

REVELSTOKE.

———— CHAMBER OF COMMERCE ————

2021 ANNUAL REPORT
OPERATIONS

REVELSTOKE.

CHAMBER OF COMMERCE

INTRODUCTION.

Prepared and submitted March 9, 2022 by Stacey Brensrud, Executive Director.

The purpose of this report is to provide our members with an overview of the main operational tasks performed throughout 2021.

The Chamber Executive Director (ED)'s duties are to execute operations for the organization, aligned with the priorities in the current or most recent version of the [Chamber's Strategic Plan](#); Member Engagement, Business Community Relations, Advocacy and Board and Staff Development.

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BACKGROUND.

THE BUSINESS CLIMATE.

Nearly a year into the COVID-19 pandemic, 2021 started off with much uncertainty. Revelstoke remained a desirable destination- the visitation trends were greatly affected by the status of continual Public Health Orders and travel restrictions.

Our members faced many challenges. Factors such as housing shortage and changed immigration patterns contributed to extreme worker shortage. Supply chain interruption also caused some businesses to curtail their offerings, adapt and pivot their operations. Revelstoke's living wage for 2021 was \$19.51, deeming us one of BC's most expensive communities.

Our staff entered 2021 with a positive team culture. Although there were many challenges, Chamber operations were focused on robust outreach, grabbing at external grant funding to infuse recovery programming into the community, and working closely with our Board of Directors to strengthen our organization's framework.

AGREEMENTS.

City of Revelstoke (CoR) – Fee for Services (\$55,000) to help cover the operating costs of the Visitor Information Centre, and support (\$35,000) for print marketing (Visitor Guide).

Revelstoke Accommodation Association (RAA)/Tourism Revelstoke – Funding support (\$100,000) to help cover the operating costs of the Visitor Information Centre and the value-added Visitor Experience tourism activities including salary support for the Visitor Experience Manager, REVV. Van roaming visitor services, and staff costs for increased seasonal staff.

Community Economic Development for City of Revelstoke and CSRD Area B – Fee for Services (\$20,000) to conduct Business Retention and Expansion work, and a budget (\$5,000) for expenses associated with Outreach.

CoR, RAA, CED, Community Futures Revelstoke (CF) – Funding to support Administration Desk for Business Information Centre (**BIC**).

GRANTS FOR 2021.

The Chamber secured a total of \$295,058.80 in external grant funding. The high number of grants we received is an indication of the considerable workload that was undertaken in 2021.

Improvements to the Business Information Centre Building.

- \$83,599 from Enabling Access Fund – Federal grant to increase accessibility at the Business Information Centre

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Grants for Recovery from the COVID-19 Pandemic

The Chamber secured a total of \$156,309.80 for programming to aid recovery efforts for our community.

- \$63,500 from Economic Trust of Southern Interior (formerly SIDIT) - to fund the Business Outreach Program
- \$77,896.50 from BC Government Community Workforce Recovery Grant - Bridge to Culinary Skills Program in partnership with Okanagan College
- \$2660 from Columbia Basin Trust – Buy Local to fund registration fees for REVY. Bucks Campaign via Support Local BC and some marketing and supplies
- \$12,253.30 from BC Chamber of Commerce - Shop Local to fund the launch of the REVY. Bucks campaign

Grants to Chamber for VE.

The Chamber's Visitor Experience Department secured a total of \$55,150 for items and expenses related to the Visitor Experience.

- \$29,152 from Destination BC – Visitor Services Sponsor Organization in 2021
- \$5018 from Columbia Basin Trust – Visitor Centre Subsidy Grant for student seasonal jobs
- \$12,959 from Canada Summer Jobs – Federal funding to bolster Visitor Centre budget for employees aged 16-29
- \$6,832 from Columbia Basin Trust – Kiosk refurbishment VE Project
- \$1,189 from Columbia Basin Trust – Tech Grant for 2 iPads

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OVERVIEW.

OUR TEAM.

The Chamber has only 1.5 employees dedicated to Chamber-specific operations- the Executive Director (ED) and .5 Administrator.

Executive Director. Stacey Brensrud.

Chamber Administration and BIC Administration Desk. The Chamber ED oversees the Administrator as well as the other .5 role which is running the Administration Desk at the BIC.

- Administrator - Tess Hulburd
- BIC Administration Desk – Tess Hulburd

Visitor Experience. The Chamber continues to oversee the Visitor Experience (VE) portion of tourism activities. This includes the VE Manager (F/T salary) and the Visitor Centre Manager (F/T salary) and other F/T, additional P/T and seasonal staff.

- Visitor Experience Manager - Guylaine St-Gelais until June, then Rowan Hargreaves
- Visitor Centre Manager - Bryan Lee until March, then Layla Rundle
- Visitor Centre Supervisor – Layla Rundle until March, then Christine Rowlands

Business Outreach Program. The Chamber oversees the Business Outreach Program - 2 part-time grant-funded contractors report to the Chamber ED.

- Business Outreach Program Contractor – Carolyn Gibson
- Pandemic Response Project Support Worker – Lisa Astra

Bookkeeping. The Chamber ED also works closely with a contractor who performs bookkeeping services.

- Bookkeeper Contractor – Laura Rooney

OUR BOARD.

The Chamber was very fortunate to have such a strong and diverse Board of Directors for 2021-2022. Representation spanned several different sectors and industries, and many of the Directors were themselves in leadership roles in their professional realms.

