



**Battlefords Chamber of Commerce**  
Jct. of Highways 16 & 40 East  
P.O. Box 1000  
North Battleford, Saskatchewan, Canada S9A 3E6

May 3<sup>rd</sup>, 2018

Dear Battlefords Business Community:

**Normally #1 is the pursuit. Not *this* #1.**

Though business across the province has faced challenges in recent years, our local area has felt an even deeper decline as a result of the community continuing to remain #1 in the Crime Severity Index. Community reputation is having a significant impact, and taking a real toll on all of us, business, youth and indeed the well-being of the entire community.

Increasingly, businesses including Chamber members, together with the education and public sectors are finding it more and more difficult to recruit and relocate great prospects. As a once bustling regional trade centre, we have become less appealing, and are seeing trends in shopping moving to 'safer', or at least the perception of safer communities. People from surrounding areas are making treks to other shopping locations. There has been a marked decline in several sectors – retail, auto, restaurant, consumer goods, and grocery. As a result, some businesses are facing or experienced layoffs, or job cuts, and we know this is impacting employees and their families.

While many of us feel safe and believe the issues are isolated concerns, we can no longer reject the impacts that crime and the associated reputation is having on our community, including (but not limited to):

- The level of angst among the young people as a result of our community reputation;
- The inability for many to go out of their homes in the evening;
- Shopping patterns moving people away from attending the Battlefords as a destination;
- Security and safety;
- Rising business costs, insurance rates and impacts of crime on staff and businesses.

We can continue to dismiss the issues and this subject because it is easier than taking bold action. There is much good work being done on this file, as we see the City of North Battleford together with the RCMP; HUB program, school divisions and many others, focusing on key areas of safety, crime reduction, social determinants, youth programming and more. But, we are at a critical time, and believe that a strong business led movement can impact this community in a positive way today.

We need your involvement! We need you as part of "**Action - Battlefords**".

North Battleford has been saddled with a reputation of the crime capital of Canada. We know that with a 30% change in that crime rate, we would be #1 – the Safest Community in Canada. Now, that is newsworthy, and would be the national attention we would want.

The cost of doing nothing is significantly higher than everyone contributing to a positive community campaign.

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There are 3 main drivers in the **“Action - Battlefords”** campaign and beneficiaries of campaign sponsorship monies and donations.

1. **Citizen’s on Patrol** – Assisting this citizen led, trained ‘eyes and ears’ on the community to grow, train additional participants and engage in a larger presence in our community.
2. **Youth First Programs** – not currently in existence, this program is targeting to engage the critical age of teens in positive activities, events and community building, on key days of the week when petty activity creates the highest # of reported incidents, thefts and damage.
3. **Marketing & Communicating the Battlefords story** – We have engaged a prominent provincial voice to communicate and tell our story to several target markets – regionally, provincially, and nationally.

All of these components are meant to “change the narrative and impact behaviours’ in a positive way. We have to do something! Business can be the catalyst, and the Chamber is asking you to get involved in this campaign. Together, your marketing dollars can make a big difference. My pledge at the President’s Banquet was to focus on this challenge, and this is just one reason the Chamber is leading the charge, and making this request for your participation and engagement. Please add your name to the list of donors.

The result of your sponsorship will be targeted initiatives, making a visible impact in the community in an effort to kick start a pathway to #1 – the Safest Community in Canada.

The need is to have every business participate in this campaign at a level that is in line with their ability to contribute. Every dollar will make a difference in the lives of our youth and in the future of the community. The campaign goal is to generate \$500,000 from business and personal donations.

Community reputation needs to be improved to ensure our future labour market options, retention and promotion of shopping in the Battlefords, and for the overall well-being of our community including our young people. Make a pledge to **“Action - Battlefords”**. You can contribute in one of two ways:

- a) Make a cheque payable to Battlefords Chamber of Commerce tagged with **“Action – Battlefords”**, to receive a campaign sponsorship receipt; (for business) OR
- b) Make a cheque payable to Battlefords & District Community Foundation – **“Action - Battlefords Fund** – to receive a charitable donation receipt. (for personal or business donations)

All commercial donors will receive follow-up reports over the course of the project identifying where the funds have been directed, and how they have impacted the effort to move the needle and community reputation.

Send your cheque today! Still have questions? Contact the Chamber office for follow up, or email me at [empresnb@sasktel.net](mailto:empresnb@sasktel.net)

Sincerely, Terry Caldwell, President 2018

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