

2018 Business Walk Event

Business Resources





Business Façade Improvement Program 2019

The Business Façade Improvement Program may be offered for the fourth time in Mackenzie in the spring of 2019. The program provides the opportunity to make commercial areas more inviting and visually appealing to visitors and residents; increase assessed property values; promote private sector investment; build civic pride; and to stimulate the local economy.

If approved for the \$20,000 in program funding from the Northern Development Initiative Trust, the District of Mackenzie will announce program and application details as soon as possible.



How does the program work?

Applicants could be eligible to receive a 50% reimbursement grant up to a maximum of \$5,000 per building/project to improve the facades of commercial buildings located in the District of Mackenzie Commercial Core.

Reimbursement grants of 50%, up to a maximum of \$500, are available to home occupations for way-find signage located in the revitalization area.



PUBLIC NOTICE

Eligible Façade Improvements Include:

- New lighting
- Architectural features
- New windows
- Facade painting
- New siding
- Murals

- Entrances and doorways
- Signage
- Accessibility improvements to the outside of the building
- Awnings

How to Apply?

A map of Eligible Properties, Eligibility Requirements and complete Application details will become available at the District's website in late fall or early new year at: www.district.mackenzie.bc.ca

How will I know the program is being offered?

District staff will advertise the program in the following ways:

- Public Notices in all local mail boxes
- Ads on CHMM 103.5
- News article on the District of Mackenzie website and Facebook page
- Share information with the Mackenzie Chamber of Commerce for distribution

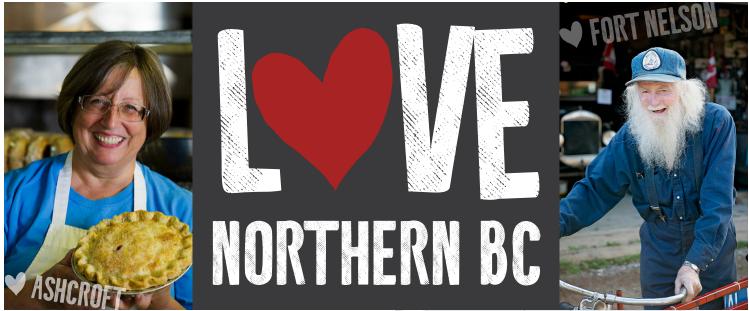
Who do I contact if I have any questions?

Emily Kaehn

Economic Development Coordinator

Phone: 250-997-3221

Email: ekaehn@district.mackenzie.bc.ca



If you live in northern BC you live in one of the most colourful, diverse and eclectic regions in Canada. Unique shops and shopkeepers are cornerstones of our vibrant communities, and showcasing them is just a small way of demonstrating how proud we are of who we are.

Love Northern BC is a program implemented in more than 30 communities across our region designed to create awareness and results around local spending.



WE LOVE LOCAL

Keeping dollars circulating locally is key to the economic health of our communities. For every \$100 spent locally, up to \$75 stays in your community, as compared to just \$13 when spent at a big box or chain store. Shifting spending into local businesses can pave the way for growth, new jobs, a thriving economy, and keeps creative, invested, and entrepreneurial people in your community.

More than 50% of small businesses - much higher in the North - do not have an online presence. Love Northern BC is changing that. The program works with locally owned, independent businesses to create a profile in our online platform, complete with professional photography and writing, that will allow your business to be found in a world that is increasingly reliant on digital information.



JOIN OUR COMMUNITY OF LOCAL ENTREPRENEURS

Joining Love Northern BC connects you with other independent business owners in your community. Collaboration and creativity thrive when we are all in it together!

A constantly developing online platform, marketing campaign, small business training and team of program champions throughout the region are just part of the investment we're making in the success of the program and your business.

