There were plenty of tough moments in 2021 with all of the pandemic related pressures. As difficult as these times have been, our volunteers continued to be the heartbeat of the Chamber- we rely on them to advance our organization and embody our values.

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PRESIDENT
Maggie Spizzirri
Moxie
Marketing



VICE PRESIDENT
Jamie Hobgood
Revelstoke
Credit Union



TREASURER
Christina Chong
Sync
Accounting



PAST PRESIDENT
Tracey Buckley
Independent
Member



DIRECTOR
Dianne Bull
Style Trend
Clothiers



DIRECTOR
Michelle Hardy
Revelstoke
Credit Union



DIRECTOR
Chandra Kerry
Universal
Footwear



DIRECTOR
Lisa Lamothe
Selkirk
Medical Group



DIRECTOR
Josh McLafferty
Monashee Spirits
Craft Distillery



DIRECTOR
Kim Spence
Revelstoke
Mountain Resort

Our Directors showed a deep commitment to the Chamber and an eagerness to learn and contribute. Mutual respect was consistently exercised as well as a healthy amount of levity when needed.

From an operational standpoint, the ED is an ex-officio (non-voting) member of Board Committees, supporting Governance, Advocacy and Finance tasks.

Governance. Chamber ED provides insights, actions requests from Board, serves on external committees as instructed.

Advocacy. Chamber ED is the liaison to the Board and therefore is the main communication hub between members, working partners, government officials.

Finance. A notable task was the calculation of the costs associated with running the VE/Visitor Centre workstreams; the goal was to gain an understanding of the level of contribution that our organization is making in these areas to inform operational and funding decisions.

OUR BUILDING.

The Chamber ED and Administrator handle many other tasks and duties not mentioned in this report include building-related issues such as the BIC renovation and the HVAC system, as well as strata-related issues.

THE BALANCING ACT TO SUPPORT OUR TEAM, OUR BOARD, AND ORGANIZATION.

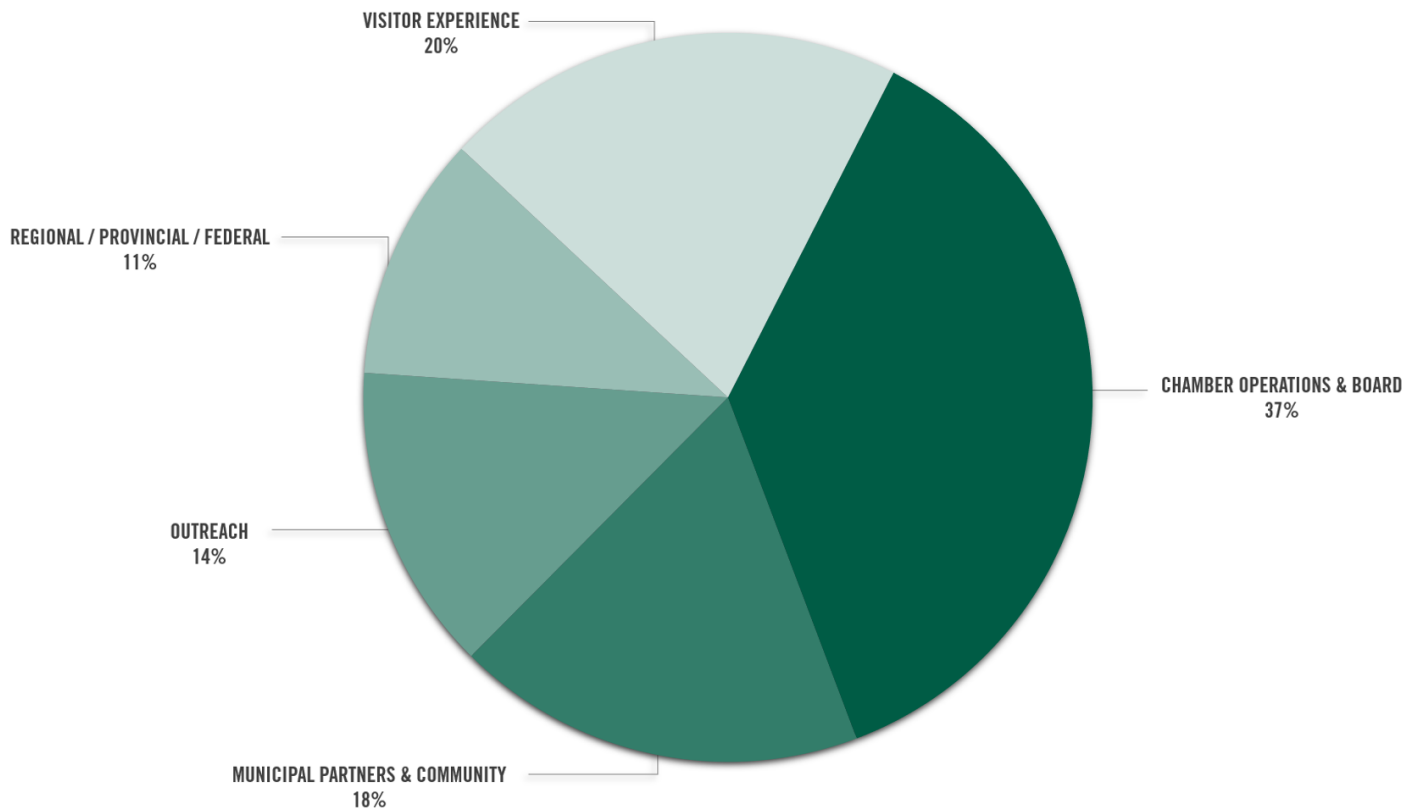
Meetings.

