



*Yellowknife*  
**CHAMBER**

# WELCOME TO YOUR CHAMBER

## MANDATE

We serve our membership and the Yellowknife business community by:

1. Facilitating educational and professional development opportunities.
2. Promoting our membership and Yellowknife as a great place to do business.
3. Facilitating savings on business services for our membership.
4. Creating opportunities for our membership to expand their professional networks.
5. Advocating on issues of importance to our membership at all levels of government.

## MISSION

To be a leader in the continued improvement and development of a strong Yellowknife business community in order to support a diversified economy and sustainable growth.

## VISION

Leadership. Service. Advocacy.



Accreditation is a formal acknowledgement that the Yellowknife Chamber of Commerce has been successfully evaluated against rigorous national standards of policy, service, and performance.

# WE ADVOCATE

**WE'VE BEEN THE VOICE OF BUSINESS IN YELLOWKNIFE SINCE 1946!**

## ADVOCACY AT WORK

Our policy and advocacy work included:

- City of Yellowknife Budget
- Territorial Election
- Immigration
- Housing Strategy

For detailed information on our policy and advocacy work, visit: [www.YKChamber.com](http://www.YKChamber.com)

## THE POWER OF THE CHAMBER NETWORK



We're proud members of the NWT Chamber of Commerce and the Canadian Chamber of Commerce.

Our membership with these organizations enhances our visibility, expands networking and collaboration opportunities, enables us to offer innovative programs, and fosters business development. It also amplifies the reach and recognition of our members on a broader and more diverse scale.

## DID YOU KNOW?

**Chamber Membership Strengthens a Business's Reputation:** 64% of adults who are familiar with their local chamber are more likely to purchase goods and services from a business that they know is a member of their local chamber. 63% of these adults are more likely to recommend that business to someone else.

**Business Owners See the Value:** 65% of business owners see their local chamber as an advocate for initiatives and policies that are in the best interest of their business. 62% believe the chamber supports the growth and prosperity of their business.

Survey: Public Opinion Poll: The Impact and Value of Chambers of Commerce. ACCE. (2024). Retrieved from: <https://www.acce.org/pages/poll>

# WE PROMOTE

## E-BLASTS

Distribute information about your business, a product or service, or an upcoming event to 900+ subscribers using our e-blast services. E-blasts are available to members of the Yellowknife Chamber of Commerce at a rate of \$250 + GST and to non-members at a rate of \$350 + GST.

## QUARTERLY NEWSLETTER

To keep membership informed about who we have been meeting with and about upcoming events, will publish a quarterly newsletter. Members who wish to advertise their services or an upcoming event may do so in the newsletter for \$100 + GST. This newsletter will be sent out to our over 900 subscribers.

## ENHANCED MEMBERSHIP DIRECTORY

Take advantage of an enhanced listing in our online business directory! We can include links to your social media pages, a description of your business, directory search optimization, logos, photos or videos, and direct links to webpages or news articles that you'd like us to feature.

Email [Admin@YKChamber.com](mailto:Admin@YKChamber.com) to get started.

View our online business directory at: <https://business.ykchamber.com/list/>

## SOCIAL MEDIA

We're active on Facebook, Instagram, LinkedIn and X with a combined total of 6040+ followers. When you become a member, we'll become your biggest fan and like your page, welcome you to the network and share your posts periodically. Our pages are updated regularly with events, member news, advocacy updates, new programming, business discounts and more.

### Connect With Us:



Facebook: [www.facebook.com/ykchamber](http://www.facebook.com/ykchamber)

Instagram: [www.instagram.com/ykchamber](http://www.instagram.com/ykchamber)

LinkedIn: [www.linkedin.com/company/yellowknife-chamber-of-commerce](http://www.linkedin.com/company/yellowknife-chamber-of-commerce)

X: [@YKChamber](https://twitter.com/YKChamber)

# #SHOPYK Shop Local PROGRAM

In past years we've partnered with the City of Yellowknife to promote local businesses and to encourage residents to shop local.

