



*Yellowknife*  
**CHAMBER**

*Celebrating 75 Years of Serving the  
Yellowknife Business Community!*

**1946 - 2021**

# WELCOME TO YOUR CHAMBER

## MANDATE

We serve our membership and the Yellowknife business community by:

1. Facilitating educational and professional development opportunities;
2. Promoting our membership and Yellowknife as a great place to do business;
3. Facilitating savings on business services for our membership;
4. Creating opportunities for our membership to expand their professional networks; and,
5. Advocating on issues of importance to our membership at all levels of government.

## MISSION

To be a leader in the continued improvement and development of a strong Yellowknife business community in order to support a diversified economy and sustainable growth.

## VISION

Leadership. Service. Advocacy.



Accreditation is a formal acknowledgement that the Yellowknife Chamber of Commerce has been successfully evaluated against rigorous national standards of policy, service, and performance.

# WE ADVOCATE

**WE'VE BEEN THE VOICE OF BUSINESS IN YELLOWKNIFE SINCE 1946!**

## ADVOCACY AT WORK

At the onset of the COVID-19 pandemic we quickly established the **Business Resilience Working Group**, with the goal of supporting businesses through the COVID-19 pandemic.

- We made 2 federal, 7 territorial and 7 municipal policy recommendations
- Our recommendations received 11 letters of support from across the North
- We supported 5 initiatives led by partner organizations, including the NWT & NU Chamber of Mines, NWT & NU Construction Association, and the NWT Chamber of Commerce
- Almost all our recommendations were actioned, resulting in a number of policy wins for the Yellowknife business community

Other policy and advocacy work included:

- Business Advisory Council
- City of Yellowknife Community Plan & Zoning Bylaw Review
- City of Yellowknife 2021 Budget
- And much more!

For detailed information on our policy and advocacy work, visit: [www.YKChamber.com](http://www.YKChamber.com)

## THE POWER OF THE CHAMBER NETWORK



We're proud members of the NWT Chamber of Commerce and the Canadian Chamber of Commerce!

Our membership with these organizations raises our profile and increases the opportunities we have to network, collaborate, offer new programs and foster business development, while increasing the visibility of our members on a broader and diverse scale.

## DID YOU KNOW?

Studies show that a membership with a local chamber of commerce provides a 73% increase in consumer awareness. When consumers know that a business is a member of their local chamber, they are 49% more likely to think favorably of it and 80% more likely to purchase goods and services from the company in the future.

Survey: Chamber Membership Is Effective Business Strategy. ACCE. (2012). Retrieved from: <https://tinyurl.com/ACCESurvey>

# WE PROMOTE

## E-BLASTS

Distribute information about your business, a product or service, or an upcoming event to 900+ subscribers using our e-blast service. E-blasts are \$125 + GST and are only available to members of the Yellowknife Chamber of Commerce.

## ENHANCED MEMBERSHIP DIRECTORY

Take advantage of an enhanced listing in our online business directory! We can include links to your social media pages, a description of your business, directory search optimization, logos, photos or videos, and direct links to webpages or news articles that you'd like us to feature.

Email [Admin@YKChamber.com](mailto:Admin@YKChamber.com) to get started.

View our online business directory at: <https://business.ykchamber.com/list/>

## SOCIAL MEDIA

We're active on Facebook, LinkedIn and Twitter with a combined total of 4700+ followers. When you become a member, we'll become your biggest fan and like your page, welcome you to the network and share your posts periodically. Our pages are updated regularly with events, member news, advocacy updates, new programming, business discounts and more.

### Connect With Us:

Facebook: [www.Facebook.com/YKChamber](http://www.Facebook.com/YKChamber)

Twitter: [@YKChamber](https://twitter.com/YKChamber)

LinkedIn: <https://www.linkedin.com/company/yellowknife-chamber-of-commerce>



## #SHOPYK PASSPORT PROGRAM

We've partnered with the City of Yellowknife to promote local businesses and to encourage residents to shop local.

During the **#ShopYK passport campaign**, for every \$20 spent at participating businesses, shoppers receive a stamp on their passport. Once 30 stamps have been collected, completed passports are entered into a draw for cash prizes.

The campaign runs from mid-October to early-December.

# #SHOPYK HOLIDAY DRINK CONTEST

The #ShopYK Holiday Drink Contest encourages restaurants, bars and coffee shops to put their creativity to the test and create a holiday drink specifically for this campaign.

Consumers are encouraged to vote for their favorite holiday drinks and share their experience on social media using #ShopYK for a chance to win gift cards to their favorite participating business.

The business with the most votes for their holiday drink will be awarded 'Best Holiday Drink in Yellowknife'.

