



Mission Chamber of Commerce BusinessTRACK

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APRIL 2017

April is Tourism Month

The Tourist is coming, the Tourist is coming.....

by Jo-Anne Chadwick,
Tourism Services Manager

It is no secret that Tourism is a concept that has eluded many people in Mission in the past, but, that doesn't



saw a large influx of people from Metro-Vancouver that really wanted to capture that "Super Natural British Columbia" feeling. They came to enjoy the outdoor adventure beyond the confines of the big City, and let's face it, few areas do that better than Mission and the surrounding region. We are a city with a "BIG BACK YARD" and visitors arrived last year to hike, bike, swim, photograph and capture the experience here, really immersing themselves in nature.

Who benefits from the Tourist or Visitor?

Now that is a great question. Tourism businesses put a lot of time and money into marketing their product to the consumer. Sometimes this is accomplished individually, and sometimes they work in partnerships with other attractions or service providers. Now after the "sale" is made, instead of shipping their products "TO" the consumer and pocketing all of the profits, the Mission tourism business brings the customer "TO" Mission. The longer the visitor stays, whether it is hours or

days, the more economic benefit the community receives. There are of course the obvious benefactors such as hotels, attractions, guiding services, raceway and restaurants. The lesser thought of businesses that see an increase in their bottom line when people visit are the gas stations, retail shops, grocery stores, campgrounds, liquor stores, laundry mats, farmers markets, artisans, museums, theatres, etc.



Are there any other benefits from Tourism for the Community?

Visitor spending contributes to development of new infrastructure such as airports, roads, schools, hospitals, and additional retail areas (think Stave West).

Social benefits - Tourism

can bring about a real sense of pride and identity to communities. By highlighting unique characteristics of their ways of life, history and culture, tourism can encourage the preservation of traditions and historical sites.

Environmental benefits - Tourism provides financial support for the conservation of ecosystems and natural resource management, making the destination more authentic and desirable to visitors.

Tourism can be a great benefit to a community and Mission has a lot to offer. In fact, many residents first came here as a Tourist, loved it so much, they moved here, and who can really blame them? We encourage you to get out and #EXPLORE MISSION.

To stay in the know about all things Mission, download the new "Explore Mission" app available on Google Play and iTunes.

Follow us on Facebook / tourismmissionbc
Instagram @tourismmission
Twitter @tourismmission
Visit us at the Visitor Information Centre & Gift Shop at 34033 Lougheed Hwy.



TOURISM REVENUE

In 2015, the tourism industry generated \$15.7 billion in revenue, a 5.3% increase over 2014, and a 37.3% increase from 2005.

TOURISM BUSINESSES In 2015,

18,938 tourism-related businesses were in operation in BC, an increase of 1.4% over 2014.

TOURISM EMPLOYMENT

In 2015, 127,700 people were employed in tourism-related businesses, a 1.2% increase over 2014 and a 16.0% increase since 2005.

TOURISM WAGES AND SALARIES

In 2015, the tourism industry paid \$4.5 billion in wages and salaries, up 4.0% from 2014, and a 36.1% increase since 2005. Average compensation in the tourism industry in 2015 was \$35,000, up 2.8% from 2014 and 17.4% since 2005.

mean that people haven't been coming to explore the area and leaving behind their hard earned dollars when they go. In 2016, the Visitor Centre

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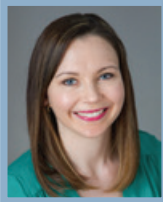
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APRIL 2017 President's Report

What an incredible year it has been for the Mission Regional Chamber of Commerce, and what an experience it has been for me personally. At this time last year I was cautiously but eagerly assuming the responsibilities of president of the chamber, and having just completed the development of a new three year strategic plan, the overarching course for our board and committees was very clear; to provide a high level of value for our members through increased advocacy, benefits and connections. Looking back at our year in review, I believe for most if not all of our members we accomplished just that. I would like to thank all of the members of our committees for their tireless volunteerism which translated into successes for our members on multiple fronts. Our Government Affairs Committee has taken leaps forward this year with policy acceptance at both the provincial and federal levels as well as a much higher level of confidence and respect by many members of government and non-governmental agencies alike. Over the last year members of our Government affairs committee have been invited

