

Representing the Interests of Business for the Growth and Prosperity of Our Members and Communities

President's *Message*

This courier issue tells you what we have been up to – a type of report card if you will. It's been a busy five months! I am very pleased with our Chamber's progress thus far. Considering it's a renewal year our optimism remains high and our actions are on track.

This year's premiere events – the Premier's Dinner and Dine-A-Nite – both broke attendance records and the positive feedback was reinforcing. Our membership numbers increase virtually every day, and we should surpass our goal of earning over \$40,000 in memberships. Is this enough operating dollars though? No it is not. This year our Executive will host a membership meeting (likely this fall) to outline exactly where the Chamber's fiscal situation is at and our operating recommendations for future years.

We've had numerous meetings with our community partners and still have more scheduled. I am most proud though of our committee structure. It's a new structure and it appears to be working. When we reviewed the Chamber's operations last year we determined the committee structure was one of our weak links. Under this renewal, committee ideas are being generated and work is getting done!

Our Business Development Committee has a great focus on supporting our existing business community and making it easier to start a business in Yorkton. They have been busy researching their ideas and soon will put their best plans forward. Notice you've received a business card in this issue. Contact our BD Committee with your ideas and concerns.

The Public Policy Committee has acted on a number of issues including supporting the proposed multi-purpose recreation facility (see our letter to Council). They are taking on numerous issues ranging from education tax,

consumption tax, business incentives, and promoting a City-wide vision.

And it all seems to come down to Attitude. Our Attitude Committee is keen to work on a program that positively promotes our City. We've heard Mayor DeVos using the slogan "New Attitude, New Yorkton" and we like it. We plan to encourage the City to build on this idea. Our June luncheon speaker came from our Public Policy Committee but the Attitude Committee has embraced the concept that "wealth is not a dirty word." It's become a mantra

of sorts with Action Yorkton to promote and celebrate success in the interest of furthering community pride. Attitude's conclusion: more community pride is what we need in large doses.

I'm pleased to announce that our Chamber has been granted hosting privileges for the Saskatchewan Chamber of Commerce Annual Meeting in April 2004. This award comes in part with having a "happening" Chamber in our province and our support of Action Saskatchewan.

Read all the reports and give us your feedback. The momentum is building. Doesn't it feel great?

Cheryl Denesowych
Chamber President ♣

Letter to the *City of Yorkton*

RE: Proposed Multi Purpose Recreation Facility

The Yorkton Chamber of Commerce wishes to express its view with respect to the above noted project prior to City council making a decision.

The Chamber is in favour of our City construction a new multi-purpose recreation facility as proposed. Not only will the facility be an added amenity to our City's list of strengths for individuals and families, it will be of assistance to our business community by increasing traffic flow to the city. We also recognize it as a valuable tool in attracting new business and new employees to Yorkton.

We believe our employees and this City's working age population view having a first class recreation facility as a necessity these days. From an employer perspective, studies show that improved physical wellness allows for greater individual productivity in the workplace.

Further studies show that the three primary factors in attracting residents to a town or city are schools, health care and recreational facilities. Yorkton is well on its way regarding the first two issues, and this new facility will complete the package for those considering a move to this fine city.

As well, there is this matter of attitude improvement that the Chamber has been promoting. We strongly feel that a recreation facility that Yorkton residents can be proud of will go a long way in improving community pride. It will assist in our reputation as a progressive community, and will benefit all residents of the city.

On top of the obvious enhancement such a facility will bring, the added benefits should include higher house values and lower taxes as a result of increased numbers of new businesses and a younger population.

The Yorkton Chamber of Commerce strongly endorses this project. We encourage you to continue to act responsibly in managing the City dollars while ensuring as few corners as possible are cut in the project.

We look forward to seeing the project undertaken in the very near future.

