



The Voice of Business



COMMUNITY COURIER



The 10% Difference and Why SHOP LOCAL Matters to Yorkton

If everyone shifted just 10% of their spending from on-line to local businesses, what would that do to the Yorkton economy? The Shop Local campaign initiative by the Government of Canada provided the funding for the Yorkton Chamber to commission a study by Praxis Consulting to answer that question. In the study, the researchers created a "Yorkton Region" whereby they included the populations of the City of Yorkton; the RMs of Wallace and Orkney; the Town of Springside; and the Village of Ebenezzer. Their analysis showed that an increase of 10% in spending at local businesses could:

- Add 416 new positions to total employment
• Increase total labour income by \$18 million
• Generate an extra \$45.6 million in GDP with an increase of \$80.6 million in total gross output
Such increases would directly positively impact the

retail and finance and real estate and rental industries. Positive indirect impacts would be experienced by professional service industries and the industries providing business services.

The Yorkton Chamber of Commerce has long suggested that you "think before you click". This study supports the reality that when you support a LOCAL BUSINESS either by in-store shopping or on-line, you're making a positive impact on your community. Local businesses hire your kids and neighbours. Local businesses donate to local sports, cultural and recreational activities. Local businesses pay taxes.

Local businesses are committed to this community. The best way to show your appreciation is to SHOP LOCAL.



A 10% shift in spending to local businesses could have a huge positive impact on the local economy - including the creation of 416 more jobs. Photo courtesy Kellsey Popowich.

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Save Time & \$\$



Dave McIntyre is the Chamber's Business Relations Rep. He is happy to discuss with businesses the advantages and benefits to becoming a Yorkton Chamber member.

As a local business owner, or the senior manager of a local business, do you have the time or money to sit down with each order of government to explain why their policies or regulations are negatively affecting your business? Not likely. That's why business communities formed Chambers of Commerce (in Yorkton as far back as 1898). As Pat McGaughey, a guru in the Chamber world said, "it's doing together what we can't do by ourselves".

An example of this was the meeting with City Council which a number of businesses attended several weeks ago to discuss property assessments and property taxes. **Would individual businesses have been granted an audience with the entire Council?** No, but because they were Chamber members and the Chamber had expressed concerns on behalf of the ENTIRE business community, these member businesses were able to state their cases in-person to all of Council.

While the Yorkton Chamber does most of its advocacy work to the city, the Sask Chamber and the Canadian Chamber (the Yorkton Chamber belongs to both) are busy advocating for business to the provincial and federal orders of government.

The Chambers work for the ENTIRE business community, saving you time and money. If you're not yet a member, why not?

101 Businesses Tell the SHOP LOCAL Message

By the end of the summer, 101 Yorkton Chamber member businesses will have been visited and footage has been shot, edited and posted on the Chamber's website and social media platforms.

The businesses will also have access to these videos. While the videos profile 101 different businesses, the message in each video is to Shop Local.

If you're interested in viewing these videos and learning about the unique goods and/or services each business offers, then visit <https://yorktonchamber.com/shoplocal/video-showcase/>

YBID's Blooming Barrels

Once again, Yorkton Business Improvement District (YBID) has provided hundreds of barrels for the district to provide beauty and interest along the streets.



YBID is also sponsoring the Clean Sweep Program that keeps the district's sidewalks free of debris in the summer and free of snow in the winter.

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Yorkton Tribal Council is a not-for-profit organization that provides essential services to 6 Member Nations (Cote, Keeseekoose, The Key, Zagime Anishinabek, Kahkewistahaw & OceanMan First Nations) in the Treaty 4 territory.

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22nd Annual Chamber Business Dinner

Wednesday, September 29

St. Mary's Ukrainian Cultural Centre

FEATURING GUEST SPEAKER - Kendal Netmaker

Kendal Netmaker is the founder and owner of Neechie Gear. He has received a number of awards for his entrepreneurship - including being selected along with 29 other young entrepreneurs to represent Canada at the G20 Summit in 2011; named as one of Canada's Top 40 Under 40 in 2019; and 3 Sask Chamber ABEX Awards.

Tickets for the Dinner are now available. Sponsorship opportunities are also available.

For information, contact the Yorkton Chamber office 306-783-4368 or info@yorktonchamber.com

Faster, Together (fastertogether.ca)

This is a voluntary effort of a wide variety of people working together to promote Covid-19 vaccine acceptance and help speed a recovery from this pandemic.

The Yorkton Chamber is a member of the coalition as is the Sask Chamber and a number of other local Chambers.

This campaign makes creative materials in a variety of shapes and sizes and for different applications (TV, digital, out of home, social shareables, etc).

If you can help get these messages in front of more people, please contact banderson@abacusdata.ca or hyussuff@clc-ctc.ca



GETTING VACCINATED CAN BRING US ALL BACK TOGETHER. FASTER.



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YORKTON CITY COUNCIL

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Did You Know?

- Every commercial property owner in the city is asked by SAMA to complete a questionnaire that asks for information relating to the PROPERTY'S Income and Expenses (NOT the income and expenses of the business). The data collected will be used to create the model for the next re-evaluation in 2025.
- If you're interested in setting up a Charge Station for Zero Emission Vehicles (ZEV), you may be eligible for funding. The deadline for submitting an application is September 8. Want more information? Contact Dany Robidoux, Executive Director of Eco-West Canada. He can be reached at drobidoux@eco-ouest.com or 204-925-8390.
- Psychological health and safety claims more

than doubled in Saskatchewan from 2016 to 2020, and we know that COVID-19 has put exceptional strain on employees' mental health. WorkSafe Saskatchewan has created an online Psychological Health and Safety Resource Centre to help businesses improve psychological health and safety. The online resource centre is built for occupational health and safety and human resources professionals and workplace leaders and includes resources for every level of your organization - from front-line workers to leaders. Visit WorkSafe Saskatchewan to download these free resources and learn how you can improve psychological health and safety in your organization.



WorkSafe Saskatchewan has developed a
Psychological Health & Safety Resource Centre
to help businesses improve psychological health and safety



Stress Changes People

At the first post-lockdown Business Lunch hosted by the Chamber since March 2019, Guest Speaker Jolene Watson delivered a highly informative and entertaining presentation on personality types, behaviours and the effects of stress.

She indicated "while you can't change your personality type, you can change your behaviours".

As a certified Myers-Briggs Practitioner, Jolene was able to compare and contrast the various personality traits.

She also indicated that the Platinum Rule is "Treat others the way they want to be treated".

Understanding personality types is a good tool for knowing how to do just that.

Thank you to Community Futures Ventures for partnering with the Chamber by sponsoring Jolene's presentation.

Upcoming Dates

- Aug. 18th - **Marketing Workshop for Professionals** - a free workshop offered by the Sask Chamber. Learn how to refine your brand and build your marketing strategy to effectively reach and engage your most valuable prospects with this 1-hour lunch workshop. To register, visit saskchamber.com
- Aug. 19th - **Job Seekers Action Plan Workshop** - a free workshop offered by the Sask Chamber. Learn how to market yourself to potential employers so you STAND OUT from the others and get sought out and CHOSEN from among your competition with this 1-hour lunch workshop.

Welcome New Members!!

A membership in the Chamber is an investment in your business.

Welcome to these new Chamber members:

- * Quesada Burritos & Tacos *
- * Red Chili *
- * Subway *
- * McCarthy Tax & Accounting *
- * Omega Auto Parts & Service *
- * Smak Ukrainian Store *
- * Swedish Rose Cottage Bed & Breakfast *
- * RBC Wealth Management (Kevin Zazula) *
- * Lakeview Insurance *