

VOICE OF BUSINESS

STRENGTHENING BUSINESS

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Shop Local Investment Benefiting Canada's Small Businesses

Battlefords Chamber of Commerce

As more and more Canadians get vaccinated and we move to a finish line against COVID-19 and begin to safely re-open, the government of Canada is committed to supporting small businesses from coast to coast to coast. That includes those in Saskatchewan, and indeed in the Battlefords and area.

The Honourable Mary Ng, Minister of Small Business, Export Promotions and International Trade, announced the launch of Shop Local, a Canada-wide investment of \$33M to encourage Canadians to shop in their communities and support their neighbors and friends.

The funding will be provided through provincial and territorial chambers of commerce to support awareness-building campaigns that promote consumer confidence and local businesses. The amount of funding allocated to each chamber is based primarily on the percentage of small business in its region.

The Battlefords Chamber of Commerce has jumped on board and will be providing local businesses the opportunity to share their stories.

You will be seeing and hearing about the bright bold new logo for the campaign:

Shop the Battlefords! Local People. Local Business.

The story telling videos to be produced will be made available through the Chamber's **Meet our Members** segment of the new website showcasing local business owners and managers.

This investment in the program will allow residents to regularly see and hear from local business owners and get to know and understand what the business does, how many local people they employ, and share why they love doing business in the Battlefords. As we move out of the unprecedented public health and economic crisis, it will be critical that we support the businesses who are integral to the fabric of the Battlefords.

Businesses will have two ways to participate in the video productions. The Meet Our Members videos will be produced by a professional video production company and will be promoted in the media, social media and the Chamber website.

Secondarily, a series of "Virtual Shopping Tour" short vignette videos will be produced to showcase a small business, a product or service they offer, a special bulletin, like a grand opening, or a sale for a specific seasonal opportunity (perhaps Back-to-School, Thanksgiving, Halloween, etc.)

"We are very excited to assist local business in this promotion and development of a video library," says Linda Machniak, Chief Operating Officer at the local Chamber. She added that "we know studies show local residents are far more likely to do business with people they know and trust, so we hope to let residents of the Battlefords get to know as many of the local business owners as possible."

Businesses can contact the Chamber office in the Battlefords for more information: 306-445-6226



Borders still out of step with science, still easier to fly to Paris than drive to Buffalo

(OTTAWA) – June 21, 2021 – The Canadian Chamber of Commerce's President and CEO, Perrin Beatty, issued the following statement regarding easing of border restrictions.

"Today's announcement of further details for fully vaccinated Canadians returning to Canada is a welcome step, but Canadian businesses remain frustrated by the absence of a plan for how our country will eventually reopen borders, especially at a time when more domestic reopening plans are being published.

The Government of Canada's Expert Panel laid out a comprehensive and science-based plan for how to safely reopen borders. This includes the elimination of quarantine hotels and moving travel measures to be administered on the basis of a traveller's vaccination instead of their nationality. A federal government multi-step plan to reopen the border on the basis of the Expert Panel report is long overdue. COVID-19 does not recognize a traveller's citizenship, and maintaining differentiated rules for Canadian residents versus others will stunt our recovery from the pandemic. As the government knows a quarter of businesses have reported travel restrictions to be a barrier for their business.

Today's announcement will helpfully make it easier for Canadians who travel abroad for business purposes, but continues to prevent visitors who want to come to Canada. Canadian communities whose jobs and livelihoods rely on tourism and companies that need to bring staff into the country for critical business functions will continue to feel the impact of these excessive restrictions.

The fact that it is easier for vaccinated Canadians to fly to Paris than it is to drive to Buffalo demonstrates how illogical the present policy is. It is time for common sense, guided by science, to dictate a well considered reopening plan."

An Intern's View

Over the last two months, our Battlefords Chamber of Commerce team has worked tirelessly to deliver the best possible support to our local businesses by hosting events and projects, including the Chamber Business Golf Challenge and "Shop the Battlefords" campaign.

The Chamber Business Golf Challenge, held on Friday, June 18th, was a successful event that saw over 30 golf teams from several different businesses in the Battlefords participate in a tournament full of great activities and chances to win prizes! It was an amazing experience working with businesses and planning an event that meant so much to so many.

Another task we worked on was the development of our new website. On our new website, you can find much of the same content with added features, such as a new **Meet our Members** section. These videos will be featured on our website as a way for businesses to advertise to the public and encourage the community to shop local in the Battlefords.

As a business student, I have thus far gained experience that I will surely benefit from and apply to any future endeavours. As the voice of business in the Battlefords, the Battlefords Chamber of Commerce has given me true insight into the field of business!

Mitchell Mullin, Intern

Project Co-ordinator



Chamber members, send your Member Milestones to admin@battlefordschamber.com or Call 306-445-6226



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