Yours truly,
Cheryl Denesowych
President, Yorkton Chamber of Commerce



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Yorkton, Sask.
S3N 2W1
Manager - Stan Palka
783-4260

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Yorkton, Sask.
S3N 0X3
Owner/Operator - Gareth Reid
783-8736

Cherrydale Golf

Box 187
Yorkton, Sask.
S3N 2V7
Manager - Tim Cherry
786-6877

Birch Island Land & Cattle Company

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Contact Person - Patty Stewart
306-273-4600

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Owner/Operator -
Linda Harvey-Krepakevich
782-8800

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Yorkton, Sask. S3N 2X9
Contact person - Marilyn Wilken
783-7882

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Owner/Manager - Rhonda Yung
783-9796

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April/May 2003**

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- Aspen Bluffs
- Patrick's Catering
- D's Signs & Designs
- News Review
- Community Post
- Yorkton This Week
- Holiday Inn
- Shear Bliss
- The Yorke Inn
- Travelodge
- Comfort Inn
- Days Inn
- Uniform Alley
- Bob Zuzak
- Deb Sapara
- Luba Massage Therapy
- Tourism
- City of Yorkton
- DBA
- Yorkton Exhibition Association
- Yorkton Film Festival
- Women Entrepreneurs
- Patrick Place
- Parkland Green House
- Painted Hand
- Houston
- Little Caesar's
- Broadway Cutters
- From Hair On
- Hair Care Den
- Fabutan
- Emerald Auto Cleaning
- Natural Nail Impressions by Leigh-Ann
- Shear Bliss
- Naturally You

**Congratulations
to our Members:**

**Yorkton Short Film & Video
Festival** for an Amazing week of
events and a Great Awards dinner.
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**UPCOMING
CHAMBER EVENTS**

June 6th Luncheon
Travelodge at 12:00 Noon

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Action Yorkton

Attitude Committee Action Report

The Attitude committee of the Yorkton Chamber of Commerce was developed to maintain, develop, and evaluate the Chamber's activities in communicating, promoting and celebrating business, our business community and our Chamber.

Our first event of the year after our Induction Wine and Cheese and our luncheons was the Premier's Dinner. Attended by over 235 business people this event allowed our members to speak directly to our Government of the day. Try getting a Minister, or all the Ministers available to talk in one place at the same time. Almost impossible to do on your own, this venue provides great opportunity for you to bring your political issues forward.

Right behind the Premier's Dinner we brought you Dine-A-Nite. This event is an evening to honor the great work of your Administrative Associates. Our evening speaker Darci Lang gave us all something to think about with her focus on the 90% positive presentation.

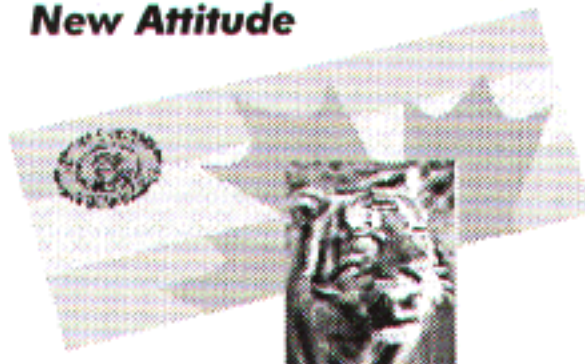
Focusing the Chamber's communication on the positive is key for our Attitude Committee. Our Courier is a great example.

We insert Congratulations and highlight Business successes in every issue. We have focused significant energy towards a Media campaign and have had great feedback on how many benefits the Chamber has to offer its members.

We have several activities planned for the upcoming months including a Summer BBQ, helping our other committees, teaming up with the Business Development Committee to plan a Business to Business event, and working with several other Associations to create a promotional package for Yorkton.

We encourage you as business owners to contact our office and let us know about your special event. Grand Openings, Anniversaries, Pancake Breakfasts or more. We'd be honor to attend and give your business great publicity. ♣

New Attitude



New Yorkton

Action Yorkton

Public Policy Committee Action Report

The Public Policy Committee monitors, examines, develops and recommends to the Chamber Board position statements on selected municipal and/or provincial issues affecting our local business community.

One of the first jobs undertaken by the committee was to prepare a brief for the Chamber President on the province's latest budget. We hosted a post budget breakfast meeting for Chamber members with Deputy Premier Clay Serby to address changes affecting the business community.

