

UBERE  
UCLUELET BUSINESS  
AND EMPLOYEE  
RETENTION  
PROGRAM

BC IDEAS PRESENTATION



# UCLUELET CHAMBER OF COMMERCE

**70 years representing local businesses**



**No longer serves as DMO**

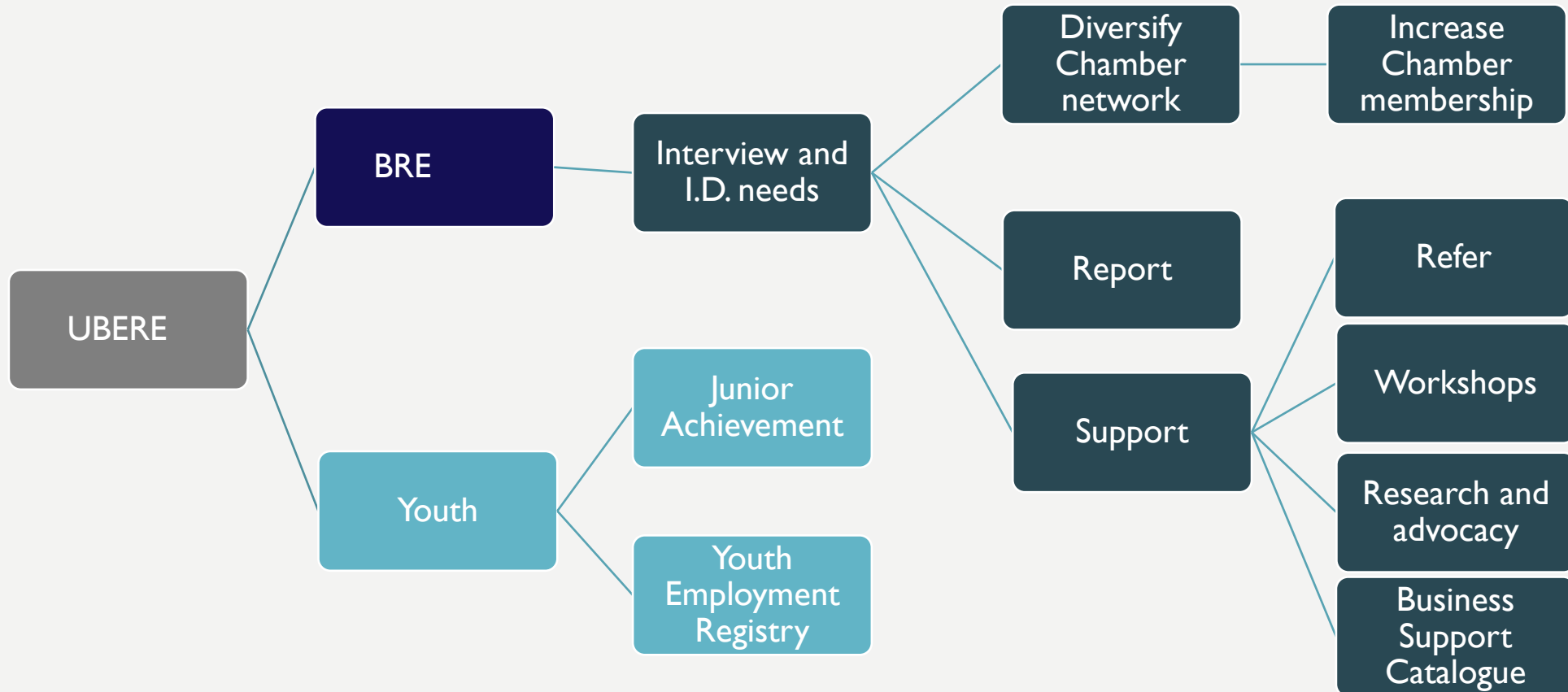


**Pivoting towards economic development services**



**UBERE implements District of Ucluelet (DOU) Ec. Dev. Strategy # 2**

# UBERE PROGRAM ACTIVITIES AND BEST PRACTICES





**Interim Data Analysis Complete. 6 BRE Challenges Identified & Communicated**



**1 Networking Event, Another Planned for Late November**



**14 Workshops Completed, 4 Workshops Scheduled for Winter**



**83 Interviews Completed**



**Supported Many Local Employers by Connecting them with Resources**



**Delivering the J.A. "Company Program"**



**4 Business Spotlights, 1 Business Support, and a Business Support Catalogue Published**

## Best Practices:

- Get well connected individuals to schedule interviews
- Keep interviews short – streamline via research and leading questions
- Use open questions like “what are the barriers to growth/successfully operating your business?”
- Make time for “pens down” discussion



83 Interviews  
Completed

## Best practices:

- Data collection tool
  - SurveyAnyPlace
    - Offline mode
    - Customer service
    - Upload data frequently – upload data between consecutive interviews
  - Excel
    - Keep file size as small – avoid unnecessary macros
    - Hire an expert to remotely train and manage staff (if needed)





Log in to OneStop



Supported Many Local Employers by Connecting them with Resources



EXPORT

NAVIGATOR

### Best practices:

- Respond to needs ASAP
- BCEID is required to apply for the Employer Training Grant
- Work w/ regional partners to identify regional solutions
- Work w/ local government to apply for funding and address municipal challenges
- Don't bombard employers with resources

## Best practices:

- Understand the most effective channel for reaching your target audience
- Spotlight is an opportunity to identify business needs
- Leave plenty of time to correspond with business owners



4 Business Spotlights,  
1 Business Support,  
and a Business Support  
Catalogue Published

### The Foggy Bean Coffee Roasting Company - World-Class Specialty Coffee Beans Roasted in our Backyard

Heather and Jeff Grimshire founded The Foggy Bean Coffee Company in 2012 with the intention of roasting dynamic beans with all the flavor and none of the attitude. Since then they've honed their craft, ramped up production, expanded distribution and made production decisions that put the environment before their bottom line. We, at the Chamber of Commerce, like that!

Foggy Bean Coffee is featured at many west coast coffee shops and restaurants. Coffee beans are available at select retailers and direct from the roastery. If you're lucky, your staff room coffee is from Foggy Bean. The Foggy Bean Coffee Cart features a vintage lever espresso machine and can be found at local events, markets and festivals. Stay tuned, because this local company has big plans!

For more information about Foggy Bean Coffee Roasting Company:  
Follow them: @FoggyBeanCoffeeCompany  
Email them: [info@thefoggybean.com](mailto:info@thefoggybean.com)  
Call them: [\(250\) 726-7278](tel:(250)726-7278)





## Best practices:

- Central location
- Keep the presentation brief
- Invite the politicians
- Food quality matters



## Best Practices:

- Use identified business challenges to pick workshop topics
- Keep the workshops short - breakup complicated topics into several workshops
- Look for local talent - good instructors are worth the money
- Offer workshops at a variety of times
- Food matters
- Survey workshop attendees



## Best Practices:

- It's all about the mentors
  - Committed
  - Diverse work experience
  - Energetic, engaged, and clear communicators
- Use Slack and Excel
- Not all students check their email
- Plan to lose participants
- Set clear goals, deadlines, and group norms
- J.A. curriculum is flexible but needs to be organized for each session
- More activities – less lecturing
- Pizza!

