

2024 President's Report:

This year the board endeavoured to put in place people and activities to help give our business community support in the ways they best need it. We were able to hire Darlin as our Membership Services and Marketing Coordinator to start a number of good initiatives including The Faces of Impact social media profiles, newsletters, and a freshening up of the VIC. Though we still have quite a bit to do in refining the day-to-day activities of how we best support our membership, we have made some good steps and we are excited to continue on that path.

A few of the things we have been working on:

- We worked with Nova Scotia Tourism to bring the Compelling Tourism Communities Initiative to Baddeck this winter to generate marketable content and interest in our 4 seasons offerings.
- We combed through our current bylaws, examined other similar documents of other organizations and have proposed changes to modernize our society.
- We spent significant time rebuilding the team at the VIC as through the pandemic, we were left without a single returning staff member. Challenging, but we have at least 2 returning team members for this season so the future looks bright.
- We know the VIC corner is a prime spot for advertising, especially during peak tourist season, so a digital sign is ordered and being installed for the coming season to allow for our membership premium advertising space at a very affordable rate. Limited space is available so please book your space soon!
- We have a partnership forming with a Post Bachelor Class at CBU to embark on a project with the board to explore the needs of the membership in great detail, stay tuned for more info on that!
- We have recently applied to the Tourism Digital Assistance program to help with further web development to improve both the visitor experience as well as member benefits.

The board feels we have set up an appropriate foundation on which to build a sustainable organization into the future and we will work this year to further refine that.