The Public Policy Committee also attended the first of what will now be regular meetings with City Council to exchange information on business issues including municipal tax policies. That information was then shared with the Chamber membership in our April Community Courier.

In April the Committee hosted a very well attended luncheon with the Saskatchewan Assessment Management Agency to facilitate an exchange of information relating to proposed changes in property taxation towards an income approach. Public Policy also prepared a letter on behalf of the Chamber of Commerce in support of the City's proposed Leisure Centre.

We are planning a meeting with local Hotel/Bar managers and owners to discuss recent large increases in consumption taxes from the provincial government.

In the fall the Committee will be organizing an Oct. 14th All Candidates Debate Forum for the local civic election.

Support your Chamber's Public Policy Committee with your input. Contact members of the committee with concerns or suggestions. ♣

Fact of the Month

Recreation, parks, sports and arts/culture ATTRACT BUSINESS to the community.
They are a prime economic development and relocation magnets.
Proper facilities are crucial to this economic growth.



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Action Yorkton

Executive Committee Action Report

Having Action Yorkton as our guide has not only kept us focused and on track. It's been our guide when dealing with our community partners as well. It's realigned our total thinking. We've come to realize that it is not enough to just "do something" or to "just act". We know the biggest payoff comes when we act according to plan; a plan derived from a vision that has benchmarks in place to achieve a definite goal. Let me give you some examples to date.

Our Board recently met with City Council. We were pleased to determine that our Commercial Taxes were the fifth lowest in the province and 11% below the provincial average. But the Chamber gets the feeling this happened by chance. To

the best of our knowledge there is no specific goal in place stating Yorkton will be always be so much below provincial average, etc. Education taxes account for 54% of our property tax bill, which the city has no influence over. We have requested our Provincial Chamber stay on top of this issue and the review process currently taking place. The Chamber doesn't feel dollars always need to come from property taxes. We need to enlist more creative thinking.

Similarly, when the provincial government lowered the small business corporation income tax rate from 6.0% to 5.5% (effective January 2004) they didn't outline their long-term plan or goal of how or when we will finally be in line with our neighbours. BC, Alberta and Manitoba all have more attractive small business corporation tax rates. We won't be at 5.0% until January 2005, BC and Alberta are already at

4.5%. We realize fiscally the province may not be able to make that jump right away but is there a plan, somewhere? As well, the Chamber is completely in support of a revitalization of our City but want to see the broad plan. Working at revitalization piece by piece is worthy but the Chamber believes it will be more successful if there is a plan in place so every organization can be on the same page, working towards a common vision. We will be spending time with our City's Manager of Community Planning and the Downtown Business Association over the next few weeks to learn more and promote our "act yes but build a plan first" attitude. We also met with the CEO of our health district.

Recognizing the importance of our health care industry from an economic point of view, we encourage our health district to aggressively work through their issues. ♣

Action Yorkton

Business Development Committee Action Report

Our Business Development Committee works to identify and continually monitor the state of health of the local business community and work toward ensuring Yorkton offers and maintains a "business friendly" environment.

The first task was to find what sources are available to businesses or individuals seeking knowledge on how to start up a business in our Community. With several sources available but no real package in one stop, we are now in the process of

gathering information for a real "how to start your business" package for Yorkton.

This package will be available soon. Our Committee's business cards (also contained with this issue of the Courier) will be available at City Hall with every business license. Each new business is encouraged to contact our committee with issues as they arise. Our committee is dedicated to helping business move forward easily.

Also in the works for Small Business Week is a Business To Business evening. You will be able to enjoy a business trade show that promotes your business to other local businesses. More information to come.

Keeping a close eye on business, and incentives for business, is at the fore front of our tasks. We have inquired with different Cities as to what they have in place for business incentives, and hope to use this information to encourage our Council to review the information and implement a Yorkton incentive program.

A business friendly climate is what we continue to work for and we work together with our other committees to achieve that goal.

We believe Yorkton is a great place to do business, and hope that our committee will be your access to bring forward your ideas and issues. ♣

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