Connect with your community champion:

Emily Kaehn ekaehn@district.mackenzie.bc.ca 250-997-3221 District of Mackenzie

WHAT YOU GET

AN ENGAGING PLATFORM

Our digital platform features many tools to make it easier for customers to connect with you. These include local product finders that allows users to browse by category or through keyword search, links to your own social media channels, and a map showing your location. We are constantly advancing this platform with more effective and new functionality.

A PROFESSIONAL PHOTOGRAPHY SESSION

Nothing tells a story quite like photos, and quality images of you, your business and its offerings are an important piece of your marketing efforts. A local photographer, familiar with the character of your community, will work with you to capture the spirit of your business. Your best photos will be featured in an online gallery and used in various other promotional activities.

COMPELLING STORYTELLING

Working with a professional writer, your online profile will be created to feature the story of your business, your journey as an entrepreneur, your products and services, and will also highlight the various ways you contribute to your community.

ONGOING SOCIAL PRESENCE

We continue to drive traffic to the online platform through ongoing profile features on our various social media platforms. Each "Love" community has its own Facebook page and Love Northern BC can be found on Instagram, Facebook, Twitter, YouTube and Pinterest. These social channels are a great way for you to stay connected with customers, promote sales and other initiatives!

CREATIVE MARKETING ASSETS

Efforts to drive customers to view your online profile and ultimately through your doors are supported with a strong visual identity that reflects the character of the region and its businesses. Whether through community events, advertisements or branded products, we offer ongoing support in the development of tools to help promote the program and you!

USEFUL BUSINESS TOOLS

The success of small business is important to the vitality of your community and we offer ongoing support to you as a business owner. Our connections with a variety of partners allows us to offer you opportunities to participate in workshops, webinars, and access resources from funding to mentors.

JOIN!

IS MY BUSINESS ELIGIBLE?

Love Northern BC programs are open to independently owned, non-franchise businesses that are located in our project communities. Certain kinds of home-based businesses are eligible including artisans, crafters, artists, food producers and farmers. Love Northern BC as a marketing tool works best for businesses that are focused on retail goods and services rather than industrial companies.

WHAT IS THE COST TO PARTICIPATE?

Your investment to be part of this exciting program is only \$100 and the money stays with your community to support the promotion of the program!







OF RESILIENT AND PROFITABLE BUSINESSES

SUPPLY CHAIN CONNECTOR.CA





SUPPLY CHAIN CONNECTOR ONLINE PROCUREMENT PLATFORM

A free public database for procurement officers to find local businesses to help them build major projects

Supply Chain Connector is an industrial supply and service database of businesses located in central and northern British Columbia.

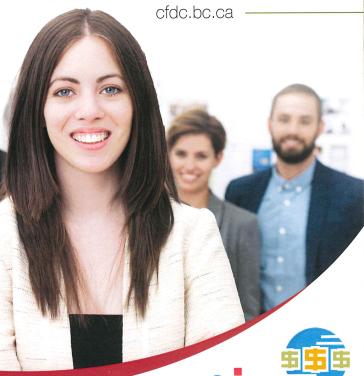
The platform makes it quick and easy for project proponents to search and indentify local expertise they need to build mines, roads, transmission lines, municipal projects and other major projects.

#buildingastrongernorth

SUPPLYCHAINCONNECTOR.CA

250-561-2525 | info@northerndevelopment.bc.ca



















For over thirty years, Community Futures has been a resource centre for small to medium sized business.



Whether you are starting, growing, or exiting your business, we can help.

Our Services Include:

- Business Financing
- Business Coaching
- Training & Workshops
- One-Stop Business Registry
- Networking Events
- Room Rental
- Succession Planning
- Export Planning

visit cfdc.bc.ca for our calendar of workshops and events.





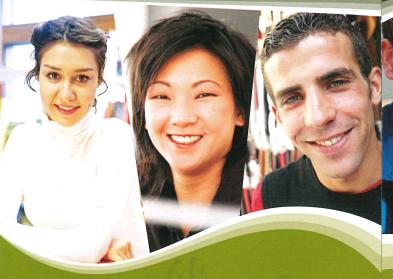






C-BEST Program for Entrepreneurs

Learn more about the **C-BEST** Program





Having trouble finding the right job? Why not create your own?