An indicator of the time allocated to different tasks is somewhat reflected in the quantity and breakdown of the number of meetings that the ED attended in 2021. The Chamber Executive Director attended no less than 391 meetings in 2021, with the heaviest demands in Q3 and Q4. The ED estimates another 80 meeting invitations were not accepted, due to schedule conflicts or lack of bandwidth.

- 37% focused on organization-specific work
- 20% focused specifically on Visitor Experience
- 18% were with local working partners
- 14% were to guide Outreach Program
- 11% were focused on regional, provincial and federal issues

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Highlights.

- Met with Member of Parliament for Kootenay - Columbia Rob Morrison
- Met with Federal Commissioner of Employers - to discuss EI reform and the impacts of Integrity Services Dept
- Met with Member of Legislative Assembly for Columbia River-Revelstoke, Doug Clovechok
- Attended BC Chamber of Commerce AGM via Zoom with Chamber President
- Attended a meeting with Premier Horgan to discuss recovery of the economy via Zoom
- Attended the Economic Plan Engagement meeting with Minister of Jobs Economic Recovery and Innovation, Hon Ravi Kahlon
- Kootenay Chamber Regional Conference
- Supported formation of Resort Municipality Chamber working group, including BC Chamber CEO
- Resort Municipalities Chamber Working group was established- shared unique challenges such as high density living/housing, worker shortage, COVID-19 case count spikes
- Kootenay Chambers Proof of Vaccination meeting
- Rural Business and Community Recovery meeting with ETSI-BC
- BIC Annual Strata Meeting
- Okanagan College Shuswap Workforce Development meeting
- Labour Market Working Group
- 420 Downie Street Affordable Housing stakeholder meeting
- Taking The Stage – Women’s Leadership Luncheon

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- Guest Presenter at Revelstoke Credit Union Strategic Planning Session
- Guest Presenter at Revelstoke Rotary Club
- PCR Lab meeting with Tourism Revelstoke, Epitome Genetics, Interior Health
- Tourism Management Diploma with Okanagan College
- Review of Tourism Revelstoke Tactical Plan
- Ambassador Program with Revelstoke Mountain Resort
- Start Up Revelstoke meetings to familiarize with the up-and-coming entrepreneurs
- Revelstoke Christmas Spirit Committee

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MEMBERSHIP UPDATE.

Total Members (as of Dec 31): 377

New Members (as of Dec 31): 35

Cancelled Members (as of Dec 31): 15

- 7 sold, relocated or closed (4 sold, 2 relocated, 1 closed)
- 8 discontinued or did not renew membership

Q1		Q2	
07-Jan-21	BC Infrastructure Benefits	15-Apr-21	Katee Pederson - Photographer
12-Jan-21	Revelstuck Escape Rooms	05-May-21	Six Percent
29-Jan-21	Get Social	19-May-21	Loki Tree Service
08-Feb-21	Roxy Theatre	01-Jun-21	Northern Touch Contracting
11-Feb-21	The Copeland	09-Jun-21	Cronometer Software Inc.
18-Feb-21	Revelstoke Search & Rescue Society	18-Jun-21	Revelstoke Local Tours Ltd.
23-Feb-21	Tracey Buckley		
25-Feb-21	Basecamp Resort		
17-Mar-21	Rockford Bar & Grill		
Q3		Q4	
06-Jul-21	Summit Translation	07-Oct-21	Citizen Design Collective
26-Jul-21	2 Season Adventures	25-Oct-21	Revelstoke Idea Factory
03-Aug-21	Revelstoke Grizzlies Hockey Society	04-Nov-21	Nat Segal Creative
19-Aug-21	Hive & Co Property Management Revelstoke Inc	08-Nov-21	Paradigm Building Solutions Ltd.
30-Aug-21	Headwaters Marketing	15-Nov-21	Revelstoke Cleaning Co.
10-Sep-21	Selkirk Powder Descents	01-Dec-21	Edward Jones - Jeff Honig
10-Sep-21	RAS Revelstoke After School Society	02-Dec-21	Hive & Co. Cleaning
21-Sep-21	Revelstoke Cycling Association		
22-Sep-21	T-van Contracting Ltd.		
23-Sep-21	The Studio Dance & Wellness		
24-Sep-21	Caribou Kids Ltd.		
24-Sep-21	Peter Martin Contracting		
27-Sep-21	Revelstoke Chocolate Company		

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MEMBER ENGAGEMENT.

Member Engagement sessions remained tricky for 2021. The rise and fall of the waves of the COVID-19 pandemic affected the willingness and ability to meet in person. Chamber Après events were postponed continually, and the lunchtime learning events were held online via zoom unless otherwise stated below.

Recordings of the sessions are available online on our website for those who could not attend.

[Click here to view sessions](#)

DATE	SPEAKER	TOPIC
Jan	Carolyn Gibson & Kevin Dorrius	Community Futures' Outreach Contractor Engagement
Feb	Matt Cherry, Tim Palmer, Alistair Taylor	Let's Talk Business with our By-Election Candidates for Council
Mar	Chamber President and Executive Director	2021 Annual General Meeting
Apr	Remote Working- Data Access and Management	Justin Givens- Presidium Networks
Apr	Q2 Survey to Business Community	Read final report here
May	Cabot Revelstoke Golf Course Development	Ben Cowan Dewar- CEO Cabot Links
Jun	Official Community Plan- Member Engagement Opportunity	Kelly Learned- OCP Project Lead & Marianne Wade- Director of Development Service for City of Revelstoke
Sep	Immigration Solutions for Staffing Issues	Michelle Bowlen- Selkirk Immigration
Sep	Customer Service: Dealing with Tough Situations	Carolyn Gibson
Oct	Executive Director	Retail Sector Engagement Session
Nov	Tyler Maki & Maggie Spizzirri	Business Excellence Awards

MEMBER NEWSLETTERS AND SPECIAL BULLETINS.