The 2024 #ShopYK campaign saw 32 businesses participating. There were over 1283 eligible submissions received with over \$212,191 spent at local businesses during the four-week period. The average purchase price was \$165.39.

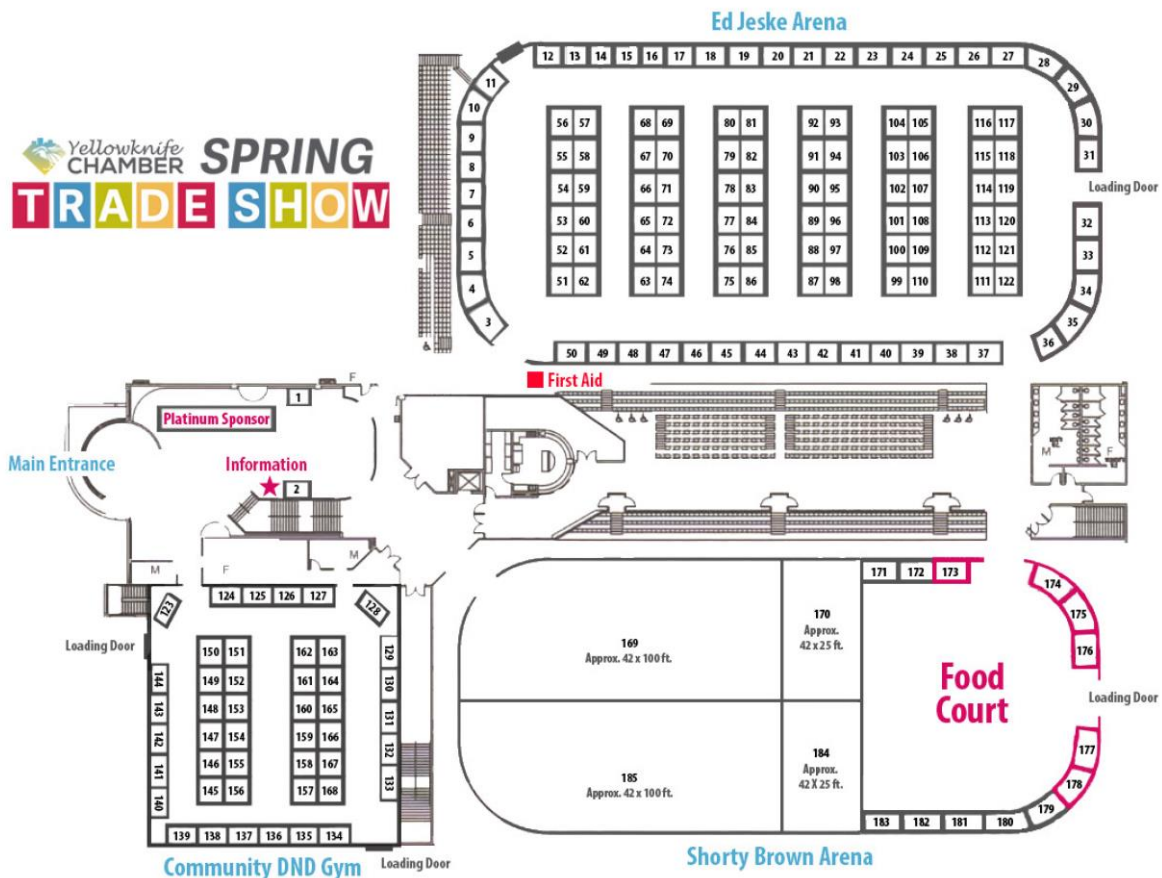
There was \$8,050 in prizeing which consisted of gift certificates to local participating businesses. The campaign ran from mid November until mid December and was made possible with support from our partners including the City of Yellowknife and the Department of Industry, Tourism and Investment at the Government of the Northwest Territories.

# #DINEYK Support Local PROGRAM

#DineYK, a new self-funded program launched in 2024, encouraged residents to support local food and beverage businesses over a four-week period. In its first year, 10 restaurants participated, and \$750 in gift certificates from local businesses were awarded as prizes. The program was proudly supported by our advertising partner, 100.1 True North FM.