## BE A TOURIST IN YOUR OWN TOWN

This campaign incentivizes consumer shopping and specifically targets businesses in the tourism, hospitality and retail sectors.

Businesses confirm what type of consumer spending they'd like to incentivize and the incentives will be compiled into a "coupon book". When consumers make an eligible purchase, the coupon will be entered into a draw to win prizes.

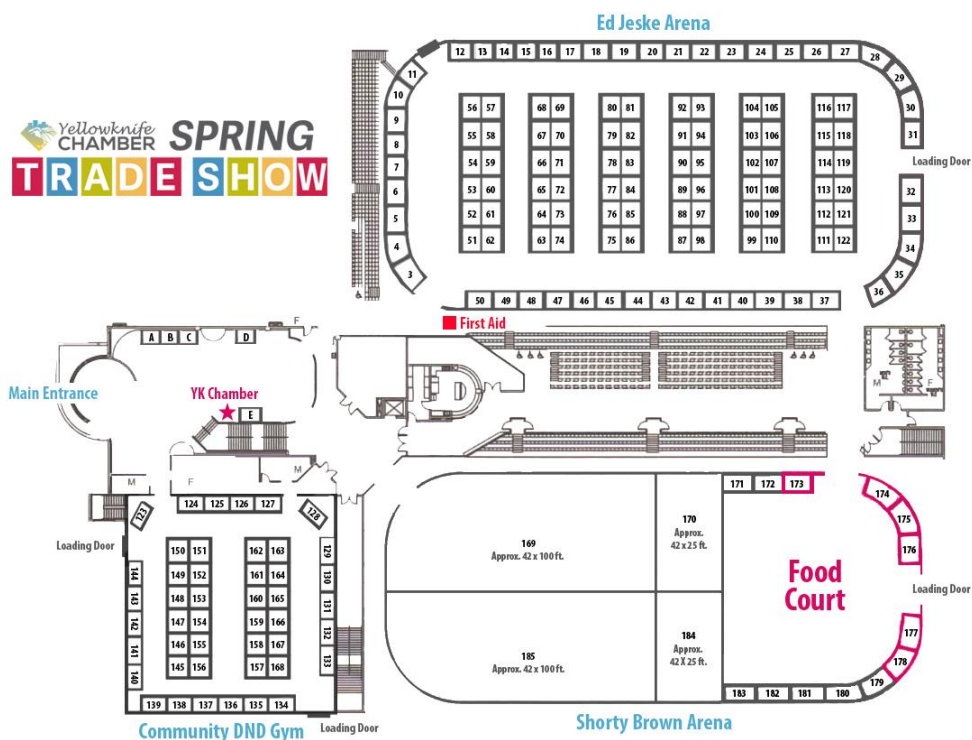
The campaign will run from April 6, 2021 to May 9, 2021.

This campaign is supported by the Government of the Northwest Territories, Department of Industry, Tourism and Investment.

## SPRING TRADE SHOW

The Spring Trade Show is our signature event - with over 189 exhibitors and 5000 attendees, this event provides one of the best opportunities to promote your business!

Due to the COVID-19 pandemic we were unable to host this event in 2020 and 2021. We look forward to welcoming you back in 2022!



# WE EDUCATE

We facilitate educational training and professional development opportunities for business owners and their employees. This is accomplished by using a variety of resources – from nationally renowned speakers to local knowledge powerhouses.

## TRAILBLAZERS SYMPOSIUM

Our annual celebration of International Women’s Day will take place on March 8, 2021.

Topics from the 2020 event include: Inclusive leadership, cross-cultural communication, thriving in change, planning for financial success and more!

## SMALL BUSINESS WEEK

Join us in October for our annual celebration of Small Business Week!

Topics from the 2020 event include: Increasing productivity, boosting the value of your business, crisis management and communications, and more!

## ON DEMAND WEBINARS

If you’re looking for an opportunity to consult with Yellowknife businesses or share your expertise in a virtual setting, consider hosting an On Demand Webinar.

This virtual event will take place over Zoom and a tech rehearsal is required the day before. You can typically expect between 5-20 attendees, depending on the topic.

We charge \$150 + GST, which includes free registration for up to 100 attendees.

## LUNCH & LEARNS

If you’re looking for an opportunity to share your expertise by doing a presentation to an engaged audience in an informal conversational setting, consider hosting a Lunch & Learn.

These events are typically held between 12:00pm and 1:00pm and will take place in our Boardroom. You can typically expect between 10-20 attendees.

We charge \$500 + GST which includes lunch for up to 20 attendees.



# WE CONNECT

Networking is an important part of doing business. Our events provide you with an opportunity to connect with potential suppliers, customers, and fellow businesspeople.