[Click here to view Newsletters](#)

DATE	SUBJECT	OPEN RATE
11-Jan	Revelstoke Business Support Measures	47.25%
22-Jan	Chamber News this Month January Update	42.9%
03-Feb	Member Engagement February	43.9%
08-Feb	Chamber News this Month February Update	42.6%

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DATE	SUBJECT	OPEN RATE
10-Feb	Last Chance to Register to today's Member Engagement Session	36.2%
24-Feb	2021 Virtual Annual General Meeting	44.2%
09-Mar	Chamber News this Month March Update	44.7%
10-Mar	2021 AGM 52 Registrants	52 Registrants
24-Mar	Export Navigator	38%
12-Apr	Chamber News this Month April Update	46%
15-Apr	April Membership Engagement: Data & Working Remotely	46%
23-Apr	Revelstoke Chamber COVID-19 Check-in Survey	45%
28-Apr	Chamber Updates April 2021	46%
14-May	Chamber Updates May	46%
17-May	May Membership Engagement: Cabot Revelstoke	18 Registrants
3-Jun	June Membership Engagement: Official Community Plan	46%
22-Jun	OPPORTUNITY: Action Required (The Business Gym)	45%
24-Jun	LAST CHANCE OPPORTUNITY: Action Required (The Business Gym)	42%
9-Aug	Chamber Updates August	45%
20-Aug	Attention: Urgent News for Businesses in the Interior Health region	63%
23-Aug	Special Chamber Announcement: Bridge to Culinary Arts Program	51%
1-Sep	Media Release: Our Chamber calls upon the BC Government to Provide Resources	45%
3-Sep	Chamber Updates September	47%
8-Sep	Immigration Solutions for Staffing Issues	12 Registrants
10-Sep	WorkSafeBC - COVID-19 BC Vaccine Card	56%
17-Sep	Customer Service: Dealing with Tough Situations	49%
21-Sep	2021 Business Excellence Awards	57%
5-Oct	Retail Sector Engagement Session – in person	12 Registrants
21-Oct	Chamber Updates October	50%
4-Nov	Chamber Updates November	49%
3-Dec	Chamber Updates December	54%

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BUSINESS OUTREACH PROGRAM.

14% of the ED meetings in 2021 were spent on Outreach efforts- liaising with the Business Outreach Program contractors.

- Secured \$63,500 in grant funding from Economic Trust Southern Interior (ETSI-BC, formerly known as Southern Interior Development Initiative Trust or "SIDIT"). The funds were used to continue the work of Business Outreach Contractor Carolyn Gibson, formerly under the lead of Community Futures Revelstoke.
- Funded the program expansion to include a new P/T position of Pandemic Response Project Support Worker, Lisa Astra. This position supported projects to address the issues as identified from businesses through the Outreach portion of the program.
- This program was free of charge and was available for all Chamber members, non-member businesses and organizations.
- Both positions reported to the Chamber Executive Director via bi-weekly reports. A bi-weekly communication and strategy session with both contractors and the Chamber Executive Director was also implemented.

Business Outreach Contractor.

The purpose of the role was to bring support directly to the doorsteps of businesses and organizations, free of charge. Support was provided for topics including:

- Creating COVID Safety Plans
- Delivering assets related to recovery efforts for the community
- Updating businesses and organizations regarding support program availability
- Helping to determine eligibility for recovery programs
- Supporting application process to support programs
- Consultation regarding business interruption
- Cash flow coaching and strategizing
- Mental health and wellness check-ins
- Referrals to existing programs
- Emergency Preparedness for businesses

The Business Outreach Contractor also identified key themes that businesses struggled with, flagged opportunities and gathered feedback.

More than 336 one-on-one check-ins and sessions were performed, beginning in Q2 once the grant funding was secured.

DATE	# OF BUSINESSES SUPPORTED
Apr 1 - May 7	49
May 8 - May 22	26
May 23 - Jun 5	36
Jun 6 - Jun 19	5
Jun 20 - July 3	17
Jul 4 - Jul 17	25
Jul 18 - Aug 28	37

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DATE	# OF BUSINESSES SUPPORTED
Aug 29 - Sep 24	10
Sep 25 - Oct 8	5
Oct 9 - 22	32
Oct 23 - Nov 5	21
Nov 6 - Nov 19	28
Nov 20 - Dec 3	13
Dec 4 -17	20
Dec 18-31	12

Pandemic Response Project Support Worker.

The purpose of this role was to work under the guidance of the Chamber Executive Director on support projects that addressed the needs as identified from the Business Outreach Contractor. The work of the Pandemic Response Project Support Worker, Lisa Astra, included:

- Revelstoke Chamber of Commerce pulse check survey to the business community – data analysis
- The Recovery Cards - assembly
- Bridge to Culinary Skills Program in partnership with Okanagan College - communications, marketing, graphic design, copy writing
- Executive Pulse CRM - initial research, set-up, intake form creation
- ETSI-BC virtual sessions regarding Community Recovery - attendee
- Telus “The Business Gym” Program – communications, review of assets
- Moonlight Madness – in-kind support from Chamber to Revelstoke Retail Committee via marketing, administration, communications, logistics for asset distribution
- Buy Local, Shop Local Campaigns - communications, marketing, graphic design, copy writing, liaising with Support Local BC

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BUSINESS COMMUNITY RELATIONS.

