

MISSION REGIONAL CHAMBER OF COMMERCE

Businesstrack

connect • influence • prosper

JULY 2021

BUSINESS WALK 2021 JULY 19TH - 23RD TAKING THE PULSE OF THE MISSION BUSINESS COMMUNITY

What is the "Business Walk"?



Now in its sixth year, Business Walk is a business retention and expansion program designed to connect and identify with businesses in the community. Traditionally, July has the Mission Chamber team and volunteers hitting the streets and visiting over

150 local businesses. The data collected during this initiative is tabulated into a single report and shared with government and community organizations to identify ways to

best support local businesses.

By engaging with businesses in the City, the Chamber can develop strategies to help solve issues and identify opportunities to assist economic development and growth in the community. This year more than ever, we want to hear from you, the business owners, on how





you can be best supported as we work towards economic recovery in our community. Our reports gather various data points like staffing retention and other main business concerns; these illuminate the number one issues preventing you from operating your business.

Our volunteer teams will be conducting Business Walk 2021 July 19th - 23rd from 9:30AM - 3:30AM. Business owners and managers are encouraged to be at their business during this time.

If you are a local Mission business but perhaps do not have a store front, please email <u>connect@missionchamber.bc.ca</u> and we would love to set up a call or personal visit with you.

NOTE: All information collected is kept strictly confidential; the report produced and shared does not contain names of businesses or organizations.

To view past Business Walk reports please visit our website at Missionchamber.bc.ca



NEW SHOPS & SERVICES

The Junction

The Junction Mission.com



London Ave where Highways 7 & 11 intersect in Mission BC

NOW OPEN Church's Chicken | Outlaws Barbershop | Mirror Envy Beauty Salon Papa John's Pizza | Poké Bar | Sleep Country | The Chopped Leaf | Vape Street | Winners



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President's Report JULY 2021

Before I share the Chamber update I would like to start by expressing my deepest condolences with the Tk'emlúps te Secwépemc First Nation. The horrifying discovery of the remains of 215 children affected our entire nation. As the Chamber President, honest communication and transparent discussion are our top priorities. We stand alongside our First Nation peoples in solidarity with hopes of healing and reconciliation.

I recently had the privilege of attending my first BC Chamber conference and AGM. There were many important policies to review and, despite it being a virtual event, there was no lack of collaboration and I found it very informative. Businesses across the province are also working together to support one another to succeed in the BC restart process. Innovation and resilience have been fully on display in business communities as everyone continues to adapt to the pandemic. As we begin to see a light at the end of the tunnel, we look forward to what pandemic recovery looks like for everyone; especially businesses.

Even through the pandemic, I was happy to see new businesses opening their doors in Mission. Now, as our population continues to grow, many businesses are showing trends toward the positive in all sectors. However, we must not forget that many of our businesses are still struggling to overcome the significant negative impact from the pandemic and the restrictions. As we begin to open up through the BC recovery plan, the survival of these businesses is of vital importance.

Our Chamber hosted a virtual coffee with our local MLA Pam Alexis and Bob D'Eith to discuss the budget. Many questions were asked about growth in our community; with emphasis on the need for funds for another high school to be built, hospital expansion, and improvements to our highways and transportation. Both MLA's are committed to supporting Mission and advocating for our growing needs; money has been allocated to our community.

We were also able to host a Virtual Coffee with our newly Elected Mayor, Paul Horn where we were updated on the progress of the City Council initiatives. A highlight from this Virtual Coffee was, of course, the sewer line replacement project which should start sometime in December 2021. Mayor Horn also expanded on affordable housing; something that has come to light with the increase in popularity of living in Mission. Another topic of discussion—one that affects businesses for certain—addressed the concerns over the lengthy processing time of applying for permits fees. This will, according to the Mayor be aided with an improved database system that the city is implementing. according to the Mayor, be aided with an improved database system that the city is implementing.

The Board of Directors has been reviewing committee structure and terms of references and will be embarking on organizational strategic planning in the fall.

As the world begins to open up and progress down the road of recovery from the pandemic, I wish the community a safe and fun summer season filled with connections and adventures.