You bring the passion, drive and business ideas. We bring the skills training and support you need to be a successful entrepreneur. Join this flexible and supportive program to receive entrepreneurial support and skills training at no charge. We provide training customized to your needs and tailored to your schedule to help you find success in self employment.

Eligibility

Participants must be at least one of the following to be eligible:

- ✓ Youth (18-29)
- ✓ Aboriginal
- ✓ Persons with disabilities

The program is not available to:

- Full time students
- Full time workers (more than 20 hours per week)
- Persons eligible for or collecting El

Contact your local office today to get started.

Mackenzie, McBride, Prince George, Valemount, and surrounding region:

- Community Futures Fraser-Fort George 1566 7th Ave, Prince George, BC, V2L 3P4
- © 250.562.9622
- general@cfdc.bc.ca
- www.cfdc.bc.ca

Barkerville, Quesnel, Wells and surrounding region:

- Community Futures North Cariboo
 335A Vaughan St, Quesnel, BC, V2J 2T1
- © 250.992.2322
- info@cfquesnel.com
- www.cfquesnel.com

100 Mile House, Bella Coola, Williams Lake, and surrounding region:

- ♥ Community Futures Cariboo Chilcotin 266 Oliver St, Williams Lake, BC, V2G 1M1
- © 250.392.3626
- www.cfdccariboo.com







Canada





MACKENZIE CHAMBER OF COMMERCE

Box 880, 88 Centennial Drive Mackenzie, BC V0J 2C0 Phone: (250) 997-5459

E-Mail office@mackenziechamber.bc.ca

PLEASE....join us in MOVING BUSINESS FORWARD in MACKENZIE in 2018!

The Mackenzie Chamber of Commerce would like to invite you to become a member of our great organization. Your membership will allow you to be part of a Canadian institution that supports business and their owners in a wide variety of areas.

Getting the word out about your company to potential customers can be a struggle for many businesses. The connection to the Chamber will give you a foothold in our market place. Our Chamber offers members opportunities to create more awareness of their business in an affordable way.

Advocates of the Chamber of Commerce believe when a company is active in its local Chamber, it is doing the right thing for the community as well as its own success. Did you know, statistically, if a business is involved in their local Chamber a consumer believes that company to be trustworthy, involved in their community and to be an industry leader? According to a research study done by The Schapiro Group in 2002, the consumer thinks of this business more favorably 44% of the time. 63% of more people are more likely to make purchases for goods and services from that company because of their relationship with the Chamber. Just recently, The Globe & Mail did an article about joining the Chamber and the big rewards that this membership can bring to small business.

The conclusion is clear, a membership in the Mackenzie Chamber of Commerce has real value for your business. A list below will give you an idea of some of the services this Chamber has to offer to its members.

- ~ Promotion of business, with various media, locally and regionally.
- ~ Billboard Sign at Junction of Hwy 97 & 39, advertising businesses & services available.
- ~ Events such as a Spring Exposition, Business & Community Awards Night, Fundraising Auction and a Mackenzie Market.
- ~Membership Meetings with: local community and business information
 - education and guest speakers
 - networking, gathering of like interests
- ~Benefits and Membership Package.
- ~Provides support to other Community Events.
- ~Chamber Website, identifying every business member and their services.
- ~Connection to the B.C. and Canadian Chambers of Commerce.

As a member, your association with the Chamber will allow you to share ideas, meet great people and gain valuable knowledge. Please contact the Chamber Office for a discussion of your possible membership application. I look forward to hearing from you.

