



*Yellowknife*  
**CHAMBER**

# 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

Our policy and advocacy work included:

- Temporary Day Shelter
- City of Yellowknife Zoning Bylaw Review
- City of Yellowknife 2022 Budget
- GNWT and City of Yellowknife MOU on recommended location for Aurora Polytechnique Yellowknife Campus

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 700+ subscribers using our e-blast service. E-blasts are available to members of the Yellowknife Chamber of Commerce at a rate of \$250 + GST. We occasionally send out E-blasts from non-members if we believe it be in service to our members, and charge non-members \$300+GST.

## MONTHLY NEWSLETTER

To keep membership informed about who we have been meeting with and about upcoming events, starting in 2023 we will be publishing a monthly newsletter. Members who wish to advertise their services or an upcoming event may do so in the newsletter for \$100+GST. This newsletter will be sent out to our over 700 subscribers.

## 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.

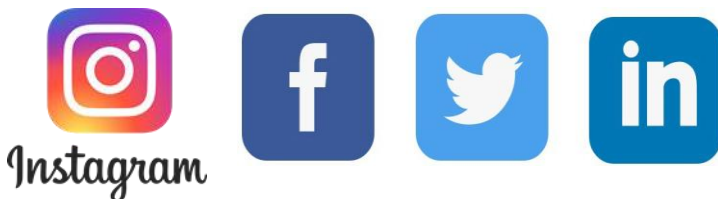
Email **Admin@YKChamber.com** to get started.

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

## SOCIAL MEDIA

We're active on Facebook, LinkedIn, Twitter and now Instagram 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

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

Instagram: <https://www.instagram.com/ykchamber/>

## #SHOPYK BINGO PROGRAM

In past years we've partnered with the City of Yellowknife to promote local businesses and to encourage residents to shop local.

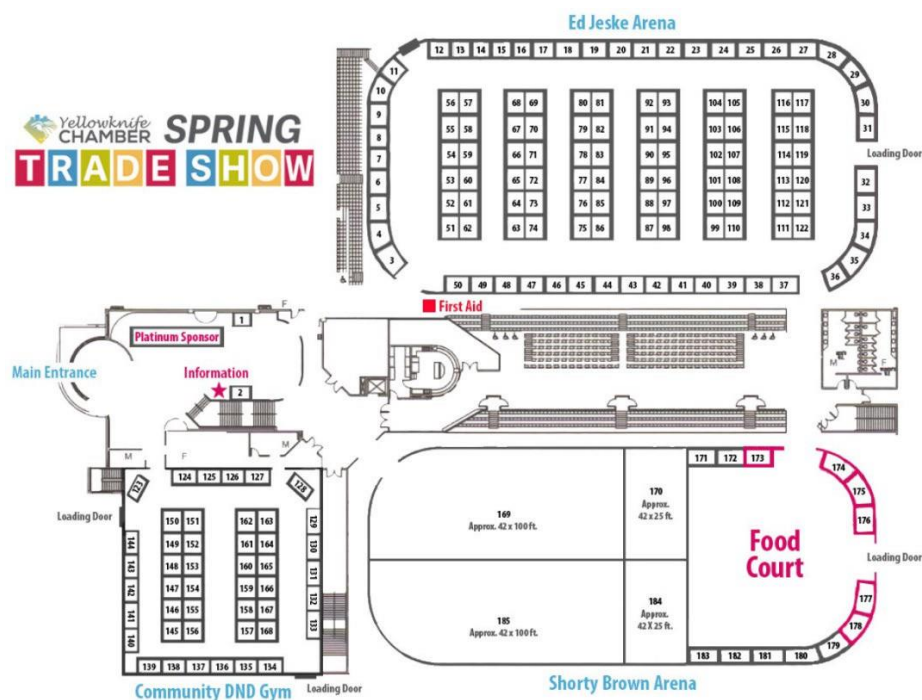
During the **#ShopYK BingO campaign**, a visit to any participating business shoppers receive a stamp on their bingo card. With any purchase over \$50 patrons receive a second stamp. Once 30 stamps have been collected, completed card are entered into a draw for cash prizes totalling \$5000.

The campaign typically runs from mid-November to early-December.

