –
maintain and create new content



Chamber website sees 78,320 pageviews annually

18 – Press Releases sent to media & partners

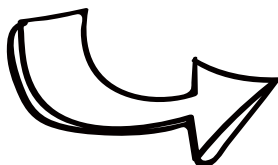
12 – Island Radio interviews with Executive Director (1x per month)

Island Radio

'News brought to you by:
Parksville & District Chamber of Commerce'
following the news = 260 Ads)



CHANGE IN NEWSLETTER CONTENT AND FORMAT – REBRANDED AS 'BUSINESS MATTERS'



New branding created for Chamber events
Canada Day in Parksville, Gala, Summer by the Sea Street Market, Business Expo, Business Achievement Awards

Updated the branding for the Annual General Meeting

'Welcome Package' created for new members

New Member Breakfast new format, new presentation

PQBTA Regional Tourism Guide- AD presence

Social Media: 1600+ FB



followers, we share member announcements, chamber events and community interest posts



Instagram – page started in May '18 and now have **650 followers**. This is where we can create a personality for the Visitor Centre and the Chamber brand.



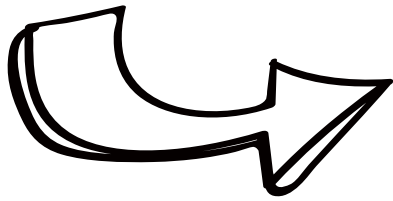
Proud member logo: updated and available for member use



**PARKVILLE & DISTRICT
CHAMBER
OF COMMERCE**
GOOD FOR BUSINESS



Newly created Chamber pop up banner



Chamber Dinners and Business After Business: images now shared to membership and social media

Meet the Vendor

created for the Summer by the Sea Street Market vendors. Introducing the vendors in chamber newsletter and social media

Chamber Video Project newly edited, 6 advertisers, highlighting regional beauty. Video appears on chamber website, kiosk, Visitor Centre monitor.



Created and promoted the popular contest 'Where is Kim Burden's Hat' featuring participating businesses and contest prize donors.

parksvillechamber.com



PARKSVILLE & DISTRICT CHAMBER OF COMMERCE

A not-for-profit organization representing over 500 businesses, professionals, residents and community groups working collectively to promote the economic and social prosperity of Parksville & District.

Advocacy Role



We represent business. Our affiliation to the BC Chamber of Commerce with 36,000 members and the Canadian Chamber of Commerce with over 200,000 members, makes us part of the largest business network and collectively a **strong** voice in the community and in the country.

Community

The Chamber manages the year-round Visitor Information Centre and several major community events: Canada Day in Parksville, Summer by the Sea Street Market and the Business Achievement Awards. For members, this means opportunities for creating community partnerships, collaborating with Chamber members, advertising, sponsorship opportunities and business referrals.



Networking and Connection

Engage with the business community, build personal and professional relationships and connections. The Chamber connects you to opportunities that grow your business and raise your profile. Attend Chamber dinners, Business after Business events, the annual Gala & Auction and New Member breakfasts.



Group Benefits

Chamber members are affiliated with a larger Chamber network providing access to group benefits including: group insurance, a merchant services program, affinity programs and more.



2019 BOARD OF DIRECTORS





PARKVILLE & DISTRICT
CHAMBER
OF COMMERCE
GOOD FOR BUSINESS

www.parkvillechamber.com