



THE IQALUIT
CHAMBER
OF COMMERCE

Proposal Submission to Government of Nunavut
Department of Economic Development and
Transportation

Strategic Investments Program
Economic Foundations Fund

2020-2021

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Executive Summary

The Iqaluit Chamber of Commerce (ICC) is a non-profit member driven organization located in Nunavut, Canada that seeks to advance the interests of the Iqaluit capital region business community. It currently has thirty-nine members in good standing, but its program offerings aside from the Canadian Chamber of Commerce Benefits Plan are available to all.

The Iqaluit Chamber of Commerce has been operating since 1996 to provide a voice for business in the capital region as well as support all types of businesses.

The ICC has volunteer board and no staff. Most of the its operations are carried out by its board members. The ICC is reliant on project-based funding, participation fees for breakfasts and membership dues to operate its programs. It currently does not receive core funding.

We are seeking **\$38,250.00** from the Government of Nunavut Department of Economic Development and Transportation's Strategic Investment Program Economic Foundations Fund to: (1) launch the fourth annual Iqaluit small business week; (2) launch the third annual Iqaluit Shop Local Campaign.

The ICC was approved to receive \$100,000.00 from the Canadian Northern Economic Development Agency (CanNor) over two years (2019/2020 and 2020/2021) to fund Small Business Week and the Iqaluit Shop Local Campaign. Contributions from CanNor can pay for no more than 50% of the Chamber's eligible expenses.

The ICC currently offers many products services to businesses, including:

- Networking Events
 - Monthly Breakfast Speaker Series
 - After Hours Networking Events
- Education Offerings
 - Iqaluit Small Business Week
 - Workshops
- Promotions Opportunities
 - Iqaluit Shop Local Campaign
- Membership Benefits
 - Canadian Chamber of Commerce Benefits Plan
- Advocacy

The ICC has continued to play a growing role in Iqaluit's business landscape. Throughout the COVID-19 pandemic, ICC has been consistent in compiling relevant information for business owners and releasing them in email newsletters. ICC has also been active in advocating for businesses during this time.

Once it is deemed safe by the Chief Public Health Officer for Nunavut to resume without social distancing guidelines, we plan to make it a priority to help Iqaluit's small businesses get back on track. It could be an ideal time to launch our third annual Iqaluit Shop Local Campaign.

Mission and Goals

The mission of the ICC is to make Iqaluit a better place to work, live and invest. We are a member driven organization made up of businesses from various sectors working together to advance the commercial, financial, industrial and civic interests of the Iqaluit business community. Simply put, we are a voice for Iqaluit businesses.

This year, the ICC's priorities include:

- Supporting Iqaluit's small businesses as we navigate the changing socioeconomic landscape caused by the COVID-19 pandemic
- Completing a strategic plan to prepare for the opening of an Iqaluit Business Incubator, seeing ED&T and CanNor as partners
- Increasing its membership
- Increasing attention to ICC presence and activities from the public and media alike
- Increase attendance at our events, particularly at small business week
- Identifying possible sources of core funding that could enable the ICC to hire a part or full-time Executive Director

Project 1 – Small Business Week (SBW)

SBW is an annual event that coincides with Global Entrepreneurship Week. It will be October 19-23, 2020. This event provides free workshops, business counselling, and networking opportunities to entrepreneurs. The purpose of this event is to give entrepreneurs in the capital region the knowledge and connections they need to make their business thrive. It is open to entrepreneurs in all stages of their business development, including start-up, expansion and wind down. There have also been workshops in the past that have targeted tourism operators and artists. This event's largest demographic has been start-up businesses. Workshops and events operated in the past have included:

- Business Planning 101
- Marketing
- Basic Bookkeeping
- Legal Basics of Businesses and Contracts
- Artist Portfolio Development Sessions
- Meet the Funders
- Bank Financing and Business Licensing

This year, the method of delivery of the workshops will be dependent on if social distancing guidelines are still in place. If they are not, we will offer the workshops in person as we have in the past. If they are, we will research online platforms such as Zoom, Google Hangouts, or Telemerge that we could use. With the option of online delivery, we may be able to have participants from other communities join in.

The ICC will work to see an increase in attendance of events, particularly from Inuit entrepreneurs and artists by recruiting more Inuk speakers and advertising earlier.

We would like to hire a consultant event coordinator to:

- Design and release of marketing materials to be available in English, French, and Inuktitut
 - Marketing materials are expected to:
 - Be attractive and professional in appearance
 - Be easy to read
 - Have required information
 - Be released regularly via social media
- Design and release of website and app to be available in English, French and Inuktitut
- Recruit speakers
 - If any paid speakers are being flown in, arrangement of accommodations, transportation, and per diems
 - The successful vendor should recruit as many Inuit beneficiary speakers as possible
- Liaise with partners to obtain additional sponsorships, if necessary
 - Allow partners opportunities to participate in SBW
 - List of potential partners will be provided by ICC
- Construct schedule to be released at least two weeks before SBW launch
- Arrangement of online offering or in-person venues, set up, clean up, interpreters/translators as required, caterers, audiovisual equipment, handouts, and photography
- Reach out to and coordinate media
- Provide surveys for participants to evaluate satisfaction, areas for improvement, and disseminate results
- Final event reporting to be completed before March 31, 2020
 - Reporting guidelines to be provided by ICC

Benefits of Project

This project plays an essential role in offering free workshops and networking opportunities to businesses at all stages of development in Iqaluit. In order for an entrepreneur to succeed, they must understand all the components a business needs to operate, and understand what they can and cannot handle to do themselves. Workshops are a great way to offer that introduction to help entrepreneurs grasp what they need to know to start, expand, or wind down their business.