# SPRING TRADE SHOW

The Spring Trade Show, held annually at the Multiplex, is our signature event. With over 140 exhibitors and 3,500 attendees on average, it's one of the best opportunities to showcase your business and connect with the Yellowknife community!



# WE EDUCATE

We facilitate educational training and professional development opportunities for business owners and their employees. This is accomplished by using a variety of resources – from nationally renowned speakers to local knowledge powerhouses.

## TRAILBLAZERS SYMPOSIUM

Our annual celebration of International Women’s Day will take place on March 7<sup>th</sup>, 2025.

## SMALL BUSINESS WEEK

Join us in October for our annual celebration of Small Business Week culminating in our Business Awards Gala.

## ON DEMAND WEBINARS

If you’re looking for an opportunity to consult with Yellowknife businesses or share your expertise in a virtual setting, consider hosting an On Demand Webinar.

This virtual event will take place over Zoom and a tech rehearsal is required the day before. You can typically expect between 5-20 attendees, depending on the topic.

## LUNCH & LEARNS

If you’re looking for an opportunity to share your expertise by doing a presentation to an engaged audience in an informal conversational setting, consider hosting a Lunch & Learn.

These events are typically held between 12:00pm and 1:00pm and will take place in our Boardroom. You can typically expect between 10-20 attendees.





# WE CONNECT

Networking is an important part of doing business. Our events provide you with an opportunity to connect with potential suppliers, customers, and fellow businesspeople.

## AGM

Want to learn more about the Yellowknife Chamber of Commerce? This is your opportunity! Join us for our AGM on March 7, 2025. We'll be electing our 2025 Board of Directors, presenting our financial statements and hosting an engagement session with our membership.

## BUSINESS CLUB LUNCHEONS

If you're looking for an opportunity to solicit feedback (consultations) or share information with the Yellowknife business community in a more formal setting, consider hosting a Business Club Luncheon.

These events are typically held between 12:00pm and 1:30pm and you can expect 40+ attendees.

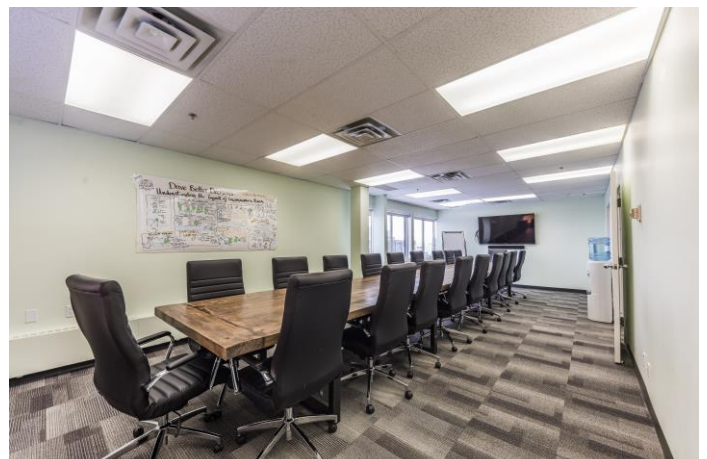
## BUSINESS AFTER HOURS

If you're celebrating an anniversary, launching a new product or service, celebrating the recruitment or retirement of staff, or showcasing your new office / storefront, consider hosting a Business After Hours event.

These events are typically held between 5:00pm and 7:00pm and take place at your business location. You can expect 30-50+ people.

## BOARDROOM RENTAL

We offer our boardroom to rent to members who need a space to host an event or talk with clients \$50/hour. The room comfortably sits 20 people and comes with a large screen TV and HDMI cable.



## BUSINESS AWARDS

Every October during Small Business Week, we honor and celebrate the Yellowknife business community. This event includes dinner, an awards presentation, and evening entertainment. Only Chamber members can be considered for one of our 10 annual awards.

