

# Clayoquot Catalyst

Published by the Tofino-Long Beach Chamber of Commerce

Happy Holidays to all of our members, the community of Tofino and all of our neighbours from the Board of Directors of the Tofino-Long Beach Chamber of Commerce!



December 2011

## Tofino's new council

The Board of Directors of the Chamber would like to extend its congratulations to Tofino's new mayor and council: mayor Perry Schmunk and councillors Al Anderson, Dorothy Baert, Garth Cameron, Duncan McMaster, Ray Thorogood, and Cathy Thicke. Our thanks go out as well to all those who put their names forward.

## Chamber events

There will be no **Green Breakfast** in December; the next one will take place January 25, 2012. These informal meetings, scheduled for the final Wednesday of each month, take place at the Common Loaf Bake Shop. For more information, visit the events section of our website at [www.tofinochamber.org](http://www.tofinochamber.org). Pictured below is November's Green Breakfast.

Unfortunately we will not be hosting the Minister of Advanced Education Naomi Yamamoto this month. This minister was planning on attending our December **luncheon** in regards to the possibility of a higher learning centre in Tofino. The Minister sent her regrets, but was unable to attend. Our next Chamber luncheon will take place in February. If you are interested in sponsoring a Chamber luncheon in 2012, please contact the Chamber Executive Director Gord Johns at [info@tofinochamber.org](mailto:info@tofinochamber.org) or by calling 250-725-3153.

The Chamber will also be hosting a **workshop** in February, please watch our website and newsletter for details.



## Membership renewals

The Chamber will soon be sending out membership renewal forms for 2012. Please complete these forms and return them with payment at your earliest convenience to continue enjoying the benefits of Chamber membership. Thank-you for your support.

## Jingle into Christmas!



Thanks to all our local merchants for spreading the Christmas cheer during Jingle into Christmas Nov. 25. Pictured here are Kim and Cam Shaw of Chocolate Tofino with a guest. Thanks for shopping local!

## Venture Connect - for small business buying and selling

A website designed to connect business buyers and sellers is now up and running. Venture Connect is a collaboration between several organizations: Island and coastal Community Futures organizations, the Island Coastal Economic Trust, the BC Ministry of Jobs, Tourism and Innovation, and BC's Small Business Roundtable. The business for sale listing is free of charge, and can be accessed at [www.ventureconnect.ca](http://www.ventureconnect.ca). For more information or for assistance please visit the website or call 1-855-421-0082.

**TOFINO-LONG BEACH**  
CHAMBER OF COMMERCE

As always, keep up to date with all Chamber on our website at [www.tofinochamber.org](http://www.tofinochamber.org). Please allow 72 hours for Chamber email re-directs to members, and contact Gord at [info@tofinochamber.org](mailto:info@tofinochamber.org) with any Chamber related questions and news.

## From Tourism Tofino

Happy Storm Season! Here's a snapshot of recent stormy articles about Tofino:

West Jet's Up!: "[Storm Watching on Vancouver Island](#)"

Weather Network: "[Embracing the Storms in Tofino, BC](#)"

Toronto Sun: "[Ultimate Destinations for Globe-trotters](#)"

Of course, the journalists aren't just covering our storms. There has been fantastic coverage about the winter surf scene, the Big Year movie, the successful and always delicious Oyster Fest. And a Google ad featuring some of Tofino's homegrown heroes literally helped put us on the (Google) map!

Tofino has been featured in blogs and online publications too. There are several high-quality online publications drawing attention to Tofino thanks to recent visits from writers from the following outlets:

Chowhound: "[Tofino Impressions](#)"

Huffington Post: "[Adventures in BC](#)"

Vancouver Observer: "[Spectacular Beachfront Comfort](#)"

VI Style: "[Tofino](#)"

DailyXY: "[Tofino's Oyster Gala](#)"

The Thirsty Writer had some lovely things to say about the Tofino Brewery, and [Scout magazine](#) left here full of Oyster Fest praise and a beautiful side story about a certain local couple's engagement at Incinerator Rock. We would also like to thank the Westerly News for their part in helping keep our locals informed of our goings-on in the news!

All of this press coverage has one goal in mind: to reach potential visitors in target markets with details about the amazing things to see, do, eat and experience in Tofino so that our destination remains at the top of the list for getaways this year and into 2012.

Speaking of target markets: thank you to all stakeholders who participated in the recent Market Share Survey. This is the first of several research projects we will be conducting to best target our varying sectors' markets. Stay tuned for the results in mid-December and watch for more requests for feedback in 2012.

Please stay involved as we launch a new Festival Support protocol in the early New Year. We look forward to inviting all festival coordinators, staff, and interested volunteers to come out to a session on Wed., January 11 that will launch our festival promotion strategies for 2012 —a move that will truly identify and incorporate the key festival messages into Tourism Tofino's overall marketing plan for 2012 and beyond. The board and staff at Tourism Tofino would like to thank all stakeholders who continue to support our marketing programs, and certainly, all of the front line staff and ambassadors in our community for graciously greeting, hosting and showing our visitors a great time. Have a festive and cozy winter, and please do not hesitate to contact me or any member of our board if you have specific questions about Tourism Tofino.

Kind regards,  
Kirsten Soder, General Manager  
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