In a recent study of albeit limited sample size in the Kivalliq region, half of surveyed business owners (6) said that a key way business development organizations could better support them would be by offering more workshops, particularly more advanced workshops.¹ As this will be

¹ Morrill, Gabrielle. (2018). Paving the Way: An Evaluation of Small Business Support Programs in the Kivalliq Region. Retrieved from Proquest:

the fourth year this program has been offered, we can build upon the success and education offered over the last three.

Outcomes of Project

We would like for five to ten new business owners to start up their businesses. We would like ten existing business owners to attend workshops.

Project 2 - Iqaluit Shop Local Campaign (ISLC)

The ISLC is a promotional campaign to encourage Iqaluit residents to spend money at local businesses, typically during the Christmas season. Residents can pick up stamp cards at participating retailers. For every \$25.00 they spend at a local participating business, they get a stamp. They need to get ten stamps on a card from a minimum of three different retailers to be able to enter draws for prizes. The ICC had weekly draws and advertised heavily on social media. Last year's grand prizes were an ipad from Northwestel, a print from Northern Collectibles, and one of two \$250 gift certificates to The Snack.

Non-member businesses participated in last year's ISLC.

In 2018, the total number of stamps on the cards indicated that Iqaluit residents redeemed a total of \$46,200 during the campaign. The ICC would like to use this campaign to showcase local businesses, increase its visibility and increase its membership. The ICC is confident that participation will be even higher this year as people understand how the program works now.

The ICC intends to increase local participation in the ISLC by building on the success of last year and circulating ads about how to participate earlier. The ICC also intends to use the ISLC as a membership drive to encourage participating businesses to sign up for the Chamber.

We would like to hire an event coordinator, under the same contract as SBW, to:

- Design and release of marketing materials to be available in English, French and Inuktitut
 - Marketing materials are expected to:
 - Be attractive and professional in appearance
 - Be easy to read
 - Have required information
 - Clearly indicate relevant partner businesses
 - Be released regularly, at least weekly throughout the campaign
- Recruit partner businesses
- Seek partners to contribute prizes
- Provide cards, stamps, and advertising materials (if requested) to partner businesses. Collect completed cards for pick up locations weekly.
- Reach out to and coordinate media
- Conduct draws weekly. Contact winners and ensure they receive their prizes within one to two weeks. Release results of draw on social media weekly.

- Final event reporting to be completed before March 31, 2020
 - Full reporting guidelines to be provided by ICC
 - Will also include a request for numbers of stamps from each business to be tallied

Schedule of SBW and ISLC Projects

| Project Activity | Expected Completion |
|---|---------------------|
| Approval of Funding | August 15 |
| Release RFP | July 20 |
| Deadline for RFP Submissions | August 7 |
| Selection of RFP Winner | August 20 |
| Development of SBW Promotions and Curriculum for Board. | September 15 |
| Identify targeted speakers for recruitment | |
| Secure speakers and venues | October 2 |
| Development of ISLC Promotions for Board. Launch recruitment campaign for businesses interested in taking part in ISLC. | October 15 |
| Release SBW Promotions | November 1 |
| Release ISLC Promotions | November 8 |
| SBW Week | October 19-23 |
| ISLC Campaign | November 15-Dec 15 |
| Announce grand prize winner of ISLC Campaign | Dec 18 |
| Completion of Final Reporting | Jan 31 |

Benefits of Project

This project offers heavy marketing for businesses at a time of the year when consumers typically spend more. This will provide more income for entrepreneurs and encourage Iqalummiut to support their local economy instead of sending money south, such as via amazon.

Outcomes of Project

We would like to have \$60,000 in redeemed stamp cards and increase our membership by 20%.

Our Team

Most of our activities are carried out by our Board of Directors. Any activities that may require additional support, such as the strategic plan, SBW, or ISLC will go out for RFP.

An essential part of a successful Chamber is maintaining relationships. To organize this, the ICC has designated certain board members as contacts for different relationships. These responsibilities are outlined below.

Robynn Pavia, President

Robynn is the owner of Ledgers Nunavut. She is the social media and Government of Nunavut contact. She sits on the Advocacy and ED&T SIP committee. Her term expires 2022.

Al Hayward, First Vice President

Al is the owner of GFY Paralegal and a new board member. His term expires 2022.

Bernard Frank, Second Vice President

Bernard is the owner of By the Sea Bed and Breakfast. He serves on the Breakfast Speaker Series, Fundraising, and Strategic Planning committees. His term expires 2021.

Ted Walker

Ted is the General Manager of Capital Suites. He is the media and Government of Canada contact. He serves on the Breakfast Speaker Series, Fundraising, and Strategic Planning committees. His term expires 2022.

Debbie Lyng, Treasurer

Debbie is a partner at Lester Landau LLP. She serves on the Breakfast Speaker Series and Fundraising committees. Debbie's term expires in 2021.

Cedric Rusike

Cedric is the owner of Nunaforce Security Services. He is the City of Iqaluit contact and sits on the Special Events committee. His term expires 2021.

Gabrielle Fuentes Morrill

Gabby is currently the Manager of Government Relations and Community Engagement at Northwestel. She is the primary City of Iqaluit and Baffin Regional Chamber of Commerce contact. She sits on the Special Events and Strategic Planning Committee. Her term expires 2022.

Patience Sibanda

Patience is the owner of Patience Sibanda RMT. She serves on the Special Events committee. Her term expires in 2021.