to speak to, and participate in policy discussions by different working groups and agencies all around the lower mainland which clearly demonstrates this increased level of respect and influence. This heightened level of profile could not have been achieved without the many hours committed by both our committee members and chamber staff. The dedication of both our Membership and Events Committees also deserve my sincere thanks for their contribution to our increased value proposition. Both of these committees sharpened their focus on "value for members" through a strict re-evaluation of our current events and programs to better define and realign our program and event outcomes to enhance real deliverables to our members. Through their efforts this past year we saw a new, highly successful Night Golf event, a refinement in our Business Excellence Awards and significant changes in our luncheons and evening networking events. Through the work of these committees we have also seen the development of a new innovative smartphone app and extensive intelligence

gathering from our business community at large with our wide scale business walks. This information which was gathered over the late spring and summer of 2016 will be invaluable to the development of all businesses in Mission going forward as we see increased growth in our community. This past year our tourism and executive committees took on the mammoth task of fully evaluating the Chamber's roll in delivering tourism services in our community. This task began with the consultations and information we provided to the tourism consultants which were contracted by the District of Mission. This gave us the opportunity to fully and completely re-evaluate what we as the chamber provide currently with respect to tourism in our region. This also gave us a new look at what the businesses reliant on tourism in Mission require from a comprehensive tourism plan. We also dove deep into the chambers costs of delivering tourism services and as a result of all of this, there is no doubt in my mind that refinements in tourism planning and delivery



David Sawatzky
PRESIDENT

are forthcoming.

In Closing I want to reiterate my immeasurable gratitude to both the staff of the Mission Regional Chamber of Commerce as well as the volunteer members of our Board of Directors. Without your sincere dedication to both our chamber, as well as the betterment of our entire community, we could not have achieved so many of our goals this past year. I am confident that with your ongoing commitment and the inclusion of others, the sky is the limit!

Mission Regional Chamber of Commerce to host Provincial All Candidate Forum

The Mission Regional Chamber of Commerce together with the Fraser Valley Real Estate Board will be hosting an All-Candidate forum with representatives from both ridings Maple Ridge/Mission and Abbotsford/Mission to give the community an opportunity to get to know the candidates for the 2017 Provincial Election.

This event will be held on Tuesday, May 2nd 2017 at 6:30pm in the Clarke Foundation Theatre, 33700 Prentis Avenue, Mission. Doors open at 6:30pm

Candidates will be given questions prepared by a panel representing the Mission business community. The Chamber will be reaching out to its members to assist in formulating

the questions and encourage all businesses to bring their questions forward to the panel. *"It's important for not only our membership but all members of the business community to voice our concerns and determine where our candidates stand on how the province plays a role in the success of business in Mission"* - Tony Luck, Government Affairs Committee Chair, Mission Chamber of Commerce. "This is a wonderful opportunity to meet the candidates in-person and to evaluate their responses to important issues for Mission business's" added Luck.

Forward your questions for the candidates to:
info@missionchamber.bc.ca before the deadline of April 25, 2017



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Kerry and Laurel Martin of Martin's Downtown are recipients of the 2016 Local Focus Award, part of the Mission Regional Chamber of Commerce Business Excellence Awards.

Spotlight on Excellence: Kerry and Laurel Martin are what LOCAL is all about: Food

by RICK RAKE,
Click Media Works

Kerry and Laurel Martin each work 82 hours a week doing what they love, and the best part about it is they get to "dine at one of the nicest restaurants in Mission every day."

In fact, Mission plays an integral part in their lives, Kerry having graduated from Mission Secondary in 1978 with a culinary arts scholarship after working at the Peppertree Restaurant across the street from today's Martin's Restaurant, and Laurel who arrived in Mission in 1984 and never looked back.

Martin's Downtown is the recipient of the 2016 Mission Regional Chamber of Commerce Local Focus Business Excellence Award. And Local is a word which aptly describes their food, their countless contributions to the community and non-profits, and their efforts to support other local

businesses by purchasing local goods and services.

The couple have two experimental gardens for their restaurants, including the famed and newly-renovated Blackberry Kitchen at Fraser River Heritage Park and their Kela Cuisine Inc. catering services. They provide employment and training for 25 people.

Kerry, who was born in Quebec, and spent his childhood years in Ontario, said his greatest influence and role model in the world of cooking was his grandfather, Joseph Martin, Chef Instructor at Canadian Forces Base Borden in Ontario.