18% of meetings were with other organizations that we consider our local working partners. This includes The Business Information Centre (BIC) organizations (Basin Business Advisors, Community Economic Development for City of Revelstoke and CSRD Area B, Community Futures Revelstoke, Revelstoke Accommodation Association/Tourism Revelstoke) as well as the City of Revelstoke, Community Connections, Recovery Task Force, our local WorkBC office, Official Community Plan Focus Group.

HIGHLIGHTS: HOW WE COLLABORATED.

Basin Business Advisors (BBA). Supporting BBA communications about existing programs through social media, and including these sessions in the Chamber's online calendar of free learning sessions related to supporting success for businesses. We also were generously offered some space sharing from BBA in 2021.

Community Economic Development for City of Revelstoke and CSRD Area B (CED). The Chamber fulfilled its 2 year contract for Business Retention and Expansion – this was a 2-year contract in which the Chamber would support BRE activities. In light of the pandemic, the work was fulfilled largely by administering a robust outreach strategy. CED also expressed support for our grant applications for extra capacity to perform these duties, and our Buy Local and Shop Local campaigns. We have also been part of the Recovery Task Force which is an advisory committee of the Economic Development Commission. Numerous other projects have been shared including the upgrade of the kiosks in Grizzly Plaza, and many aspects of the Wayfinding Strategy.

Community Futures Revelstoke (CF). The Chamber and CF worked together in many capacities. We have cost share agreements in place for digital infrastructure and building operational costs. We've also partnered on projects like [The Recovery Cards](#). Our Business Outreach Contractor also works with CF and supports projects that address topics such as Marketing and Emergency Preparedness. The Chamber has a representative that attends CF Board meetings.

Revelstoke Accommodation Association (RAA)/Tourism Revelstoke (TR). Tourism Revelstoke and the Chamber align the Chamber's Visitor Experience workstreams with Tourism Revelstoke's. Most of the operating budget for the Visitor Information Centre is from the MRDT, administered by RAA. The value-added Visitor Services offerings would not be feasible without financial contributions from RAA, including the Roaming Services via the REVY. Van. TR also supported the content creation on such projects as the Information Kiosks and the Ambassador Program. The Chamber and TR continue to maintain open dialog for long term vision for servicing Tourism programming in the future; they are a key working partner for the Chamber. A key collaboration of 2021 was [#takeoutrevy](#) – this creative recovery project was recognized by Crowdriff and chosen for a case study for Return on Investment. Read the [report here](#).

City of Revelstoke (CoR). The Chamber has 2 councillor reps who attend our monthly Board of Director meetings. The Chamber has been on the Official Community Plan (OCP) Focus Group, and has representatives on the Revelstoke and Area Emergency Management Plan (RAEMP) Committee, the Economic Development Commission and the Social Development Committee. The Chamber continues to work with the City on initiatives that can benefit the membership, residents and visitors.

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ADVOCACY.

11% of meetings in 2021 were focused on regional, provincial and federal meetings for advocacy opportunities, idea sharing, resource pooling and critical networking to address larger issues affecting our members

37% of meetings focused on organization specific topics- a portion of this was allocated to supporting the Board of Directors for advocacy work.

The Chamber ED was key support for Advocacy Committee Formation, creating Terms of Reference, and creating an electronic voting system. The ED was also an active participant in the Advocacy Tactical Planning Session.

FEDERAL.

Meetings.

- Met with Member of Parliament for Kootenay - Columbia Rob Morrison
- Met with Federal Commissioner of Employers - to discuss EI reform and the impacts of Integrity Services Dept

PROVINCIAL.

Meetings.

- Met with Member of Legislative Assembly for Columbia River-Revelstoke, Doug Clovechok
- Attended BC Chamber of Commerce AGM via Zoom with Chamber President
- Attended a meeting with Premier Horgan to discuss recovery of the economy via Zoom
- Attended the Economic Plan Engagement meeting with Minister of Jobs Economic Recovery and Innovation, Hon Ravi Kahlon

Letters.

- Letter to Ministry of Forests, Lands, Natural Resource Operation and Rural Development re: Old Growth Deferrals
- Letter of support for Arts Revelstoke's application for Fairs, Festivals & Events Recovery Grant for LUNA Fest
- Letter of support for inter-community transportation service provider

REGIONAL.

Meetings.

- Kootenay Chamber Regional Conference
- Supported formation of Resort Municipality Chamber working group, including BC Chamber CEO

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MUNICIPAL.

Projects.

- Report - State of the Economy via Black Press Survey results, sent to Mayor and Council

Letters.

- Short Term Rentals – letters to Mayor and Council
- Revitalization of Grizzly Plaza Letter- letter to Mayor and Council

Letters of Support.

- Affordable Housing Project at 420 Downie Street – joint stakeholder letter of support to Mayor and Council
- City of Revelstoke’s Active Transportation Network Grant for Multi-Use Path on Airport Way
- Illuminate Revelstoke Project – letter to Columbia Basin Trust (CBT)
- Revelstoke Cycling Association – letter to Columbia Basin Trust
- BC Interior Forestry Museum – letter to Government of British Columbia | Canada 150: Celebrating B.C. Communities and their Contributions to Canada

ORGANIZATIONAL.

