

Executive Director's Report 2017 - 18

Alberni Valley Chamber of Commerce





**BC Chamber
of Commerce**

Highlights – May 2017

- **AVCOC represented at AGM by President – Brad Minton & Executive Director Bill Collette**
- **Bill presented AVCOC's Policy Recommendation on the Asia Pacific Gateway Initiative with a focus on the importance of the Port Alberni Trans-Shipment Hub (PATH).**
- **Policy was endorsed by a wide majority of delegates in the room setting the stage for the BC Chamber to work closely with the Provincial Government on this initiative.**

BC Chamber AGM – May 2017



Ambassador program version 2.17

- **For many years now the AV Chamber of Commerce has coordinated an 'Ambassador Program' whereby many volunteers work in various areas throughout the Valley to help promote it. Key areas are:**
- **Cathedral Grove up to 4 people everyday early June through Mid-September**
- **Frances Barkley – everyday early June through Mid-September. For this year we did NOT participate on the Ucluelet runs due to capacity issues on the FB**
- **Mobile Visitor Center – Trailer to various key locations including Harbour Quay, Stamp Falls, McLean Mill, Multiplex, Campgrounds and other**

Ambassadors



June 2017

- **June of 2017 saw us fully committed to the Canada 150 Sponsored TRI-CONIC CHALLENGE.**
- **We were at several Island Events promoting our three – day Staged Triathlon aimed at promoting Port Alberni's heritage while at the same time focusing on a fit and healthy community.**
- **Estimated hours put in by ED Bill Collette in advance of the event was about 1000 – personal time.**
- **Others helping Bill out were staff members Dara/Valerie & Jodi. Bill was also supported by a team of volunteers including: Jennifer Collette (many hours), Robin Nadig, Dr. Owen Brown, David Whitworth, Susan Roth, Marilyn Oldfield, Sarah Jones, Jan Lavertu and many others**

June 2017



Canada 



June 2017

- **For the first time ever the Chamber of Commerce held our monthly dinner meeting at the McLean Mill**
- **Attended by more than 70 people the event was not only our first but also the first event held at the McLean Mill under the guide of the MMS**
- **This picture while a bit 'dark' was used by the McLean Mill Society to promote the venue and it led to other events for the venue**
- **The event included Wine set up outside for people coming from the parking lot or the Speeder.**
- **The ED for the Nanaimo Chamber of Commerce was at that event and continues to talk about it today as one of the best he's ever been to.**

Chamber dinner meeting 06.21.17



© Lyndon Cassell Photography

July 2017

Close to 200 people Ran the Train on Canada Day



Warm up on a hot day



Canada day July 1, 2017



Harbour quay canada day

- **AVCOC was instrumental in relocating the Canada Day Parade down to Stamp/3rd Avenue for Canada 150.**
- **This resulted in what many suggest was upwards of 8000 people visiting Harbour Quay and area that day.**
- **Boutiques Belles Amies visited the Chamber early the following week presenting us with a Thank – You note and a bottle of wine commenting that the day was their best day.....EVER.**
- **Moving forward we are hoping to promote this as a potential annual event. Race the Train on Canada Day while the Parade winds its way down to Harbour Quay in the opposite direction.**
- **Watch for it. 07.01.18**

Harbour Quay Canada Day



July 2017

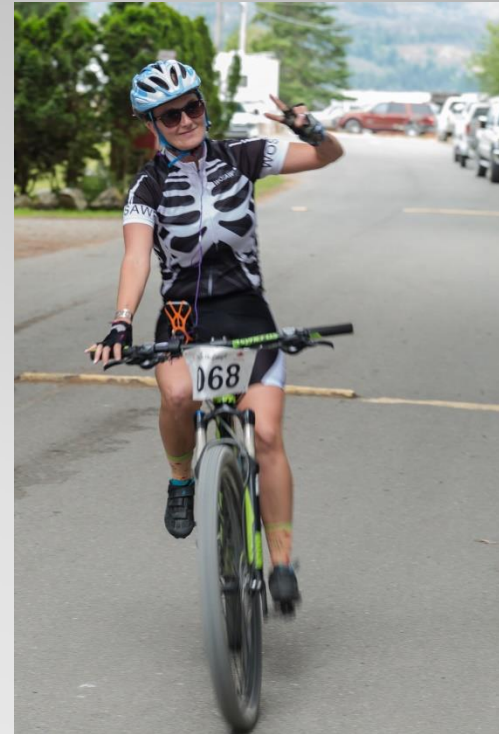
- **Day two of the Tri-Conic Challenge featured two difficult bike rides along the Bamfield Road**
- **16k to China Creek Campground with about 20 cyclists participating**
- **90k to Bamfield with more than 60 people participating – only one did not finish**
- **An amazing event.**
- **Perhaps the most welcome comment for me came from Lee Blais at Ozzies Cycle when he sent me a one word FACEBOOK message.
RESPECT**

Bike the Boat

SOME LONELY PARTS



Clearly a tough ride?



