

2016 QUALICUM BEACH CHAMBER OF COMMERCE ANNUAL REPORT

2016 Projects – Accomplishments

Over the last year the Qualicum Beach Chamber of Commerce has been busy being involved in business advocacy, business support, capacity building and projects to the benefit of both the Chamber of Commerce and the Visitor Centre.

Advocacy

Vacation Rental by Owner

PQBTA and Chamber reps met with Town reps to discuss the recommended changes to Vacation Rental by-laws going forward. In July we made a presentation to Town Council to support a regional task force to explore this issue and come up with recommendations that would benefit the entire region.

Development Cost Charges Committee

Two Chamber reps sat on the DCC Committee to discuss best practices in Development Costs Charges that the Town levies as well as aligning DCCs with the Official Community Plan.

Official Community Plan Committee

A Chamber rep will serve on the Official Community Plan committee in 2017.

Business Walk with Gord Johns

The purpose of the Business Walk was to take the pulse of the business community by connecting face to face with businesses. On October 12, fifteen Chamber representatives went into the community and gathered information. Survey responses will be collated by Gord Johns' office and circulated back to the business community.



MEETING SCHEDULE FOR 2017

Pizza and Beer Night - Oceanside Pizza	Jan 18
Community Awards - QB Civic Centre	Feb 15
Wine and Appetizers - Milner Gardens	Mar 15
Dinner - French Creek House	Apr 19
Chambers Joint meeting - Parksville	May 17
Picnic - Rotary Park	Jun 21

Projects

Office Amalgamation Project

Throughout the months of March and April staff, Board members and volunteers cleared out the Second Avenue office, oversaw renovations to the Island Highway office, downsized office requirements and moved the entire staff into the Island Highway office. We were up and running the Visitor Centre by mid-April and the move and renovations were done within a very tight budget.

Thank you everyone who helped make this challenging move a success.



Capacity Building Projects

Qualicum Beach Chamber offered a number of Capacity Building opportunities to the business community in 2016.

Here are a few: Sales Mastermind, Retail by Design workshop, mentoring other small Chambers of Commerce

Qualicum Beach Downtown Business Association

Community Projects

As of December 31, 2016 the contract with the QBDBA will be complete. It is anticipated that the contract will not be renewed by the Town of Qualicum Beach.

Business paperwork shredding – February

Welcome Event – Cloudhead Games – November

Board of Director's Sub-Committees

Fort Mac Fundraiser – assistance - May

The Board of Directors is committed to community involvement. One aspect of this is participation on many Qualicum Beach event committees. Board and staff are involved in:

Youth Appreciation Event – May

Beach Days, Family Days, Annual Gala Committee, Fire and Ice, Community Awards, Airport, PQBTA, DCC, Physician's Search Group

Downtown Business Association Assistance

QBCC offered assistance to the QBDBA in 2016 with:

- Proposal writing to Regional District for updating QBDBA website
- Assistance at the QBDBA Annual General Meeting
- Strategic planning mentorship
- Application for Summer Student help in 2016
- Application for Grants-in-aid from Town of Qualicum Beach
- Office administrative assistance
- marketing and promotion of QBDBA events

Visitor Centre Roving Counsellor Project

In 2016, Destination BC once again offered a grant to carry out a pilot project to use innovative methods in offering Visitor Services in the Qualicum Beach area. A roving counsellor was hired to travel to where visitors were in abundance to make visitors feel welcome even if they have not found their way into the Qualicum Beach Visitor Centre. The counsellor attended various events, farmer's markets, and high traffic areas like the beachfront and Coombs Market. They were equipped with some rack cards and maps, which they could hand out to people. This was an opportunity to drive business into town that would normally be headed out of town.

2017 Future Focus Challenges and Opportunities

Inside Scoop 2017

Following up on the success of Inside Scoop in 2016, the QBCC and the PQBTA (in partnership) will deliver a second year of this trade show with expanded advertising opportunities and an open invitation to the public – not strictly the region's tourism providers.



Community Awards

This annual event will take place on February 15, 2017. The Chamber is looking at expanding this event and looking for more sponsorship and adding a silent auction component as well.

Inside Scoop 2016

The inaugural Inside Scoop took place in May 2016 with close to 30 vendors, over 150 attendees and lots of interactive learning. The inside Scoop is a partnership between the Qualicum Beach Chamber of Commerce and the Parksville Qualicum Beach Tourism Association.

The intent of the Inside Scoop is to assist front-line tourism staff to better understand the tourist activities available in the region so they become well-informed and are able to assist visitors with their many questions. In being informed, front-line staff are able to act as area ambassadors and put their best foot forward to tourists.