- Attended monthly meetings with Chamber’s Advocacy Committee
- Webpage being developed, dedicated to this topic to support membership value/recruitment/retention/expansion

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BOARD AND STAFF DEVELOPMENT.

BOARD.

The Chamber contracted Deb McClelland from OnBoard Training, who facilitated the following training sessions:

- Board Governance Training – to provide foundational knowledge to new Board Directors and their role for the organization
- 3-year Strategic Planning Session – the plan was adopted at a special Board Meeting in July
- Advocacy Committee Tactical Planning Session
- Kootenay Chamber Conference – President attended with ED

STAFF.

Executive Director.

- Excelsior Coaching Workshop
- Kootenay Chamber Conference

Visitor Centre Manager.

- Excel in a Day - Level I
- Conflict De-Escalation for Frontline Staff and Customer Service Professionals

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FUNDRAISING.

BANFF MOUNTAIN FILM FESTIVAL (BMFF).

Cancelled due to restrictions from the Public Health Officer and prolonged uncertainty.

28th ANNUAL BUSINESS EXCELLENCE AWARDS – “THE FUTURE IS BRIGHT”.

Highlights

- Facebook LIVE SHOW online and Online Silent Auction - watch the show [here](#)
- Total number of views of online event and promos - 8,800
- Online Silent Auction items generously donated by our members
- Expanded sponsorships and received a high amount of in-kind in exchange
- Sponsorships were forthcoming despite the lack of in-person format

Format

- Difficulties finding a venue that could accommodate a scalable model in case of changes to COVID-19 restrictions
- Chose a Pandemic TV Special, Online LIVE SHOW with online silent auction
- Filmed promotional videos with volunteer Tyler Maki. LIVE stream event was delivered with volunteer support and sponsorship.
- Very risky undertaking for a live online event, with multiple venue changes, multiple sponsors and recipients

Metrics

- Online metrics: 8.8K views total
- Nominee Announcement: 3.2 K views
- Finalist Announcement Reminder: 1.1 K views
- Finalist Announcement: 2.9 K views
- LIVE stream Awards: 1.6 K views

Financial Summary

- Revenue: Silent Auction Items \$5,790
 - Sponsorship \$9,700
 - Total Revenue \$15,490
- Expenses: \$5,271.44
- Profit: **\$10,218.56**

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- Online Silent Auction donations were once again generously donated by our members
- Sponsorship for Award categories was easily forthcoming
- Introduced new sponsorship opportunities for:
 - online nominee announcement - Moxie Marketing \$575
 - online finalist announcement - Great Canadian Tours and Full Speed Rentals (donation of a guided full-day excursion with 2 side-by-sides, plus videography and drone footage, approximately \$1000 value)
- Facebook Live Event- Revelstoke Grizzlies opening venue, Everything Revelstoke for the Shuttle, Eagle Pass Lodge for closing venue including service, Save-On Foods for donation of food for après, Monashee Spirits Craft Distillery for donation of spirits for après
- Expenses included award plaques, some new equipment, video editing, craft services, props, and thank you gift for our volunteer host.

New Revenue Sources.

- Small Business BC agreement
- Export Navigator Agreement via BC Chamber for \$1000 for communication amplification
- [Online store launched](#) featuring REVY. Brand items

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VISITOR EXPERIENCE.

20% of the ED's meetings were focused specifically on providing leadership and overseeing Visitor Experience including the Visitor Information Centre. Additional time allocated to communications and supporting projects is estimated at up to 40% of the ED's workstream at peak times.

VISITOR EXPERIENCE (VE).

The VE Manager supports Revelstoke's tourism sector through multiple workstreams, all with the goal of maintaining and improving the exceptional visitor services and remarkable visitor experiences Revelstoke offers to the world.

Print Marketing Sales, Distribution, Reprints & Edits.

- This work supports businesses by offering key platforms to reach tens of thousands of visitors. The income from the marketing is a critical source of revenue that is reinvested back into the Chamber to further support the business community.
- VE liaised with local tourism stakeholders in the fall of 2021 to sell Chamber marketing packages including the Experience Guide, Visitor Centre and ferry racking programs and Visitor Centre advertisements in both print and digital format. 2021 saw a record in sales value for print marketing, securing packages for 82 members.
- In December 2021, the Chamber partnered with Tourism Revelstoke to create 2022 Experience Guide, and to arrange distribution across BC and Alberta.
- Several print marketing activity brochures were updated including the Museums and Gallery brochure, the Hiking brochure and the City Map.

Ambassador Program.

The [Ambassador Program](#) is a valuable core project in the VE workstream. A considerable amount of program development was achieved.

- Creation of a new 25-minute Customer Service Excellence training video, with the concept and script created by VE with support from the Chamber ED, produced with Tom Poole. Tourism Revelstoke also provided valuable feedback and input.
- Development of new summer Revelstoke Knowledge video with KBTV. This included working more closely with Parks Canada to develop a full section on the parks, as well as including more content on sustainability.
- Additions to existing winter knowledge video including a piece with Parks Canada on Rogers Pass and the winter permit system.
- Built the program as an online course to ensure certainty of delivery due to the instabilities caused by the pandemic.
- Program access was expanded to maximize the value of the program – incentives remain specific to Chamber member tourism businesses' front-line staff, but access has opened up to promote widespread community adoption of key Revelstoke knowledge and great customer service in our community.
- There were participants from more than 35 businesses and organizations in Winter 2021/22.

