

2020



2

3

A N N U A L  
N W C  
R E P O R T

**Connecting, supporting  
and inspiring** the local  
business community.

## New West Chamber Members,

This past year has been a whirlwind of highs and lows, big wins and big challenges. Amidst it all, one thing remains clear: our business community is one worth fighting for.

We've seen significant growth—almost too fast to keep up. We welcomed more new members this year than any other year on record, and that's no small feat. With each new addition, we reinforced our voice and strengthened our local network. We certainly felt the excitement as members reconnected.

That growth was evident in our events, too. In 2023, we hosted thirty-two events, including monthly Beer Fridays and Coffee Talks, an inspiring Women in Business series, an exclusive member-only Holiday Social, and, of course, our signature Platinum Awards. We also introduced ribbon-cutting ceremonies and proudly celebrated twelve new businesses this year.

Our Board of Directors and community champions have been instrumental in driving the growth. Their dedication and hard work have been a guiding light through turbulent times. I am immensely grateful for their contributions and the strong relationships we've built along the way. You couldn't ask for a more dedicated group to advocate for our businesses.

Managing our inherited financial position has been difficult. We are digging out of a deep hole during challenging economic times. Nevertheless, our remarkable community keeps showing up with spades, reminding me to stay optimistic. Add to that, I wholeheartedly believe in the power of a Chamber, and I know together we will find a way to lift us all.

It's been an honour representing the businesses of New Westminster this past year, and I look forward to the next chapter of our journey wherever it may take us.

Best,

**ANGIE WHITFIELD**  
EXECUTIVE DIRECTOR

# A Letter From the Board

By the Fall of 2022, the New Westminster Chamber of Commerce faced a challenging situation. Very low member numbers caused by a few community activities had led to a diminished profile and a very small four-person Board. Fast forward to the end of 2023, and the transformation is remarkable. One hundred (100!!) new members added since that time. We have held dozens of events, large and small. Many of these events have been sold out. Our Board grew to twelve people strong with diverse, youthful energy to tackle issues head-on. We re-established close collaborations with the city, with BIAs, and with Tourism New West. We have spent much time and energy on central issues AND in neighbourhoods like Sapperton, Queensborough and the West End. We have much more work to do, but we have laid solid groundwork. We have the staff and board to do so. Please enjoy this snapshot of 2023 and a sneak peek at our strategic plan guiding us through 2026.

**KRISTIE CAMPBELL & RICH PATTERSON**  
BOARD CO-CHAIRS

# OUR TEAM

EFE FRUCI	KRISTIE CAMPBELL	RIA RENOUF
GWEN MADDOCK	LIZ O'NEILL	RICH PATTERSON
HAMEET DHILLON	MARTIN LOWE	SARA ALHOWAR
JOLENE FOREMAN	NICK O'COIN	SARAH CAMPBELL



**2023 BOARD OF DIRECTORS**



ANGIE WHITFIELD	<b>2023 STAFF &amp; STUDENTS</b>
MALLORY GLADMAN	
ROWENA HUANG	
NIKOLAI SUNDSTROM	

# Economic Impact & Community Support

The New West Chamber prioritized using local member-owned businesses, engaging services from 32 establishments in 2023, thereby injecting over \$33,000 into our local economy.

We secured \$77,200 in event sponsorship, highlighting the strong backing from businesses in our community. Their support not only aids our initiatives but also bolsters the local business ecosystem. Thank you to these champions!

**32** establishments engaged

**33K** injected into local economy

**77K** secured in event sponsorship



# OUR COMMUNITY



## Our Sponsors

# Connecting with the Community

**93** new members in 2023

**49%** increase from previous year



“As a member of the NW Chamber, I’ve experienced firsthand the **invaluable networking avenues** it offers. Through engaging events and collaborative initiatives, it’s empowered me to forge meaningful connections, paving the way for **fruitful partnerships and enhanced professional growth** within our vibrant community.”