## SPRING TRADE SHOW

The Spring Trade Show is our signature event – with over 100 exhibitors and 3000 attendees, this event provides one of the best opportunities to promote your business!

We operated with a slightly reduced floor plan in 2022 as we recovered from COVID restrictions, but hope to attract up to 180 vendors in 2023!



# 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, 2023.

## SMALL BUSINESS WEEK

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

## 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 17, 2023 at the Explorer Hotel. We'll be electing our 2023 Board of Directors, presenting our financial statements and hosting an engagement session with our membership.

## 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.

## BOARDROOM RENTAL

We offer our boardroom to rent to members who need a space to host an event or talk with clients \$50/hour. The room comfortably sits 20 people and comes with a large screen TV and HDMI cable.





## BUSINESS AWARDS

Every October during Small Business Week, we honor and celebrate the Yellowknife business community. This event includes dinner, an awards presentation, and evening entertainment. Only Chamber members can be considered for one of our 10 annual awards.

# WE PROVIDE SAVINGS

## CHAMBERS PLAN

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

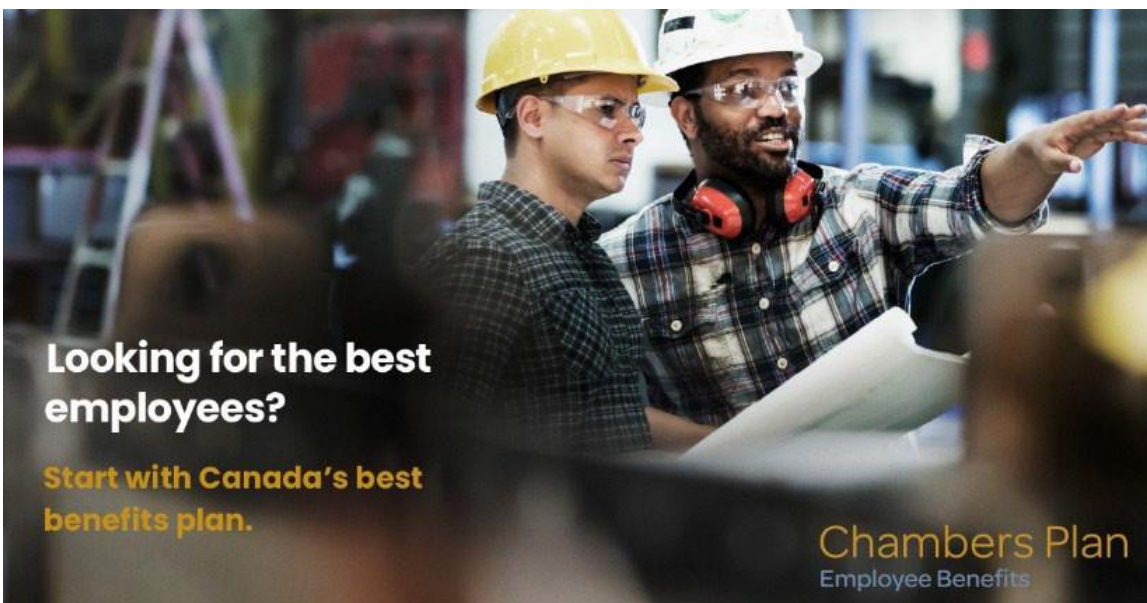
The plan offers a full range of employee benefits, each with a comprehensive list of alternatives so the benefits you choose fit your company.

- 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)