Bike the Boat



© Lyndon Cassell Photography

July 2017

- **The open water swim on Sproat Lake was a huge success**
- **Close to 100 people participated**
- **11 people from the Vancouver Open Water Swim Association came over – it was commented by them that this was the best lake anywhere to swim in.**
- **The easiest of the three events to manage**
- **We hope to see this event continue for the long-term, only one other Open Water Swim occurs on Vancouver Island – Elk Lake**

Swim the plane

A day in the park



Keeping an eye out



Swim the plane

**We developed a new
Visitor Center Tent**



**We also developed flutter
flags for many local events**



August 2017

- **Visitor Counts were stable in 2017 vs. 2016**
- **We were 'down' on our Mobile Visitor Centre applications due largely to the move from a 'Van to a trailer.' The trailer is not something that everyone is comfortable managing behind a tow vehicle.**
- **As part of a \$6500. Grant received by DBC we developed the Tent, built the trailer and produced a number of Flutter Flags.**

Summer 2017



- **Continued activity with our Website**
- **The site now includes a very strong Visitor Side with hundreds of quality pictures depicting the many Events, Places to See and Things to do in the Alberni Valley.**
- **We invite you to take a peek at our site(s)**
- **www.albernichamber.ca/visitor-info**
- **In September of 2017 Bill won the BCCE Award as Executive Director of the Year for the BC Chamber of Commerce.**

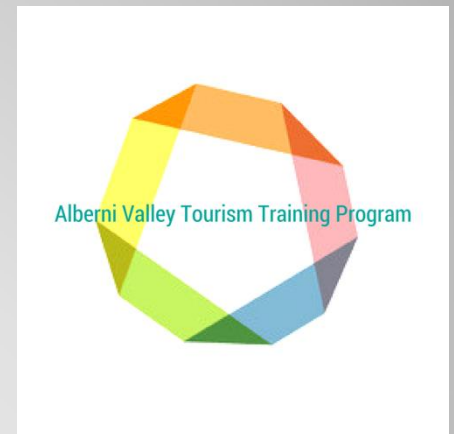
Summer 2017

Presenting AVCOC Policy to Canadian Chamber in Fredericton. Passed.



September 2017

- **Board met twice that month to develop a new Strategic Plan**
- **Major focus on the AVTTP – Alberni Valley Tourism Training Program**
 - **Social Media Training**
 - **WorldHost (now SuperHost)**
 - **Cultural Sensitivities**
 - **Tourism Assets of the AV**
 - **More than 300 people have now**
 - **Participated in the Free training**



October 2017

Dinner Meeting at Multiplex



Shop Alberni

Alberni Valley Chamber of Commerce
#tryhomefirst
SHOP PORT ALBERNI

November 2017

- **Major focus in November on the #TryHomeFirst shop local program**
- **100 + Businesses personally visited re the program**
- **83 Businesses participated for 2017**
- **Chamber invested more than \$2000. in the program**
- **Excellent way of connecting with the Business Community in a positive way**
- **Started Light-Up Alberni program courtesy of a grant from the San Group**
- **Dinner Meeting held at Curling Club – Sold out featuring presentation from Destination BC re MRDT**

November 2017



Light up alberni

- **Because of the Grant and the opportunity to showcase Port Alberni during the festive season the Chamber invested significantly in improving our welcome to the community.**
- **The program was well-received by the residents and businesses in town amassing nearly 40 submissions for the contest.**
- **Six winners covering Residents and Businesses were eventually selected by way of community contest.**

Light up alberni



Light up alberni



#TryHomefirst

Great local support of program

- **83 Shoppers approached in December and given a \$25.00 Gift Card towards their immediate purchase**

It pays to Shop Local in Port Alberni

- **Those 83 plus another several hundred provided us with their names for the draws at the end of the contest.**
- **1> \$2500.00**
- **2> \$2000.00**
- **3> \$1500.00**
- **4> \$1000.00**
- **5> \$1000.00**
- **6-8> \$100.00 each**

