

## Boundary Communities

### Regional Chamber of Commerce

A Chamber of Commerce is a partnership of people working together to build a better community and is an invaluable asset to any community or region. An effective Chamber communicates with scores of companies each year, encouraging them to locate in the area, thereby providing more jobs and an increased tax base for community funding. In addition, a Chamber continuously seeks ways to attract more customers into the area for local businesses, provides educational and networking opportunities for its members, supports downtown beautification and revitalization, facilitates and promotes community events, and provide businesses with the voice in regulatory and legislative issues which affect them.

Benefits
Increased Regional Coordination
Increased Business Attraction
Increased Cost Effectiveness
Strengthened Advocacy
Potential DMO Role
Improved Access to Funding
Improved marketing
Equal Representation (throughout Region)

- **Increased Business Attraction:** A strong regional chamber which represents a larger suite of businesses will have an increased ability to attract businesses to the region. Increased membership will provide greater networking opportunities, increased access to services and an increased ability to support community events.
- **Increased Cost Effectiveness:** Small communities, with a limited member base, will continue to struggle to adequately support their chamber. By pooling their resources in support of a regional chamber and reducing duplication, communities and businesses within those communities will realize benefits in a far more cost effective way.
- **Strengthened Advocacy:** Increased membership will lead to a stronger, unified voice when dealing with multiple levels of government.
- **Potential Destination Marketing Organization Role:** A regional chamber may take on the role of a Destination Marketing Organization, a requirement for certain types of funding. This designation opens doors for potential funding opportunities that may not otherwise be accessed.
- **Improved Access to Funding:** In this time of fiscal restraint and limited funding opportunities, many funding agencies will only consider those initiatives which are regionally based, emphasizing the need for collaboration. The establishment of a regional chamber can potentially increase opportunities for funding of regional economic development initiatives.
- **Improved Marketing:** The increased cost effectiveness and increased member base, combined with the regional coordination, will allow the regional chamber to be much more effective in marketing the region, both from a business attraction and a business promotion perspective.
- **Increased Regional Coordination and Collaboration:** It will provide the coordination necessary to develop strong regional economies. Many sectors, such as the tourism or high tech sectors, require a broad regional outlook to be successful.
- **Membership Services:** The BC Chamber of Commerce has many partnerships and benefit providers through which it is able to pass benefits on to its members. This is received in the form of discounts, and medical, travel and insurance benefits.

Currently most of the communities in the Boundary region are not represented by a Chamber Of Commerce. Please take a few minutes to answer the questions below to help us determine whether businesses in the Boundary have an appetite for a Regional Chamber of Commerce.

1. Would you support a Regional Chamber in the Boundary? ( The Boundary region includes communities from Big White to Christina Lake)  
Yes      No
2. Are you comfortable with Community Futures Boundary taking the lead of this initiative?  
Yes      No
3. What other information would you like to be provided with?
4. Please provide your business name and contact information.

If you have any questions please contact Sarah Winton at Community Futures Boundary.

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OR

The Regional Chamber Committee Member From your community

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**Rock Creek**

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