Laurel is from Edmonton. Her grandmother purchased a rest home and she and her mom provided services there, including "emergency management," smiled Kerry.

Laurel's family later moved to

Vancouver and lived at a rest home in an old mansion on Marine Drive. "I believe that my early life was as unconventional as it was, shaped me immensely," said Laurel.

Kerry and Laurel met at Cedarbrooke Chateau Retirement Residence in Mission where Kerry was hospitality manager.

Kerry is a journeyman Red Seal and Chef de Cuisine. His culinary experiences have taken him to Vancouver's Hyatt Regency Hotel and Four Seasons Hotel to Expo 86 Canadian Club and Northview Golf and Country Club (involved in five PGA Tours) among other top spots.

Customers continue to ask the Martins to open similar restaurants in neighbouring communities, but for the time being, two in Mission is plenty," said Laurel. "We love it here."

UPCOMING EVENTS

April 19th

10TH ANNUAL

FRASER VALLEY SHOWCASE

Attend the Fraser Valley's most inclusive networking event of the year. Presented by the Fraser Valley Chambers of Commerce.

Place: Quality Hotel & Conference Centre
36035 North Parallel Road, Abbotsford

Time: 3pm-7pm

Price: Free to attend

April 20th

INDIA INFO SESSION – Join us for our 2nd info session and learn about this incredible 11 day all inclusive, fully guided holiday to India leaving September 24th - October 4th, 2017. Space is limited for the trip; deadline to book is June 15th. This amazing tour is open to EVERYONE! Rates as low as \$2895* for a trip of a lifetime.

Place: Mission Chamber of Commerce Boardroom
Time: 5:30pm

April 29th

BOARD GOVERNANCE WORKSHOP

This workshop is designed to inform, educate and assist both volunteer board members and staff about governance best practices and the effective operation of a board.

Place: Chartwell Cedarbrooke Chateau

Time: 8:30am-2pm

Price: \$75 members

\$99 non members

May 2nd

ALL CANDIDATES FORUM

Come out and meet your candidates and learn more about those looking to represent you provincially.

Place: Clarke Foundation Theatre

Doors open at 6:30pm

Open to the Public

To REGISTER for these events visit our website at missionchamber.bc.ca or call 604-826-6914 or e: member_services@missionchamber.bc.ca



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Community Futures North Fraser executive director Allan Main (left) and loans officer Michele Blackwell are ready to help business grow.

Business advice free for the asking at Community Futures North Fraser

by KATHLEEN RAKE,
Click Media Works

Entrepreneurial dreamers are welcome. So, too, are start-up and established or growing businesses. "We serve them all," says Allan Main, executive director at Community Futures North Fraser (CFNF).

CFNF is well known for providing financing (loans) to a variety of business types—self-employed, sole proprietors, partnerships, corporations—in myriad sectors, including tourism, manufacturing, wholesale, retail and professional services. "We also offer free one-on-one time and advice to all types of business," says Michele Blackwell, loans officer at CFNF.

Anyone in the North Fraser region can call or drop in to make an appointment to talk to either Main or Blackwell; who they speak to depends on the type of guidance they seek. "You don't have to be our loan client to receive expert, timely business advice," ensures Blackwell.

"Ideally, people come to us before they reach the funding part of start-up or expansion. That way," Main explained, "we can help them with business, marketing

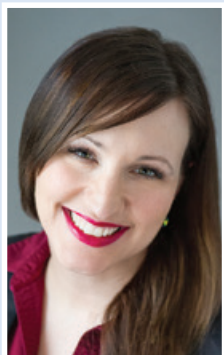
and financial plans—before they're urgently needed."

Main and Blackwell offer expert advice on all aspects of business and ask in-depth questions because, according to Main, "entrepreneurs are often excited but don't necessarily ask all the right questions or recognize subtleties." Market research, cash flow projections, business and marketing plans, and financing are some of the business topics they cover. As well, they provide access to business-related workshops, some free and some for a fee, and information for outside resources.

Community Futures North Fraser is a non-profit organization that works with small business to help create, maintain and grow jobs in the communities it serves: Mission, Kent, Harrison Hot Springs and the places in between. Main and Blackwell are excited to work with partners to develop projects that will super-charge the North Fraser's growth and economy.