**GAGAN SIVIA**  
AZURE PROPERTIES GROUP

“Opening up our location in New Westminster, we were met with amazing support from the Chamber such as **networking opportunities, business connections, access to resources, marketing and promotions, community engagement, and organizing events** together. With such a warm welcome to New West, the experience of having a small business has been less stressful and more enjoyable.”

**OXANA KIRSANOVA**  
SEA2SKY WELLNESS CLUB

# OUR MEMBERS

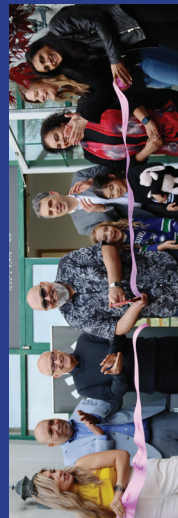




COFFEE TALK  
02.01

BEER FRIDAY  
01.27

BEER FRIDAY  
02.24



COFFEE TALK  
03.01

BEER FRIDAY  
03.31

WIB: LAUNCH EVENT  
04.05

BEER FRIDAY  
04.28

COFFEE TALK  
05.03

GRAND OPENING  
05.12

AGM &  
RECEPTION  
05.23

GRAND OPENING  
05.25  
BEER FRIDAY  
05.26

GRAND OPENING  
& COFFEE TALK  
06.14

CDS: OUR  
RIVERFRONT  
VISION  
06.20

BEER FRIDAY  
06.23

GRAND OPENING  
07.06

COFFEE TALK  
07.12

GRAND OPENING  
07.21



BC LIONS  
ROADTRIP  
08.26

GRAND  
OPENING  
09.07

COFFEE TALK  
09.12

GRAND OPENING  
09.26

BEER  
FRIDAY  
09.29

WIB: NOURISH  
TO FLOURISH  
10.03

COFFEE TALK  
10.10

GRAND OPENING  
10.26

BEER FRIDAY  
10.27

GRAND OPENING  
11.07

BEER FRIDAY  
11.17

PLATINUM AWARDS  
11.23



HOLIDAY  
MIXER  
12.15

JINGLE PAWS &  
COFFEE TALK  
12.17

# Community Events

- 08 COFFEE TALKS
- 09 BEER FRIDAYS
- 12 GRAND OPENINGS



OUR EVENTS

# Women in Business Series

PRESENTED BY



THREE SOLD OUT EVENTS

LAUNCH EVENT  
49 ATTENDEES

NOURISH TO FLOURISH  
81 ATTENDEES

MUJERES RISING  
54 ATTENDEES



# Platinum Awards

PRESENTED BY **DOUGLAS** DOUGLAS COLLEGE

Our signature Platinum Awards reached new heights in 2023. Featuring a new brand vision, the night had almost 300 attendees. Fourteen awards were presented, supported by 16 local businesses and 24 sponsors.