Yours in Business,

Janey Morgan
Office Manager
Mackenzie Chamber of Commerce



MACKENZIE CHAMBER OF COMMERCE

Box 880, 88 Centennial Drive Mackenzie, BC V0J 2C0

Phone: (250) 997-5459 Fax: (250) 997-6117

E-Mail office@mackenziechamber.bc.ca

Great Reasons to be a Member of the Mackenzie Chamber of Commerce

- ➤ Grow your business by interacting with potential customers.
- > Benefit from networking opportunities at Chamber Events.
- Build contacts and strengthen long-term business relationships.
- ➤ Access a wide range of benefits, including group insurance, health care coverage, gas discounts & merchant services at preferred rates.
- > Receive a free Business Listing in the online Membership Directory.
- ➤ Raise your profile in the local business community by attending or sponsoring events.
- ➤ Help shape business policy and strengthen your individual voice.
- ➤ Have a voice through the Chamber for business advocacy with Municipal, Provincial and Federal Government.
- > Access relocation packages to attract customers and employees.
- ➤ Benefit from community resources offered by the Chamber.

THANK YOU FOR JOINING US
IN MOVING BUSINESS FORWARD IN MACKENZIE!



2018 Mackenzie Chamber of Commerce Membership Application

88 Centennial Drive Mackenzie, BC V0J 2C0 Box 880 **PLEASE CHECK ONE:** Phone: (250) 997-5459 Fax: (250) 997-6117 **New Member** manager@mackenziechamber.bc.ca www.mackenziechamber.bc.ca Renewal Please complete the following, even if you are a member, 2018 Membership Dues to ensure that our records are complete and up-to-date: **Non-Business:** Business Name:____ Individual - \$40.00 1 Vote Non-Profit -Owner/Manager:_____ Organization \$ 71.00 1 Vote Mailing Address: Fee Schedule based on number of employees: 1-5 \$ 95.00 1 Vote 6-10 \$ 149.00 2 Votes 11-25 - \$ 178.00 3 Votes Phone: Fax: 26-50 -\$ 237.00 4 Votes 51-99 - \$ 285.00 5 Votes Email:______ \$ 356.00 6 Votes 100+ Website: **OUR MISSION STATEMENT** No. Employees: To move forward - through personalized support Voting representatives for your company: and diverse promotions to improve trade and commerce and enhance cívic and social welfare in the Mackenzie area! By checking this box, I give express consent to the Mackenzie Chamber of Commerce to send email communications to my business or organization, and to publish my contact information in the Mackenzie Business and Community Directory.

I understand that I may withdraw this consent at any time with a written cancellation request.



What is MESC?

WorkBC Mackenzie Employment Services Centre is an employment assistance service available to unemployed/under-employed individuals of Mackenzie and area.

Our service helps you clarify needs and strengths, while identifying concrete steps towards increased self-sufficiency and employability. Our service is free, client-centered, and confidential.

SERVICES AVAILABLE

- ♦ Employment counselling
- Return to work action plans
- Resume and cover letter assistance
- Assisted job search
- Career decision making
- Educational planning
- Job posting board
- Internet job search
 - Phone, fax, photocopier

SKILLS TRAINING OPPORTUNITY

Do you have an active Employment Insurance claim or have you had an active claim in the past 5 years OR are you a person with a disability? Have you earned more than \$2,000 in insurable earnings and paid EI premiums on those earnings in at least 5 of the last 10 years (do not have to be consecutive). If so, you could be eligible for Skills Training funding that could include:

- up to \$7500 for tuition
- living allowance and/or El Protection
- funds to assist with other training costs

Address: 540 Mackenzie Blvd , Box 2110, Mackenzie, BC V0J 2C0

Phone: 250.997.7208 Toll Free: 1.877.997.4333

Email: workbc@cnc.bc.ca Facebook: WorkBCMackenzie

Twitter: @WorkBCMackenzie





College of New Caledonia



Working Together To Serve You

WorkBC delivers specialized services through partnerships with other community organizations.

Our Partners are.....