# WE PROVIDE SAVINGS

## CHAMBERS PLAN

The Chambers of Commerce Group Insurance Plan is available exclusively through local Chambers of Commerce.

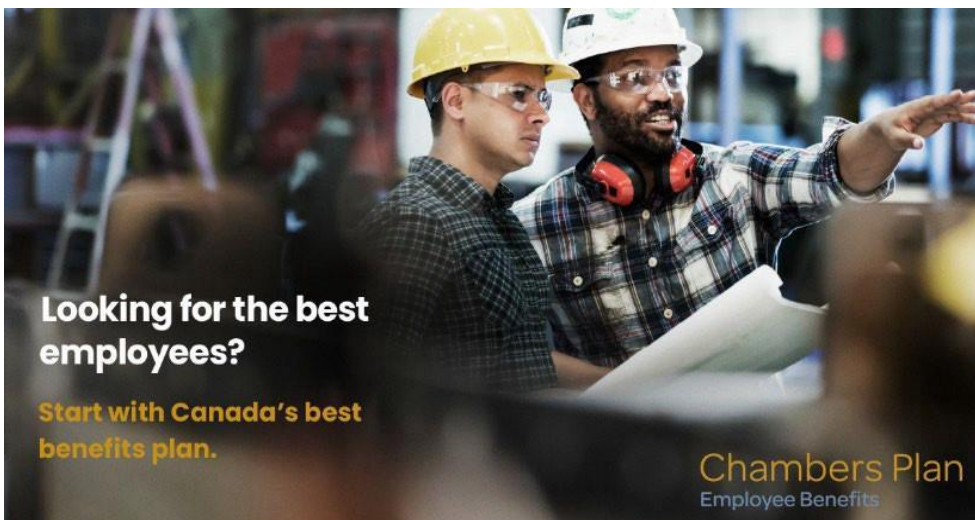
The plan offers a full range of employee benefits, each with a comprehensive list of alternatives so the benefits you choose fit your company.

- Life Insurance
- Short- and Long-Term Disability
- Health Insurance
- Dental Insurance and much more!

Plus, each plan includes Business Assistance Service, at no additional cost. This gives you access to professional accounting, counselling, legal and human resource experts who understand the challenges that business owners face.

### Ready for a free quote?

Contact Corol Sundberg at CAM Financial: 867.444.0323 or [camfinancial@outlook.com](mailto:camfinancial@outlook.com)



**Looking for the best employees?**

Start with Canada's best benefits plan.

Chambers Plan  
Employee Benefits



## MEMBER2MEMBER DISCOUNT PROGRAM - *Under Review*

Yellowknife Chamber Members offering discounts to other Yellowknife Chamber Members.

When redeeming your discount, be sure to let the business know that you're a member of the Yellowknife Chamber. Membership can be verified by referring to our online business directory at:

<https://business.ykchamber.com/list/>

Discounts can be added anytime throughout the year! Email [Admin@YKChamber.com](mailto:Admin@YKChamber.com) to get started.

	<p><b>10% off organizing or design services</b></p> <p>To redeem, contact Alyssa Mosher and tell her you're a chamber member. Call 867-445-8634 or visit <a href="http://www.a-listorganizing.com">www.a-listorganizing.com</a>.</p>
	<p><b>10% discount for Yellowknife Chamber members for all products and services.</b></p> <p><b>Unlimited 10% discount for all video productions services.</b></p> <p>Not sure what we can do for you? Reach us at: <a href="mailto:info@artlesscollective.com">info@artlesscollective.com</a> to book a free 15-minute consultation.</p>
	<p><b>10% off signs, decals and engraving. Please mention discount when placing order with Derek.</b></p> <p>To redeem please contact: Derek at <a href="mailto:signs@capitalsignsltd.ca">signs@capitalsignsltd.ca</a>, call 920.7446 or visit <a href="http://www.capitalsignsltd.ca">www.capitalsignsltd.ca</a></p>
	<p><b>15% off on languages courses: French, English, Tl'cho, Spanish.</b></p> <p>To redeem, contact: <a href="mailto:admin@college-nordique.com">admin@college-nordique.com</a></p>