**276** *guests attended*

**14** *awards presented*

**16** *local businesses hired for event*

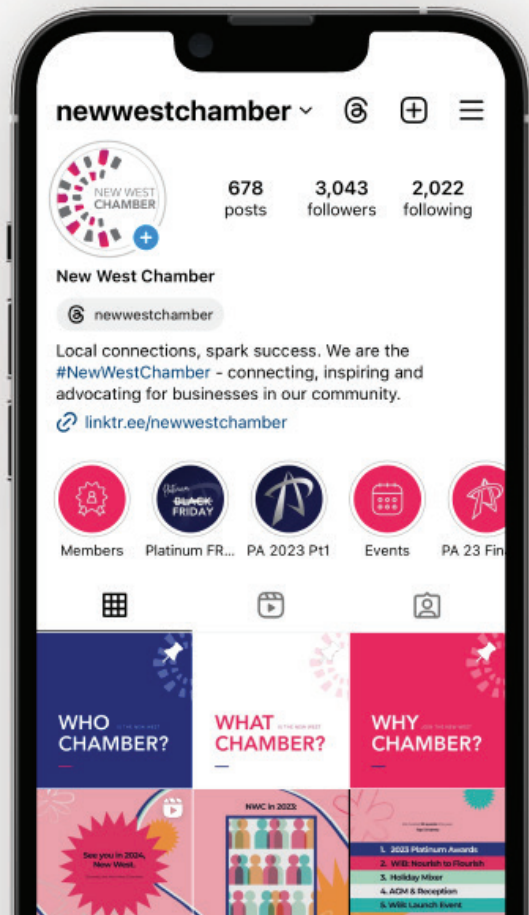
**24** *businesses sponsored*





# Network & Outreach

We bring insights to our members via multiple channels daily. Our monthly newsletter features community updates, advocacy work, member updates, and event information. If you are one of the over 3,000 people following us on our various social media platforms, you will already know that we also share regularly on Facebook, Instagram, and LinkedIn. Our website is also a robust information hub with upcoming events, a member directory, and resources.



3K

followers on Instagram

1K

Facebook post reach

30%

LinkedIn follower increase



VISIT OUR WEBSITE TO STAY UP TO DATE

# Looking Ahead

New West Chamber Two-Year Strategic Plan 2024-26

The New West Chamber has undergone significant change over the last eight years, with numerous shifts in leadership and operations. With fresh energy and critical thinking, new leadership at the Board and staff levels recognizes the need for a formal Strategic Plan to support recovery, stability, and value to members.

### MISSION

To be a catalyst for economic prosperity in New Westminster, creating genuine connections, accessible education, and effective government relations.

### VISION

To be a critical partner and essential resource hub empowering the local business community.

### VALUES

- Leadership: We represent the voice of business
- Inclusivity: Welcoming all businesses and supporting our members
- Growth: Supporting prosperity for the community
- Trust: Offering genuine, authentic relationships and consistent delivery
- Member-powered: Promoting collaboration and knowledge sharing

2024-2026

GOAL 01

# Membership

*The NWC provides valued service and responsive action to its members and their evolving needs.*

THE OBJECTIVES WE AIM TO ACHIEVE ARE:

- 1. Increase membership and improve member experience
- 2. Increase awareness of NWC programs and initiatives
- 3. Provide opportunities for members to learn & connect

THE TARGETS WE AIM FOR:

Membership renewals and growth, Health Plan subscriber increase, reduction of members unfamiliar with NWC programs and initiatives, communicating advocacy work and research of business issues, increased event registrations and high satisfaction ratings

GOAL 02

# Partnership

*The NWC leverages partnerships with other organizations to build capacity and sustain the resources needed to operate effectively.*

THE OBJECTIVES WE AIM TO ACHIEVE ARE:

- 1. Apply for City of New West grant to support operations
- 2. Develop fee for service projects with local organizations to generate revenue
- 3. Implement partnerships with other business-focused organizations to work cooperatively to save resources
- 4. Seek sponsorship opportunities that support programs that align with existing assets and organizational goals

GOAL 03

# Organizational Effectiveness

*The NWC is recognized as a consistent, reliable resource and informed advocate for New Westminster businesses.*

THE TARGETS WE AIM FOR:

Financial support from the City of New West, new fee for service projects, a coalition with local business-focused organizations, updated sponsorship collateral, new sponsor development and renewals

THE OBJECTIVES WE AIM TO ACHIEVE ARE:

- 1. Audit the existing governance model and address any gaps or outdated resources threatening organizational stability
- 2. Reduce programming to increase capacity for revenue and value generating duties
- 3. Determine key issues for members and identify advocacy opportunities

THE TARGETS WE AIM FOR:

Updated governance resources, onboarding process for Board and Committee members, reduction in programming for the near term, year-over-year member survey, advocacy for key issues

# GOALS & OBJECTIVES

C O N N E C T .

S U P P O R T .

I N S P I R E .

