

2018 QUALICUM BEACH CHAMBER OF COMMERCE ANNUAL REPORT

2018 Projects - Accomplishments

Over the last year the Qualicum Beach Chamber of Commerce has been busy with small business advocacy and support, capacity building, and undertaking projects to the benefit of the Chamber, our Visitor Centre and the Community.

CAPACITY BUILDING PROJECTS

Social Media Ninja

In September the Qualicum Beach COC offered a one-day social media boot camp in Qualicum Beach. With the help of an RDN Northern Economic Development grant the workshop was offered at a very low cost to participants. We then teamed up businesses with KSS high school students to assist with executing their social media strategy. Students received volunteer hours for time spent assisting the businesses.

VISITOR CENTRE

Visitor Centre Report 2018

The QBCOC staffs and houses the Visitor Centre and this year we greeted over 10,000 visitors from May through August 2018 alone. There were five consecutive days late August when we spoke with 1000 people! Not only do we greet and help direct our visitors, the Visitor Centre serves as an important community resource for those new to the area and those who are thinking about relocating here.



MEETING SCHEDULE FOR 2019

Member Meeting - Oceanside Pizza	Jan 17
Community Awards - QB Civic Centre	Feb 20
Annual General Meeting - Pheasant Glen	Mar 20
LEAP Barn Burner!	Apr 17
Chambers Joint Meeting - Parksville	May 9
Summer BBQ - tbd	Jun 19

CHAMBER OF COMMERCE PROJECTS

Chesapeake Shores Reward Card

With the return of the successful Hallmark show Chesapeake Shores, the Chamber once again ran a reward card project for Chesapeake Shores staff. The project was designed to encourage local shopping by Chesapeake Shores Staff and build upon a healthy relationship between downtown businesses and the production.

Business Breakfast with Municipal Candidates

The Chamber of Commerce invited the business community for breakfast in October to meet with our Municipal Candidates. After a casual breakfast, there was an opportunity for each candidate to address issues of concern to the businesses of Qualicum Beach.



Qualicum Beach Chamber Communications

Chamber staff focuses on ensuring Qualicum Beach events, activities and celebrations are front and center both locally and on Vancouver Island. This includes monthly interviews on local radio programs, advertising in the PQB News, utilizing our well established social media channels [FB/QBChamber/](#) and Instagram - [@qualicumbeachvic](#) , and of course our weekly electronic newsletter.

COMMUNITY PROJECTS

Business Walk

In October the QBCOC along with Gord Johns, MP Courtenay-Alberni, the Lighthouse Country Business Association and local community leaders visited businesses in Qualicum Beach and area to ask them what was on their minds. The goals of these walks are to better understand local businesses needs and concerns through consultation.



Town Summer Transit Initiative

This summer the QBCOC assisted the Qualicum Beach Town Council through advertising and marketing efforts to encourage ridership on the new transit initiative to cover the cost of all fares for service on the Route 97 Eaglecrest and Route 98 Qualicum Beach. The initiative was aimed at increasing ridership, reducing traffic and parking congestion, improving safety, and reducing greenhouse gas emissions.

Board of Director's Sub-Committees

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

QB Community Awards **Beach Day**
Parksville Qualicum Beach Tourism Association
Town Safety Committee
Oceanside Development and Construction Association

We are active members of the **BC Chamber of Commerce, Canadian Chamber of Commerce, Vancouver Island Economic Alliance & Vancouver Island Coastal Economic Developers Association.**

Community Grants 2018

Through its grant program, the Qualicum Beach Chamber of Commerce supports initiatives designed to improve the quality of life in the areas served by the chamber.

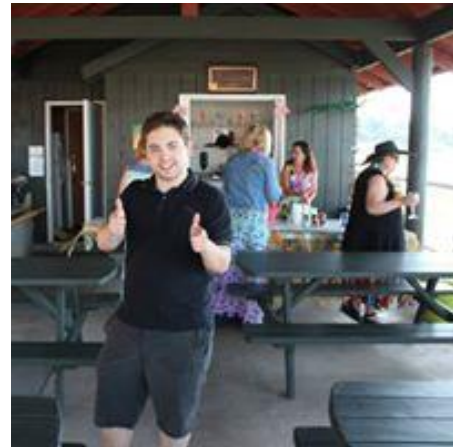
The organizations which received funding in 2018 are:

Young Life Canada - \$500
QB Seniors Activity Centre - \$500
QB Lawn Bowling Club - \$500

KSS Scholarships

This year the QBCC offered four secondary scholarships to Qualicum Secondary School students who are moving on to higher education. The students that received the scholarships in 2018 are:

Emily Godfrey - \$500 – Community Member
Ashley Hollad - \$500 - Community Member
Payton Carter - \$700 – Jim Storey fund
Logan Hale - \$700 – Jim Storey fund



2019 Future Focus

LEAP

Partnered with Community Futures Central Island, we are seeking a cohort of social entrepreneurs whose businesses will help address social, environmental, or economic challenges on the mid-Island and beyond.

The Local Entrepreneur Accelerator Program (LEAP) is a nine-week enterprise accelerator program focused on testing and launching innovative business ideas, with the ultimate goal of locating them here!

Discovery Guide Cooperative Advertising

The Chamber will again be sponsoring a Qualicum Beach Page in the 2019 Discovery Guide which is handed out to 100,000 people every year. This will allow for 9 Qualicum Beach businesses' to advertise on our page at a significant discount.

Community Awards

This annual event will take place on February 20, 2019. Please look on our website for nomination forms or drop into the office at 2711 Island Highway West. Nominate someone today!