AiMHi - Providing specialized services for clients with disabilities.



Community Futures - Fraser Fort George Assisting clients in starting a small business.



Immigrant & Multicultural Services Society (IMSS) - Providing specialized services for the immigrant population (foreign credentialing, translation, and settlement services)



Mackenzie & District Chamber of Commerce - Linking employers to WorkBC programs and clients to Mackenzie businesses.



Mackenzie Counselling Services -Delivering employment support service workshops and personal counselling



McLeod Lake Indian Band - Serving aboriginal clients to find, obtain, and maintain employment & education.



Northern Health Authority - Mental Health Services - Providing personal counselling and employment support services for persons with mental health and addictions.



PEERS - Senior business consultants to the Labour Market Partnership Program providing labour market information and support services to employers and MESC.







Fall 2018





September is BC Disability Employment Month



OPEN HOUSE

Join us as we celebrate

DISABILITY EMPLOYMENT MONTH

WEDNESDAY, SEPTEMBER 19

4 pm - 7 pm (CNC Boardroom)

-SPEAKERS———

Peter Campbell—Program Manager—AiMHi

Shannon Bezo—Regional Principal—CNC/WorkBC

and Local Employers

Coffee, cake, and snacks provided!

"I can't change the direction of the wind, but I can adjust my sails to always reach my destination"

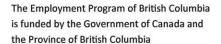
- Jimmy Dean -

Hours of Operation

Monday to Friday 8:30 am - 4:30 pm











COMMUNITY FUTURES

Growing Ideas One Community at a Time

Self Employment Services are designed to assist aspiring small business owners with the information, skill development, resources, and coaching support they need to develop a business concept, prepare a business plan and launch and Implement the first year of business.

- **Business Plan Development Services**
- **Business Plan Implementation Services**



MaryAnn Cole - Business **Development Officer**

WELCOME MARYANN TO WORKBC!

MaryAnn was born and raised in Prince George, working within the community to build strong relationships while providing exceptional client services. She brings a positive attitude and genuine excitement while helping clients explore and realize their dream of becoming an entrepreneur! With the help of Community Futures team of experts, the tools and resources that are necessary to help businesses develop, start up, grow, expand or sell are available for you to achieve your goals. MaryAnn specializes in providing support, resources, encouragement and solutions to enhance her clients' success along their journey! She looks forward to serving the Prince George Fraser Fort George area and invites you to connect with her at Community Futures today – what are you waiting for, let's get started! Connect with MaryAnn by calling WorkBC today!

SMALL BUSINESS LOANS



"Your business plan seems to depend on winning a lot of state lotteries...."

ATTENTION EMPLOYERS!!

Did you know that the Mackenzie Employment Services Centre has a job posting board and website to advertise your job vacancies? Our services are free!

Showcase your vacancy in a high-traffic area to individuals looking for work. Also, we can act as a drop-off point for resumes and applications.



Address: 540 Mackenzie Blvd., Box 2110, Mackenzie, BC



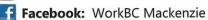


Phone: 250-997-7208 | **Toll Free:** 1-877-997-4333



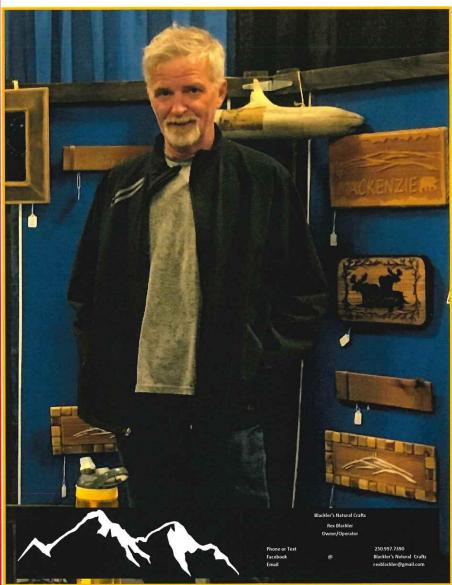
Website: WorkBCmackenzie.ca **Twitter:** @WorkBCMackenzie





OCTOBER IS SMALL BUSINESS MONTH!