## AGM & FREE BUSINESS LUNCH

Want to learn more about the Yellowknife Chamber of Commerce? This is your opportunity! Join us for our AGM & Free Business Lunch on February 26, 2021 at the Explorer Hotel. We'll be electing our 2021 Board of Directors, presenting our financial statements and hosting an engagement session with our membership.

We'll be soliciting feedback on the GNWT's procurement review, COVID-19 economic recovery and the potential of a year-round Maker's Market.

## BUSINESS CLUB LUNCHEONS

If you're looking for an opportunity to solicit feedback (consultations) or share information with the Yellowknife business community in a more formal setting, consider hosting a Business Club Luncheon.

These events are typically held between 12:00pm and 1:30pm and you can expect 40+ attendees.

We charge \$2500 + GST, which includes venue rental costs and AV equipment rentals.

## BUSINESS AFTER HOURS

If you're celebrating an anniversary, launching a new product or service, celebrating the recruitment or retirement of staff, or showcasing your new office / storefront, consider hosting a Business After Hours event.

These events are typically held between 5:00pm and 7:00pm and take place at your business location. You can expect 30-50+ people.

We charge \$1500 + GST which includes catering for up to 50 guests.

## BUSINESS RESILIENCE AWARDS

During these unprecedented times, we've witnessed the Yellowknife business community overcome incredible obstacles by demonstrating innovation, grit and resiliency. In 2020, our annual Business Award Gala was transformed into the Business Resilience Awards and we honored 10 businesses who have demonstrated their ability to quickly adapt and respond to business disruptions in the face of the COVID-19 pandemic and the economic hardship that it has caused.

Stay tuned for more information on this event, scheduled for October 22, 2021.

# WE PROVIDE SAVINGS

## NOTARY PUBLIC SERVICES

We provide free notary services to our membership. Please set-up an appointment in advance to ensure availability. Notary services are not available to non-members.

## CHAMBERS PLAN

The Chambers of Commerce Group Insurance Plan is available exclusively through local Chambers of Commerce.

The plan offers a full range of employee benefits, each with a comprehensive list of alternatives so the benefits you choose fit your company.

- Life Insurance
- Short- and Long-Term Disability
- Health Insurance
- Dental Insurance and much more!

Plus, each plan includes Business Assistance Service, at no additional cost. This gives you access to professional accounting, counselling, legal and human resource experts who understand the challenges that business owners face.

**Ready for a free quote?**

Contact Corol Sundberg at CAM Financial: 867.444.0323 or [camfinancial@outlook.com](mailto:camfinancial@outlook.com)



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Employee Benefits



## CHAMBER BUSINESS SERVICES

Our membership with the Canadian Chamber of Commerce allows us to share the Chamber Business Services program with you!

Designed for members by members, Chamber Business Services provides the tools you need to boost your productivity, save money and achieve your goals.

<p><b>FREIGHTCOM SHIPPING SOLUTIONS</b></p> <p>Receive savings on shipping costs, including pallet shipping.</p> <p>Members can save anywhere from 70% to 75%</p>	 <p>Sign up at: <a href="http://www.Freightcom.com/Chamber">www.Freightcom.com/Chamber</a>          Promo code: FC-Q6F2</p>
<p><b>PRAGMATIC CONFERENCE CALLING</b></p> <p>Receive a conference call rate of only 2.8 cents/minute, per participant, for toll free access and no additional fees of any kind.</p>	 <p>To get started, contact our account rep and tell him that you're a member of the Yellowknife Chamber.</p> <p><a href="mailto:Mike.Sanders@ThinkPragmatic.com">Mike.Sanders@ThinkPragmatic.com</a> or call toll-free 1.866.746.5282</p>

## MEMBER2MEMBER DISCOUNT PROGRAM

Yellowknife Chamber Members offering discounts to other Yellowknife Chamber Members.

When redeeming your discount, be sure to let the business know that you're a member of the Yellowknife Chamber. Membership can be verified by referring to our online business directory at:

<https://business.ykchamber.com/list/>

Discounts can be added anytime throughout the year! Email [Admin@YKChamber.com](mailto:Admin@YKChamber.com) to get started.

