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Comox Valley Chamber of Commerce
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City of Courtenay Mayor and Council

830 Cliffe Avenue
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Dear Mayor and Council,

I'm pleased to provide you with an update on the progress of the Business Retention and Expansion (BRE) Program, an initiative that Council and Staff endorsed earlier this year to strengthen our local economy. As you may know, the project has completed its initial consultation phase and is currently in the process of gathering feedback from our live poll. To ensure a comprehensive view of the business climate, we are now planning to conduct direct consultations with local businesses as part of a series of business walks—a component highlighted in our original proposal to Council. We invite you to join the Chamber team on these business walks to hear directly from business owners about their experiences, challenges, and opportunities. Engaging face-to-face with business leaders provides invaluable insights. This feedback is helping us better understand the challenges and opportunities businesses face and will directly inform the action steps we'll take to support business in Courtenay and strengthen our region's economic environment.

By participating in these walks, you will have the chance to:

- **Connect directly with the business community:** These walks offer a unique opportunity to hear firsthand from business owners and managers, which can be essential for understanding the challenges and successes they encounter daily.
- **Enhance visibility and support:** Your participation will demonstrate the Council's commitment to economic growth, showcasing your proactive engagement with local businesses and reinforcing the municipality's dedication to fostering a vibrant local economy.
- **Gather valuable data for policy decisions:** Engaging directly with businesses allows you to collect real-world feedback that may guide future Council decisions around policy, infrastructure, and regulatory measures that impact our local business environment.

- **Build relationships and foster trust:** These interactions help bridge the gap between local government and the business community, creating a foundation of trust and collaboration that will benefit future projects and initiatives.

To support planning, **we are seeking your availability for a two-hour window to join Chamber staff on a scheduled walk.** We would be honoured if you could join us on some of these business walks. Our live poll will remain open until November 18, and the information gathered from these interactions will bolster our overall poll results and strengthen the data used to inform the program's final recommendations.

Our team will coordinate with you to ensure an effective and engaging experience as we meet with local businesses.

Your involvement would underscore the importance of this program and highlight our commitment to collaborating with our municipal partners for the benefit of the entire business community.

Please let us know your availability, and we will work to accommodate the most suitable time.

Thank you for your ongoing support and leadership, and we look forward to the opportunity to work alongside you in this next stage of the BRE program.

In appreciation,

Tracey Clarke

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