FEATURING REX BLACKLER OF BLACKLER'S NATURAL CRAFTS



Rex came into WorkBC when he moved to Mackenzie from Kitchener, Ontario, in the Fall of 2015. He had been working as a Brazier/Welder for 12 years but could no longer do this type of work due to a permanent physical disability in both arms.

Initially, Rex was unsure of his employment options and what his future might look like. Rex was referred to AiMHi to access WorkBC disability supports and services. Through a disability related employment needs assessment it was determined that he would pursue Customized Employment with a goal of self-employment.

Rex participated in Community
Future's C-Best Program for
Entrepreneurs. With the support of
WorkBC, AiMHi, and Community
Futures, Rex was able to successfully
launch his business, Blackler's Natural
Crafts, in November 2017. Rex uses
sandblasting techniques to create
customized artwork. He makes
beautifully unique vinyl sticker murals,
wood signs, and glass etchings.

Rex brought his passion, drive, and business idea, and with the right support he has become a successful entrepreneur. Check out Rex's facebook page at Blackler's Natural Crafts.

What is AiMHi?

AiMHi -Infinite Employment Solutions

In 2010, the AiMHi Mackenzie office moved to the College of New Caledonia (Mackenzie Campus) and partnered with WorkBC to serve a larger population preparing for employment within the community.

Infinite Employment Solutions team members in both Prince George and Mackenzie are trained in Job Development, Job Coaching, Customized Employment, Life Skills, and lifelong learning so they are qualified to give you the best options possible.

BUSINESS WALK



The District of Mackenzie 2nd Annual Business Walk will take place during the first week of October 2018.

What is a Business Walk? Teams of elected officials, District staff, and business service representatives will be visiting store-fronts and industrial site businesses for short interviews with business operators to identify ways we can help business thrive here in Mackenzie. It will be a great opportunity to track the pulse of the business community and identify successes as well as areas of improvement.

Business walks have proven highly effective in the following:

- 1. Strengthening local economies by retaining businesses in a community,
- 2. Creating an environment where business can grow,
- 3. Improving communication between civic leaders and business owners, and
- 4. Providing information for business service organizations to help tailor their services to the expressed needs of the local business community.

By taking the time to answer our questions, business owners will provide valuable information that the District and our business support agencies will be able to use to develop programs and services that will better assist our local businesses. If you have any questions, please contact Emily Kaehn, Economic Development Coordinator, at 250-997-3221.

EI INFORMATION

New definition for EI or "Employment Insurance Client"

An Unemployed Person who, when requesting Services:

- 1. is an Active El Claimant; or....
- 2. had an EI benefit period that ended within the previous 60 months; or...
- 3. has earned more than \$2,000 in insurable earnings and paid EI employee premiums on those earnings in at least 5 of the last 10 years (Note: The 5 years do not have to be consecutive vears.)

Call WorkBC today at 250-997-7208 to book an appointment with an Advisor to determine eligibility.

