



MARKDALE CHAMBER OF COMMERCE 2008 BUSINESS & COMMUNITY BENEFITS PACKAGE

"A Voice of Business and Volunteers for our Community"

Community Economic Development in Action!

The Chamber of Commerce has initiated and implemented a number of community projects over recent years.

RECENT, ONGOING AND UPCOMING PROJECTS:

- The **Burnside Memorial Parkette** development—in cooperation with the municipality— promoting offstreet parking and providing new space for downtown events, leading to a more vibrant downtown area in the Village of Markdale.
- **Wolf Dog project**—showing the 1958 “Made in Markdale” movie to the community in conjunction with other events to raise awareness of the Olde Firehall restoration project and show pride in the local community’s heritage. *More shows 2008.*
- **Olde Firehall restoration**—investigating the potential to restore and redevelop this heritage building for posterity and as a newly developed arts and culture space in the centre of our municipal community.
- **Grey Highlands Volunteer Support Initiative**—developed an online volunteer registry and an annual volunteer recognition event in conjunction with the municipality. *Volunteer training pending in 2008.*
- **Grey Highlands Event Network**—working with event organizers to pool resources and share information. *2008 brochure.*
- **Enhancements to local events**— planned for 2008: *art show at Eugenia Gold Rush Days, cultural event in Flesherton.*
- **Markdale and Grey Highlands souvenirs** available for sale at the Olde Firehall chamber office.
- **Community heritage postcards**—with a variety of images and promoting the Olde Firehall are *planned for 2008.*
- Improved **horticultural displays** at village welcome signs and downtown. *Pending budget approvals for 2008.*

ANNUAL PROJECTS:

- **Hospital Coin Box collection**—pledge of \$15,000 over five years to hospital new build fund. Planned fulfillment in 2008
- Chamber of Commerce **50/50 Draw**—annual at Cruise Night—proceeds to various projects.
- **Cruise Night**—popular classic car event held annually on a summer Friday night in downtown Markdale.
- Markdale Chamber of Commerce **Charity Golf Tournament**—held annually in September. Proceeds to various charities.
- **STARS in business Awards**—coordinate local nominations—2007 winners included Corporate Citizen of the Year: Chapman’s Ice Cream and Company of the Year (under 15 employees) IDI (Peek Thru My Window, Fancy That, County Line
- **Annual General meeting**—with speaker and dinner held in November.
- **Moonlight Madness**—Friday evening before Santa parade, stores open late and various events in downtown Markdale.
- **Santa Claus Parade**—held annually and supported by many local businesses and coordinated by the Chamber.
- **Santa Claus Meet and Greet** at the Walter Harris Memorial Library following the parade—Chamber supplies treats.



GET INVOLVED:

Our board of directors and volunteer committees are made up of dedicated volunteers. These volunteer stars of the community not only run or work for successful businesses, they also take the time to focus on making our community a better place to work and live. Become a volunteer star and join a committee today!

CHAMBER MEETS MISSION CHALLENGES!

The Markdale Chamber of Commerce was founded on June 24th, 1980 as a non profit corporation with a mission to promote and improve trade and commerce and the economic, civic and social welfare of the district served by this organization.

As the local “voice of business” the Chamber works with local business owners, helping create a good business environment. The Chamber also partners with area events and festivals to promote local identity, including cultural and heritage traditions. We support businesses and events by inviting tourists and local visitors and residents alike to come and experience all we have to offer. Our amalgamated community of the Municipality of Grey Highlands will prosper with this united front.

We work toward achieving our mission by:

- Maintaining a website at www.village.markdale.on.ca, promoting business and tourism in the area and featuring an on-line business directory, business web pages as well as an events list, news items, links and more.
- Producing a hard copy business directory, in conjunction with the municipality, listing local businesses and services.
- Giving business referrals, brochure and business card displays through our information booth at the Chamber office.
- Producing a local events brochure for distribution to other tourist information locations throughout Grey & Bruce counties as well as posting flyers and notices of area events in press releases and at the information booth.
- Accessing discount and other members-only programs to benefit local business and those sharing our mission.
- Sponsoring seminars and speakers at meeting on topics such as business, finance, technology, effective volunteerism.
- Coordinating and participating in co-marketing with radio and print advertising.
- Offering online business training to assist businesses meet regulated health and safety certification.
- Maintaining and staffing year-round info booth at the Olde Firehall—over 2,000 visitors a year.
- Contributing time and money to community projects like the Burnside Parkette, events and signage.
- Promoting economic development and tourism by participating in local and regional conferences.
- Organizing decorations for the downtown area of the Village of Markdale.
- Informing members of relevant news through an e-newsletter, online postings and regular press releases to the local newspapers and radio as well as an optional “e-blast” to members.
- Cooperating with various local organizations and events to promote and coordinate their events and volunteer drives.
- Maintaining a toll-free information line for local events, information and inquiries.
- Organizing annual events such as Cruise Night, a fundraising golf tournament, Moonlight Madness and Santa Claus Parade
- Recruiting and maintaining volunteers and non-profit organizations for the online volunteer registry and database to continue volunteer support for a wide variety of local organizations.
- Network with regional groups to advocate and participate in a variety of programs and initiatives.



We represent manufacturing, retail, home shop or office, service, medical and professional and non-profit groups. Our municipal “community of communities” offers unique experiences with distinct character. We not only offer rural and village open spaces, and a variety of year-round recreational activities, we also have tourism attractions and events and local goods and services.

Any reputable person, directly or indirectly engaged or interested in trade, commerce, or the economic and social welfare of Markdale and the community at large is eligible for membership. As a member of this organization you ensure the Markdale Chamber of Commerce remains an active entity to keep you informed about business and support our community.

Small Business defines the soul of a community—we welcome your expertise!

YOUR CHAMBER NETWORKING FOR YOU:

GREY HIGHLANDS EVENT NETWORK: This group is a casual association of representatives from local events which shares event dates, information and resources. Involved in this project are: Markdale Chamber of Commerce (Cruise Night, Golf Tournament, Moonlight Madness, Santa Claus Parade); Markdale Ice Cream Festival (annual event held in July); Split Rail Festival (annual event held in September in Flesherton); Eugenia & District Community Improvement Association (Gold Rush Days held in July); Markdale Agricultural Society (Fall Fair held in August); Rocklyn Agricultural Society (Fall Fair in September); Feversham Agricultural Society (Fall Fair in September); Priceville Improvement Committee (Canada Day celebrations, Santa Claus Parade); Kimberley Community Association (Apple Festival celebrates apple harvest in October).

GREY HIGHLANDS VOLUNTEER SUPPORT INITIATIVE: This volunteer resource includes an online volunteer registry at www.myvolunteerpage.com and includes volunteer support through resources and training as well as an annual recognition event held in cooperation with the Municipality of Grey Highlands.

MUNICIPALITY OF GREY HIGHLANDS: The Markdale Chamber of Commerce is an independent non-profit, volunteer organization, with no formal ties to the municipality. However, we do occupy a municipal building (Olde Firehall in Markdale) and as such the Chamber supports the maintenance of the hall and works with the municipality on projects like grant applications funding the restoration and potential redevelopment of the Olde Firehall into a volunteer resource and cultural showcase venue.

CENTRE GREY PHYSICIAN RECRUITMENT & RETENTION COMMITTEE: This committee was formed to work on attracting physicians to the Centre Grey Area and maintaining the medical personell already in the area. Chamber manager sits on this committee and has contributed to welcome packages, newspaper articles and other projects.

GREY TOURISM COMMITTEE: This committee of Grey County council oversees the county's tourism department at Grey Roots Museum. The Chamber manager sits on this committee, allowing for input on county tourism initiatives, as well as a connection with county staff and area municipal politicians on new and upcoming tourism development projects. Grey Highlands events are listed with the www.visitgrey.ca site, which sends out weekly "what's on" listings to a myriad of information sources.

BRUCE-GREY MULTI-CHAMBER GROUP: This networking group includes representatives from Chambers across the Bruce Grey area. Established as a group to co-promote and organize an annual networking conference, the group has expanded to meet and share resources, information and regional projects to ensure all Chambers are up-to-date on regional projects and initiatives. The Markdale Chamber manager is secretary for this organization, and keeps the Flesherton and Dundalk Chambers apprised of information and resource sharing through this group.