#tryhomefirst



December 2018

- **Chamber took lead role in the BWS event for 2017 at Mclean Mill**
- **Three events, all three sold out with 100 people packing the train and the hall**
- **Sponsored by many local businesses thus allowing us to invite many families who couldn't otherwise afford such an event**
- **All attendees – kids/adults received a gift – all of them wrapped individually**
- **Hall and environment looked incredible.**

Breakfast with Santa

- **Major focus on Annual Chamber Budget, Budget with City of Port Alberni and Grant Applications for the year**
- **Dinner Meeting held at Chances RimRock featuring presentations from Childcare Society and another from 3rd Avenue merchants**
- **#TryHomeFirst winners all announced in January and awards given out to them.**
- **Continued focus on AVTTP**
- **Applied for Rural Dividends Funding – ask of >\$67,000.00**

January 2018

- **Significant work on the upcoming Community Excellence Awards**
- **Significant work on the upcoming PAPER CHASE 15K run as part of the Vancouver Island Running Series.**
- **Lots of work on the upcoming Tri-Conic Challenge for 2018**
- **Significant back end work on Membership Development and renewals.**
- **Dinner Meeting held at La Bruschetta Bistro featuring a presentation from Steelhead LNG and Huu-ay-aht First Nation on the proposed LNG facility for Sarita Bay**

February 2018

Some of the awards



March 2018

- **Almost 60 interviews done with Awards Finalists**
- **Member Spotlight returned with a plan for 2-3 per week**
- **Most recent Member Spotlight done as this is developed was with Bare Bones Fish n Chips.**
 - **Sharon Simpson“Bare Bones” serve delicious fish and chips! This historic building used to be “St. Andrew’s United Church” on Johnston Rd....built 1914!**
 - **Linda Waldie great service and great food!!!**
- **Over 800 views in less than 24 hours, 24 likes, several comments.**

March 2018



April 2018

- **Fifth consecutive sell-out – 240 people in attendance**
- **Budget of nearly \$25000.00 (10 times that of 2013)**
- **Excellent Feedback**
 - **Food fantastic**
 - **Food service start to finish main course – 24 minutes**
 - **Décor amazing, unique, creative, well-suited to theme**
 - **18 Awards**
 - **43 Finalists**
 - **22 Sponsors including 2 at Title Level**
 - **Citizen of the Year – long time Chamber Supporter – Dewayne Parfitt**

Awards Ceremony 2018



April 2018



April 2018

- **In preparation for high season 2018....**
- **We've updated our Brochure Stand that was previously dedicated to Tourism Tofino**
- **Now branded by new Chamber Member – Totally Board (notice surf board holding TV)**
- **In addition to this we've added several new TV's to the VC. We have a total of 7 Screens now featuring high quality videos and pictures many of them in 4k.**

Visitor Services

- **Our focus right now is....**
 - **Member Spotlights**
 - **Windup for AVTTP**
 - **Visitor Services 2018**
 - **Youth hires and training**
 - **Ambassador startup 2018**
 - **Tri-Conic Challenge 2018 – in particular the Canada Day Race the Train / Canada Day Parade**
 - **Rebranding for Gift Shop because Blue Fish Gallery is moving out as of June 30/18**
 - **Rural Dividends Program for Fall 2018**
 - **The Market on Margaret**
 - **Membership Growth – Currently trending at near 10% growth over 2017**

May 2018



Working on it now....



Hi Spy viewing Binoculars purchased by AVCOC for installation at Victoria Quay. The unit will be up soon and will be aimed at the far side of the Somass River to offer people close-up views of our bear populations.

Initial plans are to recover our investment over a 3 year period and then potentially use funds for Victoria Quay Park improvements in conjunction with the City of Port Alberni

Purchased last year

- **I thank our outgoing President – Mr. Brad Minton. Brad has been very involved this past year and has worked hard to continue our brand development**
- **Outgoing Directors – Rebecca, Brian, Malcolm, - thank you all for your support and commitment.**
- **I thank our Non-Voting members of our Board – in particular Dave McCormick, Sharie Minions, Jack McLeman, and Pat Deakin. Always a pleasure working with you and receiving your valued input.**
- **Our Staff – Jane, Susan, Kathleen and our new Summer Students including Val/Dara returning from last year + Denae who is new to us and taking on the Market on Margaret.**

My Thanks