NORTHERN DEVELOPMENT FUNDING PROGRAM MATRIX



UPDATED JULY 2018		Who Can Apply				Funding			Requirement	Intake
		Municipalities/ Regional Districts	First Nations	Non-Profit Organizations	Small and Medium Sized Businesses	Maximum Grant % Available	Maximum Grant \$ Available	Funding Type	Resolution of Support from a Municipality, Regional District or First Nation **	Intake Frequency
Business Facade Improvement	Grant funding to encourage private sector investment in visual improvements to local businesses.	Yes				50%	\$20,000 annually	Grant	Required	Annually (Fall)
Capital Investment Analysis	Grant funding for the development of a business case for a major building or infrastructure projects to support applications to the Economic Diverisification Infrastructure and/or the Community Halls and Recreation Facilities program.	Yes	Yes	Yes		50%	\$10,000	Grant	Required	Quarterly
Community Foundation Matching Grants	Grant funding to assit communities establish a dedicated endowment that can be used to provide grants for community and social enhancement projects.	Yes				50%	\$50,000	Grant	Required	Quarterly
Community Halls and Recreation Facilities	Grant and loan funding for projects that improve, expand or develop community halls and recreation facilities throughout the region.	Yes	Yes	Yes		70%	$$30,000^+\ /$50,000$ in Northeast region with score \geq 60	Grant/Loan	Required	Quarterly
Competitiveness Consulting Rebate	A rebate program for outsourced consulting services to assist small and medium sized companies engaged in manufacturing, innovative technologies, resource processing, transportation and distribution.				Yes	50%	\$30,000 per company per year	Rebate		Continuous
Economic Development Capacity Building	Annual grant funding to create additional economic development capacity for local governments as they pursue economic growth and diversification opportunities.	Yes				100%	\$50,000 annually	Grant		Annually (Nov - Jan)
Economic Diversification Infrastructure (All local governments utilizing combined investment accounts)	Grant and loan funding for projects that significantly strengthen the local economy via a major capital investment that drives revenue, job creation and provides a long-term asset for the community.	Yes	Yes	Yes		70 %	\$250,000++	Grant/Loan	Required	Quarterly
Economic Diversification Infrastructure (Cache Creek and North Coast Regional District)		Yes	Yes	Yes		29%	\$100,000	Grant/Loan	Required	Quarterly
Fabulous Festivals and Events	Grant funding to support unique events and festivals that generate destination tourism based revenues for the local economy.			Yes			\$5,000	Grant	Required for first-time applicants	Continuous
First Nations Government Internships	Grant funding for First Nations governments or Tribal Councils to assist with the cost of hosting an intern for a 12-month period.		Yes				\$40,000	Grant		Annually (Winter)
Grant Writing Support	Annual grant funding to support a grant writing position in a local government or First Nation.	Yes	Yes			76%	\$8,000 annually	Grant		Annually (Nov - Jan)
Local Government Internships	Grant funding for municipalities and regional districts to assist with the cost of hosting a local government intern for a 12-month period.	Yes					\$35,000	Grant	Required	Annually (Fall)
Marketing Initiatives	Grant funding to support new campaigns or projects that promote and/or position a community to take advantage of economic opportunities.	Yes	Yes	Yes		50%	\$20,000	Grant	Required	Quarterly
Northern Industries Innovation Fund	A rebate program for small and medium sized companies deploying innovative technologies in forestry, agriculture, aquaculture, mining, energy, oil and gas and manufacturing sectors and the supply chain activities related to these sectors.			*	Yes	50%	\$50,000	Rebate		Continuous
Strategic Initiatives Fund	Grant funding to support significant strategic projects that are large in scale, regional in impact, enhance a community's ability to overcome economic challenges and results in strategic economic infrastructure.	Yes	Yes	In partnership with local government or First Nation		80%	Limited to annual fund allocation	Grant	Required	Annually (Winter)

^{*} The sole purpose of non-profit organizations who are applying to the Northern Industries Innovation Fund must be to create jobs and economic benefits in the specified industrial sectors.

^{**} The appropriate government agency for a resolution of support should be determined based on the location of the project occurring within a First Nations community must receive a resolution of support from the respective First Nation, regardless of who the project proponent is; likewise, a project occurring in a municipal boundary much receive a resolution of support from the local government or regional district).

⁺ If the facility has been funded previously, the maximum grant is limited to \$15,000 in the Prince George, Northwest and Cariboo-Chilcotin/Lillooet Regions.

⁺⁺ If the facility has been funded previously, the maximum grant is limited to \$125,000 in the Prince George, Northwest and Cariboo-Chilcotin/Lillooet Regions.