Grants to Support VE Projects.

- Columbia Basin Trust Tech Grant \$1,189 - 2 new iPads to use at the VIC by visitors to complete surveys or conduct their own research, and to show online information to visitors from the REVY. Van while roaming in Mount Revelstoke National Park.
- Columbia Basin Trust \$6,832– Grizzly Plaza kiosk refurbishment

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Grizzly Plaza Information Kiosks.

In spring 2021 the Grizzly Plaza Info Kiosk project was completed. These kiosks are City Assets. In the past, the Chamber sold advertising that was located inside of the kiosks and kept the revenue, in exchange for managing and updating the content in the kiosks. The Chamber no longer sells advertising for the kiosks; the updated content was aligned with Tourism Revelstoke's 4 brand pillars (Map of the area and local knowledge, History, Sustainability and Revelstoke Iconics). However, the Chamber remains the primary steward of keeping the kiosks updated. This project was funded with some RMI funds, a CBT grant, and the Chamber paid \$1048 to cover the remaining expenses. The kiosks look refreshed and provide a huge range of pertinent information for both visitors and locals.

Managing this project included the following tasks:

- Securing funding for the project
- Coordinating with the City to place 20 information boards in city-owned kiosks
- Collaborating with Tourism Revelstoke on the content including copy and imagery
- Procuring contractors to repaint kiosks, fabricate and install information panels and REVELSTOKE. decals

REVV. Van Project Finalized.

- RMI funding that was previously allocated to the Mobile Visitor Services REVV. Van was re-tooled to two different purposes.
- REVV. Van Cargo shelving - installed fall 2021 to better transport brochures and other roaming materials, primarily in the summer.
- Visitor Centre sign refurbishment- in the parking lot of the BIC. This project will be completed in 2022.

2021 Visitor Experience Net Promoter Score (NPS) Survey.

The Visitor Experience NPS survey, created and led by the Visitor Experience Manager, allowed us to calculate a Net Promoter Score (NPS) for Revelstoke as a destination. A participation incentive was provided by Revelstoke Mountain Resort.

- Total of 629 responses in 2021, thanks to the hard work of the Visitor Centre team in getting visitors to complete the survey, in tandem with Tourism Revelstoke sharing the survey online
- Our 2020 NPS score was 68, putting us in the 'Excellent' category. To compare, our NPS score in 2021 was an impressive 80, putting Revelstoke into the 'World Class' category. This concrete statistic is a huge win for our community, as it supports what we all know to be true - that Revelstoke is amazing and that there are a lot of hard-working people who make and keep it that way.
- We have relaunched the survey for 2022.

Community and Committee Meetings.

The Visitor Experience Manager participated in community meetings and committee meetings throughout the year.

- Tourism Initiatives Committee (TIC) appointed, to provide recommendations on allocation of RMI funds
- Revelstoke Accommodation Association AGM - Presenter
- Annual Tourism Stakeholder Open House Event - Presenter
- Development Services/CED meeting - provided VE perspective on electric vehicle charging stations
- Tourism Revelstoke Annual Tactical Plan Review
- Okanagan College – Tourism Management Diploma Meeting
- Okanagan College – Fall Welcoming Community Partnership Meeting
- Partnership meetings with Parks Canada in spring and fall
- Tourism Initiatives Committee (TIC) to reallocate remaining RMI funds

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Management of Tents for Events.

In summer 2021, VE took over the coordination of lending REVELSTOKE. branded tents to multiple non-profits and businesses for their events.

Letters of Support.

- Walkways and cycle paths connecting downtown Revelstoke with RMR
- A transportation company looking to expand services in the Kootenays, including to Revelstoke

“What’s Up This Week” Events Poster Relaunch.

To inform visitors of local events that might enhance their stay in Revelstoke, VE staff has once again been actively procuring a list of events and happenings around Revelstoke each week. A new poster is updated and emailed weekly to stakeholders to be posted in hotels, shops and restaurants.

Supporting Visitor Services.

New Visitor Centre Manager Layla Rundle took the position in March 2021. Training was completed by Guylaine St-Gelais, before handing over line manager responsibility to Rowan Hargreaves.

The Visitor Experience Manager supported the VIC Manager in the following areas, to ensure the continued success of the Visitor Centre:

- Recruitment
- Recommencing the roaming program
- Staff Management
- Creation of Communicable Disease Plan created, followed by revision of COVID-19 Safety Plan
- Creation of new Emergency Procedures document
- Support of team through renovation of downstairs area
- Support for reporting on various grants including CSJ and CBT Visitor Centre Subsidy

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VISITOR SERVICES.

The Visitor Services team was smaller than usual for 2021.

- The Visitor Information Centre (VIC) Manager reports to the Visitor Experience (VE) Manager.
- Bryan Lee was the VIC manager in early 2021, resigning and relocating from Revelstoke. Layla Rundle was promoted from VIC Supervisor to VIC Manager in March.
- Christine Rowlands was promoted from a seasonal position to VIC Supervisor.
- There were an additional 4 full time staff and 4 part time staff delivering visitor Services.

