

# VOICE OF BUSINESS

Connecting Voices. Building Business

Phone: 306-445-6226

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## The REAL Value of Joining a Chamber of Commerce

Linda Machniak, ACE, Chief Operating Officer

Working in a Chamber of Commerce office I can tell you with 100% certainty that there are very good reasons for businesses to join their local Chamber of Commerce. But, alas, I am biased, at least some would say so. So, let me give you some facts and figures that don't come from me, they come from you, the consumers!

Over the years, I have read many studies on shopping locally, value of a chamber of commerce to a business community and a community as a whole, the pros and cons of joining, and many more, so it was intriguing when I saw a recent report on the "Real Value of Joining a Chamber of Commerce". This report, though, showed the reasons it was important to you, the consumer, yes, you the residents.

Firstly, for those that don't know facts about a chamber of commerce, here we go. A chamber of commerce is made up of local and regional businesses and is financed in large part by membership dues. 95% of you said that. Fact.

92% of people said that a chamber of commerce functions as a storehouse of information on current business trends and public policies. Fact.

47% of people shared their belief that a chamber of commerce is a government agency, funded by municipal or some level of government. Myth.

You get the picture.

Here are some fun figures: Consumers believe that a business who is active in their local chamber of commerce shows them that the business : a) uses good sound business practices - 67%, b) has a good reputation - 67%, c) 64% agree that it shows them the business cares more about their customers, and d) that it shows the business is involved in their community - 63%. The same study also showed that consumers were 80% more likely to increase their future patronage in a business who is a chamber of commerce member.

Consumers are also 73% more likely to be highly aware of a business if they are a member of a chamber, and 68% more likely to think positively of its local reputation.



So, as you are out and about shopping in the Battlefords region, be sure to look for their chamber of commerce membership plaque. Support those that are supporting you, your community and your home.

Businesses join a chamber of commerce for several different reasons. It is a good business strategy, as you can see in these numbers, but some join for reputation, some join because "it's the right thing to do", while others join for the networking and promotional opportunities, or to build their own personal networks. I could go on, but the value of a chamber of commerce to you the consumer should be the #1 reason.

Whatever the reason, thank you for validating their investment in not only the Battlefords & District Chamber of Commerce, but their investment in the Battlefords as a whole. We can't do it without them, and they can't do it without you! Keep shopping Battlefords!

## Nominations Open

The 29<sup>th</sup> Battlefords Business Excellence (BBEX) Awards has now opened their nomination window. The public can nominate a business or a person in any of the open categories. Public nominations will run through midnight, May 25<sup>th</sup>, 2023.



### Award categories include:

- [1.] Heather Guthrie Customer Service Star Award (Owner/Entrepreneur)
- [2.] Impact Award (Non-Profit, Not-for-Profit or Charity)
- [3.] Agriculture and Agri-Business Award
- [4.] New Business Venture Award
- [5.] Community Contribution Award
- [6.] Micro Business Award
- [7.] Young Entrepreneur Award (age 35 years or under on December 31, 2022)
- [8.] Members' Choice Award

The BBEX Awards, now in their 29<sup>th</sup> edition, will celebrate a business community that has been so resilient and remains strong coming out of the pandemic, and they deserve to be acknowledged for their excellence in specific areas. From the open categories of awards, a "Business of the Year" award recipient is also selected by the jury.

Residents may go online to [www.battlefordschamber.com](http://www.battlefordschamber.com) and click the BBEX icon, as shown above, and proceed to the nomination process. As easy as a few clicks. There is a description of each award in the materials to make it easier to select a category for recognition.

The BBEX committee continues to work on the planning for a November 8<sup>th</sup>, 2023 gala celebration.

# find your voice!

Businesses join the Chamber of Commerce for many reasons, but they all believe in the business community of the Battlefords. This group of new Chamber members are a broad representation across sectors, some are new businesses while others have had a change in ownership, and yet others join to offer/share the #1 employee benefits plan in Canada with their staff and families.

### NEW CHAMBER OF COMMERCE MEMBERS:

#### Local Members:

##### ◆ Adora Diamonds

- 11422 Railway Avenue East, North Battleford
- 306-445-6868

##### ◆ Fauchon Electric Ltd. Plumbing & Heating

- 131 – 22nd Street, Battleford
- 306-441-3566

##### ◆ Pillar to Post Home Inspector

- P.O. Box 2404, Battleford
- 306-481-4681

##### ◆ Norsasklaw

- Moved to a home-based business
- richard@norsasklaw.com

##### ◆ FFUN Dodge North Battleford

- 3042 – 99th Street, North Battleford
- 306-445-6640
- New Owners (previously Scott Campbell Dodge)



# Thank You!

The Battlefords & District Chamber of Commerce wishes to send our sincere thanks and best wishes on the retirement of **Lyle Jones**, of Jones Law Office, who has provided services and advice to the Chamber for many years. We appreciate you!

## Calendar of Events:



### Chamber on Tap:

Thursday, May 4<sup>th</sup>, 2023

5:00 p.m. to 7:00 p.m.

Blend - Riverside

1 Riverside Road, North Battleford

Guest: **Michael Brennan**

President & CEO, Great Western Brewery

Upcoming Chamber on Tap dates

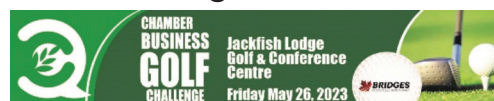
-June 1<sup>st</sup>, 2023 at Discovery Co-op Café

Sponsored By:



## BATTLEFORD FURNITURE

### 9<sup>th</sup> Chamber Business Golf Challenge



Get your team registration forms online at:

[www.battlefordschamber.com](http://www.battlefordschamber.com) or call the Chamber of Commerce office at 306-445-6226

## GET CONNECTED IN 2023!