For more information or to make an appointment, call 604-826-6252 or drop in to Unit C - 7337 Welton Street, Mission. Visit CFNF online at NorthFraser.org.

"Membership has its benefits!"



Kristin Parsons
Executive Director



Jo-Anne Chadwick
Office Administrator and
Tourism Services Manager



Janessa Syrenne
Membership Engagement
and Events

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CHAMBER BRINGS TRIP OF A LIFETIME TO COMMUNITY!

The Mission Chamber of Commerce has partnered with the Chamber of Commerce serving Maple Ridge and Pitt Meadows to bring a trip of a lifetime to our community!

The Mission Chamber is constantly striving to bring new and exceptional benefits to their members and their travel partners have given them an opportunity this year to offer exceptional value and extend this value to their entire community with a

“Trip of a Lifetime to India for only \$2895*”

“I have taken this trip myself and it was completely life changing, and has continued to help shape my world in ways I didn’t expect. India is a country full of incredible beauty, culture and history that you don’t find anywhere else. The people of India were the most gracious hosts and I felt honoured to have been their guest.” Says Kristin Parsons, Executive Director, Mission Chamber.

The unique opportunity to travel with the Mission Chamber on a trip like is provides many travellers with a sense of security knowing that all details of the trip are taken care of by the MRCC travel partners. Take the

guess work and planning details out of your way and focus on how much fun you will have!

Take traveling to India off your bucket list this year.

GOLDEN TRIANGLE & RANTHAMBORE PARK TOUR

Sunday, September 24 to Wednesday, October 4, 2017

\$2895* per person includes all transportation including flights & train, all accommodations, all taxes/fees, activity fees and daily meals**

Find out more about this 11 day all inclusive, full guided adventure to India by contacting **Mission Regional Chamber of Commerce** at 604-826-6914 or email: **Info@missionchamber.bc.ca**

OR Attend the next India Info session on April 20th from 5pm-6pm at the Mission chamber at 34033 Lougheed Hwy

Space is limited for the trip.

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*non-members pay an additional \$200.

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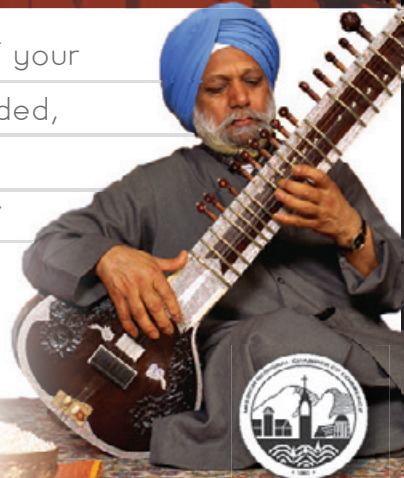
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Mission Chamber Boardroom

*\$2,895 per person - Non-members additional \$200

**SPACE FOR THE INFO SESSION IS LIMITED
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MISSION RECORD

www.missionchamber.bc.ca



World-Class Customer Service Training is returning to Mission.

Worldhost training services workshops are once again being offered through the Mission Visitor Centre and Mission Chamber of Commerce. Designed and delivered by certified trainers, this WorldHost® Training Services workshop was launched as the SuperHost® program in 1985, offering customer service training for EXPO '86 in BC, Canada. Since then, the program has expanded, evolved and rebranded to become the standard for customer service excellence in BC, as well as an internationally recognized leader in training for the tourism industry.

Individuals obtaining WorldHost certification, gain the skills and confidence required to excel at customer service. For businesses choosing WorldHost training, your investment distinguishes your business with a competitive edge.

We believe that great customer service is great business. Therefore, WorldHost Training Services has developed workshops to encourage skill development in a wide variety of areas and for specific markets and sectors.

This is a one-day course teaching front-line employees the skills and techniques needed

for world-class service professionalism. The workshop is open to members and non-members. Businesses can also arrange for customized workshops for their specific needs. *

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- A warm welcome!
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Objectives of the Fundamentals workshop

- Understand the importance of excellent customer service
- Learn how to communicate more effectively and efficiently with customers
- Learn how to demonstrate attentiveness to customer needs
- Understand the social and economic contribution of a healthy tourism industry.



NEXT TRAINING DATE:
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