<p><b>10% off organizing/decluttering services</b></p> <p>To redeem, contact Alyssa Mosher and tell her you're a chamber member. Call 867-445-8634 or visit: <a href="http://www.a-listorganizing.com">www.a-listorganizing.com</a></p>	
<p><b>\$2500 off home solar systems and home battery back-up systems or when you purchase both. 5% business discounts available.</b></p> <p>To redeem, contact Drew Cameron at 867-444-3800 or <a href="mailto:dcameron@solveest.ca">dcameron@solveest.ca</a> or visit <a href="http://www.solveest.ca">www.solveest.ca</a></p>	
<p><b>15% discount on all towing and services offered.</b></p> <p>To redeem, contact Jennifer Eggenberger at 867-445-2500 or <a href="mailto:djstowingyk@gmail.com">djstowingyk@gmail.com</a></p>	

<p><b>10% discount on all trips</b></p> <p>To redeem, contact 867.446.5950 or <a href="mailto:yksportfishing@icloud.com">yksportfishing@icloud.com</a></p> <p><a href="http://www.yellowknifesportfishing.com">www.yellowknifesportfishing.com</a></p>	
<p><b>20% discount on starting a campaign with My True North Now</b></p> <p>To redeem, contact Andrew Brohart at 867-920-4636 or <a href="mailto:abrohart@mytruenorthnow.com">abrohart@mytruenorthnow.com</a></p>	
<p><b>10% discount on all products and services</b></p> <p>To redeem, contact <a href="mailto:info@artlesscollective.com">info@artlesscollective.com</a> or 867.445.9655</p>	
<p><b>15% discount on all Website projects and Social Media Consulting</b></p> <p>To redeem, contact Kyle at 867-444-0901.</p> <p>For more information, visit <a href="http://www.withmedia.ca">www.withmedia.ca</a></p>	
<p><b>15% off all kitchen cabinet/countertop orders and custom order window and exterior door packages over \$5,000 in value.</b></p> <p>Questions? Visit or Contact Chuck Corothers: <a href="mailto:chuck.corothers@hotmail.com">chuck.corothers@hotmail.com</a></p>	
<p><b>10% off digital printing services - signs, decals and canvas wraps.</b></p> <p>To redeem please contact: <a href="mailto:janet@signedyk.com">janet@signedyk.com</a> or visit <a href="http://www.signedyk.com">www.signedyk.com</a>. Please mention the discount when placing your order with Janet.</p>	
<p><b>15% off on languages courses: French, English, Tl'cho, Spanish.</b></p> <p>To redeem, contact: <a href="mailto:admin@college-nordique.com">admin@college-nordique.com</a></p>	

**15% off all non-prescription products**

To redeem, visit The Medicine Shoppe Pharmacy and tell them you're a Yellowknife Chamber member.

Questions? Phone: 867.920.7775



**A complimentary initial 30 minute consultation for new clients.**

To redeem, contact 867.766.ROSS (7677) or yellowknife@mross.com



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LEGAL COUNSEL

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To redeem, contact 867.92.5500.



**10% off all product lines including commercial cameras, smart lights/climate control and more!**

To redeem, contact Amrik Kanwal at 867-445-2984 or info@monitornorth.com



**15% discount on the following cleaning services:**

Commercial Range Hood and Vent Cleaning  
Commercial and Residential Duct and Dryer Vent Cleaning  
Commercial and Residential Line Steaming  
Commercial and Residential Carpet Cleaning

To redeem, contact:  
accounting@wilfsrestoration.ca or call 867-873-5957



**\$25 off starter pack.**

To redeem, contact Colleen Tsikira at 867.765.8156 or dmedrivingschool@gmail.com



Driving School

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10% discount on Hardwood, Laminate, Vinyl Plank, Vinyl Sheet, Carpet, Tile, and Backsplash products.

To redeem, contact: [claire.floorit@gmail.com](mailto:claire.floorit@gmail.com) or call 867-766-4300

# Floor It

10% off regular priced fine art photographic canvas prints. Discount cannot be combined with another offer.

To redeem, contact 867-444-9656, email [info@tawnabrown.com](mailto:info@tawnabrown.com).

For more information, visit [www.tawnabrown.com](http://www.tawnabrown.com)



Two months free subscription for the Aurora Coupons app

Aurora Coupons is a one-stop solution for mobile Coupons, Vouchers, and LoyaltyCards! Our mobile coupon platform manages digital coupon creation, distribution, validation, and analysis.

To redeem, contact Rami Kassem at: 867.444.7700 or [info@trustwellmarketing.com](mailto:info@trustwellmarketing.com)



10% off signs, decals and engraving

To redeem, contact Derek at: [Signs@capitalsignsltd.com](mailto:Signs@capitalsignsltd.com) or call 867.920.7446. Mention the discount when placing the order with Derek.

[www.capitalsignsltd.ca](http://www.capitalsignsltd.ca)



15% discount to all clients who are members of the Yellowknife Chamber of Commerce.

To redeem, contact Thola Rusike at: [info@northernsecurityservices.com](mailto:info@northernsecurityservices.com) or call 867.669.1210

<http://www.northernsecurityservices.com>



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