

District of Chetwynd is Open for Business

Located in the foothills of the northeastern slope of the Rocky Mountains in British Columbia, the District of Chetwynd provides tourists and residents alike plenty to discover. From visiting local businesses in its flourishing downtown to exploring the many beautiful surrounding landscapes like virgin forests, snow-capped mountains and crystal clear lakes, Chetwynd is a great place to visit, live and work.

Chetwynd's business community, especially the commercial industry, has grown significantly. In the past four years, 20 new businesses have been established in the city, triggering the District to take action to support its growing business community further. Together with local organizations, the District developed three programs to give businesses the resources they needed to thrive.

The first program, created in 2016, recognized and celebrated new and growing local businesses by giving them a certificate of congratulations. In 2017, 15 businesses received the certification, prompting a sense of belonging and the assurance that the community was working to help them succeed.

The second program was a mapping program to help tourists navigate more efficiently throughout the community. In 2016, the District developed tear-off maps and signage that included information on local businesses, amenities and attractions. This program not only helped tourists, but it also provided local businesses with a remarkable platform to attract customers and promote their products and services.

Created in 2017, the final program rewarded customers for making purchases in local stores. The Shop Local program ran from July 2017 to September 2017 and served two purposes. Firstly, it encouraged tourists and residents to support the growth of local businesses by shopping locally. Secondly, it encouraged businesses to remain in the downtown core of Chetwynd, as this program was only available to shops operating in that area.

Thanks to the three programs, the business community in the District grew significantly, with an increase of 14% in business license submissions between 2016 and 2018. Companies felt that their local government was supporting them and helping them become successful. For example, Nettie's Nail Salon and Craft Korner participated in the three programs and as a result, the company was able to attract and retain more customers. In 2018, the company even won the Chetwynd Chamber of Commerce's Love Chetwynd Excellence Awards and was nominated for the Business of the Year and Outstanding Customer Service awards.

The District of Chetwynd is one of four winners of the Small Business BC, 2017 Open for Business Awards. The Open for Business Awards celebrate communities that are taking essential steps to create a business-friendly environment, inspiring other communities to make it easier for small businesses to do business in their communities.