**Free delivery on catered lunch bookings of over \$400 for Chamber Members, Tuesday to Friday.**

To redeem, contact 867-920-5500



**15% discount on all towing and services offered.**

To redeem, contact Jennifer Eggenberger at 867- 445-2500 or djstowingyk@gmail.com



Driving School

**\$50 off a starter pack.**

Use Promocode: Chamber2025 on website or call Colleen



**10% discount on Hardwood, Laminate, Vinyl Plank, Vinyl Sheet, Carpet, Tile, and Backsplash products.**

To redeem, contact: claire.floorit@gmail.com or call 867-766-4300



**15% off all kitchen cabinet/countertop orders and custom order window and exterior door packages over \$5,000 in value.**

Questions? Visit or Contact Chuck Corothers: chuck.corothers@hotmail.com



**10% discount to Yellowknife Chamber Members on our regular services, up to a maximum of \$1,000**

**20% off on workshop/training costs for Yellowknife Chamber members and their employees, up to a maximum**

Cannot be combined with other offers.



**10% off General Photography Services (Family Portraits, Headshots, Engagement Session, etc.) for members in good standing (Business Owners and their Staff).**

Discount is not eligible for any other services (e.g. Prints, events, Weddings, Commercial Photography/Videography Services). 15% off Commercial Photography/Videography Services for new clients only.

To Redeem contact 867.688.7811 or email [jon@jgphotography.ca](mailto:jon@jgphotography.ca) For more information visit [www.jgphotography.ca](http://www.jgphotography.ca)



**A complimentary initial 30 minute consultation for new clients.**

To redeem, contact 867.766.ROSS (7677) or [yellowknife@mross.com](mailto:yellowknife@mross.com)



**20% discount to any of our clients who are members in good standing with the Yellowknife Chamber of Commerce.**



**10% off signs, stickers and banners. Sorry does not include name plates or canvas wraps.**

To redeem please contact:  
[janet@signedyk.com](mailto:janet@signedyk.com) or visit  
[www.signedyk.com](http://www.signedyk.com)

Please mention the discount when placing your order with Janet.



**Book your next staff appreciation event with Sundog Adventures and save 15%.**

For more information visit [www.sundogadventures.ca](http://www.sundogadventures.ca) or call Richard at 867.446.8687



**10% off regular priced fine art photographic canvas prints. Discount cannot be combined with another offer.**

To redeem, contact 867-444-9656, email [info@tawnabrown.com](mailto:info@tawnabrown.com).

For more information, visit [www.tawnabrown.com](http://www.tawnabrown.com)



**15% off all non-prescription products**

To redeem, visit The Medicine Shoppe Pharmacy and tell them you're a Yellowknife Chamber member. Questions? Phone: 867.920.7775



**Enjoy a 15% discount on your existing radio or digital campaign and 30% off for brand new advertisers on 100.1 True North FM and [mytruenorthnow.com](http://mytruenorthnow.com)**



**15% discount on all Website and eCommerce Projects**

**Free website and e-commerce consultations for new businesses**

To redeem, contact Kyle at 867-444-0901  
For more information, visit: [www.withmedia.ca](http://www.withmedia.ca)



Sign up your corporate business account by December 31, 2025 and receive a complimentary airline ticket as a token of our appreciation for choosing our services.

Working with YYZ Travel North comes with exclusive benefits tailored to meet your business travel needs.

Offer: Receive a complimentary flight to one of the following destinations: Calgary, Edmonton, Toronto Ottawa, Quebec City, or Montreal.

\*Certain restrictions apply:

- Account must be active for a minimum of 6 months with a minimum air volume of 100,000 spent on air annually exclusive of taxes
- Flights are with Air Canada
- Minimum of 3 weeks advance booking notification apply for booking flights
- Airline fees and taxes are not included

For more information contact

Roz Collis Corporate Account Manager  
roz@yyztravelnorth.com 867-988-3160  
ext.850

Toll free 1-800-667-2949 ext. 850