Thank you



Angel Elias CHAMBER PRESIDENT



It has certainly been a journey over the last 15 months. We have all been challenged in ways we could not have predicted; we have built resilience, and have learned that together we are stronger. We are on the cusp of change now, emerging out of the pandemic adhering to British Columbia's Restart plan, and excited to look forward to the future!

The future is bright! We are busy here at the Chamber. We are in the midst of office renovations and the timing is perfect; a fresh The tuture is bright: We are busy here at the Chamber. We are in the midst of office renovations and the tilling is perfect; a fresh bright space to mirror our excitement and enthusiasm for the future. We are holding an Open House in September to show off the new space- come out and meet the team mix, and mingle in-person. The open house is our launching off point for bringing back the popular Business-After-Hours networking opportunities. As the province restarts, we have a unique opportunity to build new and exciting events; bringing forward the traditions that work and hold meaning for not only our business members but the entire community of Mission

We are delighted to announce we are creating a new event for this October: a community showcase – we haven't done anything like this before and are so excited to highlight our strong business base, our diversity, passion and creativity within our community. We have titled the event: Moving Forward Together and it will be held at the Clarke Theatre in October 2021. While October is Small Business month, we are not only celebrating our businesses, but our community organizations, along with the new growth opportunities in Mission.

This two day event is being held on a Saturday and Sunday, open at no cost to come in and meet and learn more about our dynamic community. We are planning to feature a tasting area for our artisan food and beverage makers, networking opportunities, and guest speakers who will share their insights and inspiration. We plan to host panel discussions, where our panelist will share their business experiences as entrepreneurs, along with panel discussions regarding diversity and inclusion.

We are emerging from under the cloud of the pandemic and we look forward to celebrating and showcasing Mission's spirit

I would be remiss, if I did not share that the Candlelight Parade planning has started. The importance of community and tradition was reinforced throughout the pandemic, there is meaning in our traditions and for Mission I believe the Candlelight parade is the "official start" of our Christmas season. So please mark your calendars – December 3rd 2021 we are back and brighter than ever! We are lighting up the town!!!

I have been calling our members to reach out and introduce myself, and if I haven't gotten to you yet, I will! Please reach out either by email: execdir@missionchamber.bc.ca or phone at 604 286 0114, we have sponsorship opportunities for both the Moving Forward Together and the Candlelight Parade. If you are interested in being a vendor participant in October, please reach out to me, I would love to connect. I am looking forward with anticipation to meeting in-person and moving forward together.

Have an amazing summer.

Paula Kent





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Spotlight on Business Excellence

Studio FitRx creatively faces Covid obstacles

By RICK RAKE Click Media Works

Open almost a year before pandemic restrictions limited in-person operations of Studio FitRx, creativity, courage, stamina and 16 months of "pivoting like a ballerina," kept the new fitness facility from suffering a debilitating end, said owner Austan Tait.

According to the Fitness Industry Council of Canada, 75,000 fitness pros lost jobs during Covid and one third of similar businesses closed across the country.

"It's a miracle we are still open. Our resilience was rooted in the support from the community. We did all we could to keep serving our clients while doing what we do best and finding creative ways to work within the ever-changing public health orders," said Tait.

For the extraordinary efforts by Studio FitRx during the closures, it is the recipient of the 2020 Mission Regional Chamber of Commerce Business Excellence Resiliency Award.

Tait said 'femme FITRx", the women's program component of the business was already active online when Covid hit, securing a core group of clients for online training. She duplicated the backend platform to offer a full service co-ed virtual studio which included spin, strength and yoga classes. Spin bikes were rented to clients and wholesale orders of dumbbells, resistance and yoga equipment enhanced the at-home experience.

live-streaming classes ensured accountability, community and connection for our clients," said Tait, adding "the much needed social support for those struggling during lock down was a critical component to the continued to success of our clients and our business." Tait was the Chamber's 2019 Under 40 Entrepreneur of the Year.

She said wants to "smash the stigma and shame spiral" for those who may have experienced weight gain during Covid.



"We are an inclusive space and feature an anti-diet culture. Weight does not define your worth. All bodies are good bodies and we want every body to feel safe and accepted in our space," she said. The 5,000 square foot studio is now open for classes at 102-33072 First Ave.

