

Brooks and District Chamber of Commerce

-Established 1911-

www.brookschamber.ab.ca

Public Disclosures 2018



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Shop Local at Christmas

Overview:

This Christmas season the Chamber of Commerce partnered with Newell Proud to encourage folks to shop locally for the holidays. The premise of the contest was simple: anyone who posted a photo with a purchase (or with a wish-list) item at a business within the Region of Newell and tagged Newell Proud on Facebook would be entered to win a weekly draw of \$50.

The contest ran 4 weeks, with a total of \$200 being distributed as weekly prize money provided by the City. Everyone who entered was also entered to win the grand prize draw for \$200 in My Community Cash provided by the Chamber of Commerce.

Liabilities:

The Total expense to the Chamber was \$200 in My Community Cash. The total expenditure to the City was \$200 in cash plus the staffing hour to administer the contest.

Results:

- The contest had a reach on social media of approx. 9,849 people. The post relating to the context was shared 69 times and liked and/or commented on 109 times.
- In total there were 39 context entries plus to disqualified entries. There were 8 the first week, 10 the second week, 6 the third week and 15 the final week.

Posted: 01-03-2018



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January 10th, 2018

Re: Social Media Sponsor

Dear Ms. Bisbee:

On behalf of the Board of the Brooks and District Chamber of Commerce I would like to thank you for agreeing to exclusively sponsor our social media presence.

In exchange for this sponsorship the Brooks and District Chamber of Commerce agrees to acknowledge Quick Click Law as our exclusive social media sponsor if, when, and where we deem appropriate.

In exchange, we agree to accept the donation of a computer, office furniture and accoutrements valued at \$1,750 CAD as payment for your sponsorship.

If you have any questions, please don't hesitate to be in touch.

Yours Sincerely,

SIGNED

Kyle R. Franz, Ph.D. Director of Member Relations



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Financial Literacy Week

Overview:

A recent Meyers Norris Penny study showed that 48% of Canadians were \$200 or less from making their payments each month. The Chamber knew if we were going to encourage folks to shop local, we needed to ensure they had sufficient cash flow. Therefore we called for sponsors for Financial Literacy Week.

Liabilities:

MNP LLP contributed \$250 cash to pay for advertising and staff to conduct the session on consumer proposals and bankruptcy. The Royal Bank of Canada provided courses in budgeting, investing, responsible use of credit and saving for a home. SPEC provided space for the evening classes. The Chamber provide social media and conventional media coverage as well as a small gift of coffee and tea to compensate SPEC for their hospitality costs.

Results:

The Chamber was able to refer several folks to services provided either by MNP or the Royal Bank, both of whom are Members of the Chamber. We also received a request from Chamber Member Brooks Community Adult Learning Council to provide similar presentations to strategically selected BCALC classes.

Postd 15-01-2018



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Memorandum of Understanding

Dated January 17, 2018

Whereas: The Chamber of Commerce is looking for a corporate sponsor that will allow us to get out into the community;

And Whereas: McDonalds Restaurant in Brooks is looking to promote their brand raise awareness of their new management team;

It is Therefore Agreed:

- We agree that each Wednesday morning a Member of the Chamber staff will surprise a Member Business with McCafe Coffee and baked goods.
- We agree that the Chamber will take care of the administration of the program, including promoting it on social media and specifically mentioning McDonald's and McCafe product.
- We agree that McDonald's Restaurant will provide coffee and baked goods at no cost to the Chamber for distribution.
- We agree that this promotion will expire on December 31, 2018. We further agree that should either party's situation change this commitment can be canceled with no penalty to either party upon 15 days' notice being provided.

SIGNED

Kyle R. Franz
Chamber of Commerce

SIGNED

Jordan Brown
McDonalds Restaurant