Like many businesses and organizations in Revelstoke and across BC, we struggled to recruit a full team before the busy season. The recruitment process took more time and energy from the organization. The scarcity of potential employees affected our ability to hire employees that fit the grant funding criteria; some grant funded positions were left unfilled and the Chamber shouldered the full wage cost for these positions. It was not possible to deliver some value-added services such as extended hours at the VIC, and the summer roaming tent at Revelstoke Mountain Resort.

Despite these challenges, the Revelstoke Visitor Services team achieved a high level of performance across all goals highlighted in our 2021 Destination British Columbia Visitor Services Plan.

- The team offered exceptional, consistent service to 22,569 visitors.
- The Revelstoke Visitor Centre was open 363 days (closed on New Year's Day and Christmas Day), servicing 18,614 visitors.
- We served 3,955 visitors through Roaming Visitor Services- a new record.
- Digital service remained consistent, with the team responding promptly to all trip planning questions via email.

Overall, 2021 was a highly successful year. The challenges have prompted renewed goals and tactics for our 2022 Destination British Columbia Visitor Services Plan to elevate the quality and variety of Visitor Services in Revelstoke even further.

Statistics.

YEAR-OVER-YEAR - REVELSTOKE VISITOR CENTRE

Total Visitors	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
2022	0	0	0	0	0	0	0	0	0	0	0	0	0
% change 2022-2021	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%
2021	352	420	476	615	372	1,325	6,607	5,078	3,557	1,339	1,070	1,358	22,569
% change 2021-2020	-75%	-78%	-48%	791%	229%	43%	51%	-23%	-8%	15%	47%	166%	0%
2020	1,382	1,887	918	69	113	927	4,380	6,603	3,869	1,163	726	511	22,548
% change 2020-2019	0%	36%	-49%	-95%	-98%	-89%	-70%	-58%	-58%	-52%	-7%	-60%	-65%
2019	1,379	1,390	1,789	1,531	5,491	8,204	14,560	15,712	9,175	2,447	780	1,268	63,726
% change 2019-2018	3%	-14%	4%	-13%	-18%	-1%	-6%	22%	4%	1%	-7%	25%	1%
2018	1,344	1,625	1,723	1,760	6,723	8,284	15,526	12,923	8,861	2,414	839	1,014	63,036
% change 2018-2017	31%	16%	21%	18%	48%	4%	12%	-7%	14%	-3%	-7%	15%	9%
2017	1,029	1,404	1,426	1,493	4,553	7,937	13,818	13,910	7,787	2,479	906	884	57,626
% change 2017-2016	92%	7%	14%	12%	28%	10%	2%	-8%	4%	26%	42%	21%	5%
2016	535	1,315	1,250	1,334	3,551	7,210	13,495	15,174	7,474	1,961	638	733	54,670
% change 2016-2015	-9%	46%	13%	32%	4%	24%	23%	40%	13%	18%	0%	51%	24%
2015	586	903	1,108	1,011	3,407	5,820	11,004	10,857	6,610	1,658	638	487	44,089

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- Q1.** The Visitor Centre saw 1,248 visitors during Q1. Down from 4,187 (70%) during the same time the previous year. In summary, compared to 2020, we saw a significant decrease due to restrictions on non-essential travel, however there were many phone and email inquiries regarding the planning of future trips.
- Q2.** The visitor centre saw 2,312 visitors during Q2. Up from 1,109 (108%) during the same time the previous year. Regardless of the restrictions to stay within local Provincial Health Authorities and the postponement of non-essential trips during the first part of Q2, we still had an increase of visitation compared to the previous quarter and part of that was due to the successful #Takeoutrevy campaign and planning for summer trips as we went into the spring season. In mid – late Q2 the Government announced the BC Restart Plan which provided visitors with more details of when to travel to BC. This brought in many more phone and email inquiries about future planning.
- Q3.** The visitor centre saw 15,242 visitors during Q3. Up from 14,852 (3%) during the same time the previous year. In summary, compared to 2020, with the ease of restrictions July saw a 51% increase, however, August saw a 23% decrease and September an 8% decrease which was due to wildfire smoke and a lack of staffing available for extended hours and roaming services.
- Q4.** The Visitor Centre saw 3,767 visitors during the months of Q4. Up from 2,400 (57%) during the same time the previous year. With the ease of restrictions and borders opening up in late Q3, compared to 2020, October saw an increase of 15%, November saw an increase of 47% and December saw an increase of 166%. A great start to the winter season.

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SUMMARY.

The COVID-19 pandemic greatly influenced Chamber operations. The 4 key pillars of the Chamber's Strategic Plan were already established and helped to guide the workstream to purposeful and effective work.

- Member Engagement - our businesses and organizations were able to tell us what they needed- this feedback was the basis for creating programming to respond.
- Business Community Relations – the Chamber invested time and energy into relationship building, sharing insights, and collaborating. Informing others and staying in the know was key to ensuring that the value of our work was maximized.
- Advocacy – we aim to be partners in advocacy by working together on important issues that affect our business community in Revelstoke.
- Board Staff and Development – critical foundational governance pieces were rejuvenated and reinforced in 2021. Despite extremely challenging times for many Board Directors in their own professional roles, our Directors continued to show up and contribute. Operational capacity was spread extremely thin as we grabbed at as many grant funds as we possibly could to infuse into the community, and to satisfy some of the Chamber's commitments to funders.

The Chamber continued to provide a strong voice among our members, our stakeholders, our working partners, and our community; we continue to put our hand up for the interests of our businesses in our rural resort community that also relies on forestry.

The Chamber finished 2021 stronger than when the year began. An array of solid work was performed to benefit our membership and the city that we call home.