Despite the challenges, Studio FitRx (www.studiofitrx.com) raised funds for a variety of charities helping people in need, from SARA for women and Fraser Valley Youth Society to Starfish Backpack program, Coldest Night of the Year and Mission Christmas Bureau.

Jason, Aaron create Pressland General magic, award-winning service downtown

By RICK RAKE Click Media Works

Jason Matte and Aaron Brisebois love the incredible and historic, "beautiful blue" building their business, Pressland General, is housed in on Mission's Main Street.

"We knew we were super lucky when Greg Elford of The Penny coffee house called a few days before Christmas 2018 and asked us about expanding our home-based business into the 1,200 square foot commercial space. By August of the following year we were open. Seven months later the pandemic hit," said Jason.

Despite all the challenges, their amazing work earned them the 2020 Mission Regional Chamber of Commerce Business Excellence Exceptional Business of the Year Award. "The award is validating and our positive team and our business culture is an integral part of our success," said Aaron. "We are all learning together."

Jason and Aaron initially operated Locomotive Clothing & Supply as a home-based "side hustle" for more than 10 years, living in East Vancouver but frequently visited family in

Hatzic. The couple, who have a nine-year-old boy, fell in love with Mission and moved to the community in 2014.

Their new shop is a carefully-organized, welcoming space with a special focus on customer service and an offering of functional, unique, quality products meeting high standards. In addition to clothing and their 800 square foot silk screen printing operation, Pressland General sells a variety of items including greeting cards, Herschel Supply Co. bags, and local brands K'Pure Naturals, Só Luxury and Karla's Specialteas.

"It's really important to us that we curate a selection of goods that we can stand behind, qualitywise, and where customers with any budget can find something they love,"

Many of Pressland's customers turn into friends and enjoy the experience of browsing and shopping. The Locomotive Clothing brand is as successful as ever, with loyal online (presslandgeneral.ca) customers from across Canada.



Jason, a former professional skateboarder, broke his back in a vehicle accident three years ago, a life- hanging event that motivated the couple to hire a fulltime screen-printer and start on the path that lead to opening Pressland General.

Since the pandemic "we've come out of it with a clearer vision, a stronger team, and hearts full of gratitude for the community's support," said Aaron.





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Upcoming Events

Must-attend Events Coming Soon!

How to Sell Online: E-Commerce Best Practices with Katt Stearns

Tuesday Jul 27, 2021 10:00 AM - 11:00 AM

Fees/Admission: FREE - A part of the District's

"I Love Mission" campaign

Registration Required

Are you considering selling your products or services online? In this 1-hour session, we will cover how to get started and best practices for selling online.

We will cover:

- Best practices for creating the best online shopping experience on your website.
- Promoting your store with shoppable links on social media (Facebook, Pinterest and Instagram)
- Advertising best practices
- Top 7 ways to drive traffic to your store.

Business Walk 2021

July 19th – 23th

Business Walk is a business retention and expansion program designed to connect and identify with businesses in our community. The Mission Chamber team and volunteers will be hitting the streets, visiting over 150 local businesses. By engaging with businesses in town we can take appropriate action on solving issues and identifying opportunities to assist businesses to stay and grow in the community.

Creating a Social Media Strategy to Beat the Algorithm with Katt Stearns

Tuesday Aug 24, 202

Fees/Admission: FREE - A part of the District's "I Love Mission" campaign

Registration Required

Are you feeling overwhelmed with all the social media changes and updates? Do you find that your content doesn't have the impact it once did? In this 1-hour session, we will help you create a social media strategy that beats the algorithm.

We will cover

- What type of content is working right now on each platform.
- How does the algorithm work, and what you need to know.
- How to target your ideal audience.
- Top 7 strategies to help your content get more exposure.

Welcome to our New Members





Grogreen Garden Supplies

7260 Park St Mission, BC V2V 668 (604) 816-3606 grogreengarden@qmail.com

Blondin Enterprises Inc.

Mission, BC (778) 982-9047 info@blondinenterprises.com W: www.blondinenterprises.com

St. Joseph's Food Bank

32600 - 7th Ave Mission,BC V2V 2B9 (778) 536-3663 sandra2010cas@hotmail.com W: missionfoodbank.com/



Save money on Human Resource Assistance!

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