**Looking for the best employees?**

**Start with Canada's best benefits plan.**

**Chambers Plan**  
Employee Benefits



## 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>10% discount for Yellowknife Chamber members for all of our products and services.</b>  <b>Unlimited 10% discount for all of our video productions services.</b></p> <p>Not sure what we can do for you? Reach us at:  <a href="mailto:info@artlesscollective.com">info@artlesscollective.com</a> to book a free 15-minutes consultation.</p>	
<p><b>10% off signs, decals and engraving. Please mention discount when placing order with Derek.</b></p> <p>To redeem please contact: Derek at  <a href="mailto:signs@capitalsignsltd.ca">signs@capitalsignsltd.ca</a>, call 920.7446 or visit  <a href="http://www.capitalsignsltd.ca">www.capitalsignsltd.ca</a></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>	
<p><b>Free delivery on all catered lunch bookings over \$400 for Chamber Members, Tuesday to Friday.</b></p> <p>To redeem, contact 867-920-5500</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: chuck.corothers@hotmail.com</p>	
<p><b>15% discount on all towing and services offered.</b></p> <p>To redeem, contact Jennifer Eggenberger at 867-445-2500 or djstowingyk@gmail.com</p>	
<p><b>\$50 off a starter pack.</b></p> <p>Use Promocode: Chamber 2023 on website or call Colleen</p>	
<p><b>10% discount on Hardwood, Laminate, Vinyl Plank, Vinyl Sheet, Carpet, Tile, and Backsplash products.</b></p> <p>To redeem, contact: claire.floorit@gmail.com or call 867-766-4300</p>	
<p><b>10% discount to Yellowknife Chamber Members on our regular services</b></p> <p><b>30% off on workshop/training costs for Yellowknife Chamber members and their employees</b></p>	
<p><b>A complimentary initial 30 minute consultation for new clients.</b></p> <p>To redeem, contact 867.766.ROSS (7677) or yellowknife@mross.com</p>	

<p><b>20% discount to any of our clients who are members in good standing with the Yellowknife Chamber of Commerce.</b></p>	
<p><b>10% off signs, stickers and banners. Sorry does not include name plates or 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>Book your next staff appreciation event with Sundog Adventures and save 15%.</b></p> <p>For more information visit  <a href="http://www.sundogadventures.ca">www.sundogadventures.ca</a> or call Richard at 867.446.8687</p>	
<p><b>10% off regular priced fine art photographic canvas prints. Discount cannot be combined with another offer.</b></p> <p>To redeem, contact 867-444-9656, email <a href="mailto:info@tawnabrown.com">info@tawnabrown.com</a>.</p> <p>For more information, visit <a href="http://www.tawnabrown.com">www.tawnabrown.com</a></p>	
<p><b>15% off all non-prescription products</b></p> <p>To redeem, visit The Medicine Shoppe Pharmacy and tell them you're a Yellowknife Chamber member.</p> <p>Questions? Phone: 867.920.7775</p>	
<p><b>30% discount to YK Chamber Members on advertising on the radio on 100.1 True North FM and digitally on <a href="http://mytruenorthnow.com">mytruenorthnow.com</a></b></p>	

<p><b>10% discount on the following cleaning services:</b>  <b>Commercial and Residential Duct and Dryer Vent Cleaning</b>  <b>Commercial and residential Sewer Line Steaming</b>  <b>Commercial snow removal and hauling</b></p> <p>Email: <a href="mailto:accounting@wilfsrestoration.ca">accounting@wilfsrestoration.ca</a> or call 867-873-5957</p>	
<p><b>15% discount on all Website projects</b>  <b>25% discount on basic website projects for new businesses</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>10% off all merchandise to members of the Yellowknife Chamber of Commerce.</b></p> <p>Redeem with code: YK Chamber10</p>	<p><b>YELLOWKNIFE PHYSIOTHERAPY</b></p> <p><b>Sport &amp; Rehab Clinic</b></p>
<p><b>Book a 2023 Caribbean cruise by Royal Caribbean or Norwegian Cruise Lines by March 01, 2023 and receive:</b></p> <ul style="list-style-type: none"> <li>➤ <b>\$75 off for a package valued \$2,000 - \$3,500 per person before taxes</b></li> <li>➤ <b>\$125 off for a package valued \$3,500 and up per person before taxes</b></li> </ul> <p>For more details, contact <a href="mailto:roz@yyztravelnorth.com">roz@yyztravelnorth.com</a> and mention Corporate Discount #867.</p>	
<p><b>Yellowknife Home Inspections</b></p> <p>15% discount on Home Inspection Services</p>	

<p>10% off all storage rentals for Yellowknife Chamber members</p>	
<p>Chamber members who purchase a home with Nathan Round of Coldwell Banker Northern Bestsellers will be reimbursed the cost of 1 residential home inspection upon the completed purchase of their home</p>	