SAUGEEN ECONOMIC DEVELOPMENT CORPORATION: This federally-funded regional Community Futures Development Corporation offers regional advice and support for special projects and has offered advice and subsidized speakers for Chamber events and day-to-day operation. The SEDC presents two business award programs per year—the S.Co.B.E. and STARS awards. The Markdale Chamber manager is currently the coordinator for those awards programs, keeping the local area up-to-speed on these local programs.

FESTIVALS & EVENTS ONTARIO: This provincial organization develops, represents and promotes Ontario festivals and events and provides professional support to members including listing in provincial tourism publications and online, training at events and conferences and access to many discounts and resources.

ONTARIO CHAMBER OF COMMERCE: As a member of the Ontario Chamber of Commerce, the Markdale Chamber has accessed lower corporate officers and liability insurance. This membership also keeps the Chamber apprised of any lobbying and advocacy underway at the provincial level.

TRILLIUM FOUNDATION: The Ontario Trillium Foundation is an agency of the Government of Ontario. It is one of Canada's leading grantmaking foundations and provides funding for a wide variety of community development issues, providing critical support for organizations to build on their strengths, improve their capacity, develop new ideas and move forward. This foundation has supported the Chamber through two consecutive grants—one two-year grant in collaboration with the Ice Cream Festival increased the marketing and attendance of that event as well as supported the development of the Burnside Memorial Parkette in downtown Markdale. A current one-year grant is supporting the development of volunteer resources through training, recognition and recruitment through an online registry.

JOIN YOUR CHAMBER—SUPPORT YOUR COMMUNITY!

Co-operative Advertising—radio campaigns and coordinated print media advertising. Contact the manager!
Help with required business safety training—must-have regulated training available online at subsidized rates.
Access information—Chamber has many resources and will research business needs and provide information where available.
Merchant Visa discounts—available to all Chamber members through TD CanadaTrust. Contact your local branch.
Business Awards nominations—nominate your business, a colleague's excellence or a corporate citizen—deadline in September.
E-commerce—Online business listing—list and link to your own website at the Chamber site at www.village.markdale.on.ca.
Ramp up with a website page—create your unique web page presence on our website—up to 600 words FREE with membership.

Group Insurance Plan—sole proprietor, farm, small business—great rates on insurance—for members only!
Organize and support your volunteer community—non-profit memberships are available to support volunteer initiatives.
Always stay in touch—area and regional networking opportunities for business and community contacts.
Lead with Professional Development—attend seminars, access regional conferences, hear speakers at meetings and network!
Socialize with your colleagues—plans for more social events for networking are in the works for 2008!

Contact Us

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Fee Schedule

Fees billed annually in January. New memberships later in the year are prorated. Renewing memberships are full fee.

Membership dues are \$150 annually.
Non-Profit Membership: \$50 annually

EARLY BIRD BONUS:

Pay your membership in full by February 15th and **only pay \$125** annually.

MEMBERSHIP APPLICATION/VOLUNTEER REGISTRY

Get involved with your community!

Business or Organization _____

Name _____

Address _____

Email/Website _____

Phone _____

Payment is enclosed for:

- | | |
|---------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| <input type="checkbox"/> Non-profit membership \$50 annually for a group | <input type="checkbox"/> Regular membership \$125 (before Feb. 15, 2008) |
| <input type="checkbox"/> Volunteer and/or group registration for website (free) | <input type="checkbox"/> Regular membership \$150 (after Feb. 15, 2008) |
| | <input type="checkbox"/> NEW membership—after Feb. 15, 2008—prorated |

You can support your community through the following programs:

- We organize co-marketing programs—radio campaigns and print advertising to support various community projects.
- We seek door prizes, silent auction items, sponsorships and committee members to assist with various events.
- We need business people or organized individuals to sit on the Board of Directors for the Chamber of Commerce.
- We offer business training, workshops and seminars—to extend into volunteer community. Are you interested?
- We have access to group insurance, Visa discounts and other business saving programs. Are you interested?
- We offer business listings, web pages and brochure displays in our information booth. Would you like to be included?

I will volunteer my time to help:

Please call me to participate:

Comments/Suggestions:

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