

Squamish Chamber of Commerce Media Release

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Squamish Chamber Announces Marketing Advisory Task Force

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Squamish, B.C. – Squamish Chamber of Commerce welcomes local businesses to Marketing Advisory Task Force and invites the Squamish business community to ‘buy local’ workshop

The Squamish Chamber of Commerce is very pleased to announce the creation of a Marketing Advisory Task Force, bringing together a strong level of expertise from local businesses and community partners.

2021 Marketing Advisory Task Force

- Christy Allan, Sea to Sky Gondola
- Cath Croucher, Curated Dwelling
- Megan Davies, Squamish Farmers’ Market
- Brittany van Dyck, Fox and Oak
- Kimberly Clunk, Mountain FM
- Kurt Larson, Get in the Loop
- Martha McLellan, Martha McLellan Real Estate
- Marcus Monopoli, Happimess
- Kerry Neil, Squamish Downtown BIA
- Rochelle Smith, RRM Creative
- Jordan Stanzack, Square Digital
- Jennifer Stone, District of Squamish
- Lin Smith, O’Brien Pet Food and Supplies
- Amber Turnau, Substrate Studios
- Lesley Weeks, Tourism Squamish

The goal of the Marketing Advisory Task Force is to create a forum for Squamish businesses to provide guidance and feedback on upcoming marketing campaigns to support local businesses.

“Squamish is full of talented entrepreneurs. We are very fortunate to access the expertise of local business owners, who are keen to support the Squamish community. Their input will help us design campaigns to meet the needs of Squamish businesses.” said Louise Walker, Executive Director, Squamish Chamber.



The COVID-19 pandemic has impacted Squamish businesses, with many experiencing decreased revenue due to lack of customers, reduced capacity, health orders and travel restrictions, among other reasons. At the same time, businesses have faced increased costs and supply chain issues. Understandably, in the most recent Squamish Chamber member survey, businesses prioritised the need for the Squamish Chamber's support in COVID-19 business recovery and support/buy local initiatives.

"A combination of strategic partnerships and grants will help deliver a support local program, elevate the profile of our small businesses and help shift culture and spending towards supporting local businesses." said Walker. *"The Squamish Chamber is grateful to our local businesses and partners on the task force, and to the District of Squamish, the Province of B.C., LOCO BC and VanCity for supporting our programs."* she added.

Join Squamish Buy Local Marketing Workshop

The first buy local initiative is a month-long campaign to promote buying local in Squamish, in partnership with LOCO BC and VanCity / Squamish Savings. All Squamish businesses are invited to join an upcoming workshop on May 13 (9am – 11am) to discuss how a buy local campaign can support your business and how to **engage in the campaign**.

The workshop will include both content and connection:

- The impact of local businesses - what it is, why it matters, how to leverage it in your marketing
- Small breakouts to connect to other Squamish businesses, discuss your local impact, and plan how to engage in the buy local campaign
- Digital marketing and e-commerce advice for cash-strapped small and local businesses from a leading expert

Following the workshop, LOCO BC will develop [buy local stories](#) to share the positive impact of local businesses on the Squamish community. **This event is free of charge.** Register at www.locobc.ca/events/squamish-buy-local-marketing-workshop

About The Squamish Chamber of Commerce

The Squamish Chamber of Commerce is dedicated to enhancing the quality of life in the Squamish community by actively supporting business, economic growth and diversification. The Chamber takes a leadership role in advocating for the interest of Squamish business and provides member services such as training and educational events, policy positions and partnerships with other organisations.

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