

**FOR IMMEDIATE RELEASE**

**Jan. 10, 2022**

## **Chamber provides strong voice for business**

**VERNON** – A shift in City of Vernon policy is a clear indication of how the Greater Vernon Chamber of Commerce’s advocacy work directly benefits businesses.

On Jan. 10, city council approved an administration recommendation to reduce the annual licensing fee for retail cannabis outlets in the community and bring it in line with liquor stores on a square-metre basis.

“We thank the City of Vernon for recognizing the need for equity among all retail businesses no matter the product they sell, and this amended policy demonstrates that private sector investment is welcome in Vernon. Excessive fees only hurt the entrepreneurial spirit and slow economic recovery,” said Robin Cardew, Greater Vernon Chamber president.

“Our Chamber urged the City of Vernon last spring to reconsider business license fees for retail cannabis, and we kept the matter top of mind as the process took several months. Council’s decision demonstrates the strong voice the Chamber provides to its members. In fact, advocating on behalf of our members and the community has been fundamental to the Chamber’s mandate for 125 years.”

When a Chamber member identifies a matter of concern, the Chamber’s advocacy committee reviews the information and considers what level of advocacy to pursue. Between Feb. 7, 2020 and Nov. 24, 2021, the Chamber wrote 30 letters to all three levels of government on issues ranging from Covid support programs and parkland acquisition to the labour shortage, taxation and invasive mussels. The Chamber also held a number of town halls to keep members informed.

To learn more about the Greater Vernon Chamber’s advocacy and the benefits of being a Chamber member, go to <https://www.vernonchamber.ca/>

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