



BRADFORD BOARD OF TRADE

INITIATIVES & ACTIVITIES RELATED TO SUPPORTING BUSINESSES

Expanding Your Network of Business
Connections

JUNE 20, 2024 

Mayor's Annual Business Breakfast

INTRODUCING OUR BOARD

- Donna Katz – President
- Gwen Cottingham – Vice President & VP Of Events
- Cassidy Hilliard – VP Of Events
- Tiffany Tyrrell-Shand – VP Of Membership
- Jonathan Volpe – VP Of Public Relations & Marketing
- Charlotte Kapralik – Chief Administrative Officer
- Marcello Nicolo – Director
- Melissa Douglas – Secretary
- Nick Volpe – Treasurer
- Ryan Shapcott – Past President



Meet Our Team

OUR MISSION

Our mission is to foster connections, provide resources, and advocate for the interests of local businesses. We strive to create a dynamic and prosperous environment where members are supported and thrive.

ABOUT THE BBT

We are here to be a valuable resource for you and your business. Joining the Bradford Board of Trade connects you with a network of local businesses and opens doors to numerous opportunities.



WHAT WE OFFER



- BUSINESS NETWORKING
- BOOST YOUR VISABILITY
- MEMBER DISCOUNTS
- ACCESS TO INFORMATION
- MEMBER ADVOCACY
- GRAND OPENING & BUSINESS ANNIVERSARY RECOGNITION
- EXCLUSIVE ACCESS TO THE CHAMBERS PLAN INSURANCE
- AFFORDABLE MEMBERSHIP PRICING



GOALS & OBJECTIVES FOR 2024/25

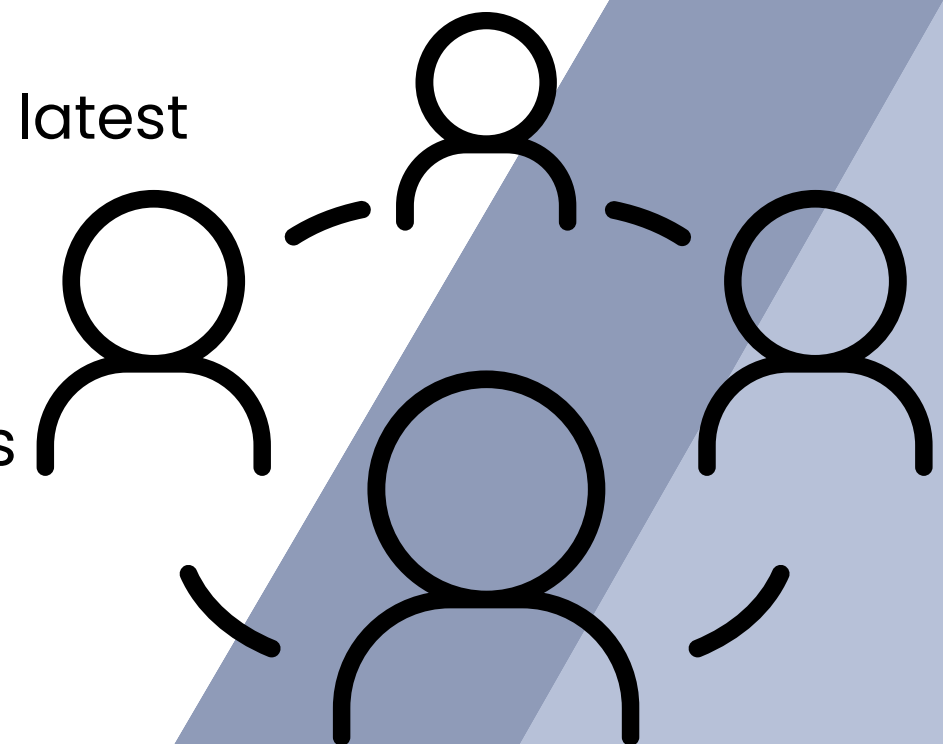


- **Increase Membership Value**

- Launch member outreach programs and enhance communication channels with members on schedule throughout 2024
- Reinvigorate member recognition program to celebrate achievements and promote members where they can get value from being a member of the BBT “Members Feature” and “New Member Alert”
- Members can advertise their products and services on our social media
- Members have the opportunity to host networking events
- Connect with local entrepreneurs and business owners at exclusive networking events
- Build connections and partnerships that can enhance their business growth
- Attend seminars and workshops throughout the year to stay updated on the latest trends and business needs

- **Strengthen Town Partnerships**

- Build strong relationships with local government & community organizations



GOALS & OBJECTIVES FOR 2024/25



- **Advocacy and Support**

- We advocate on behalf of the BWG Business Community to local government.
- Share your concerns, roadblocks, or challenges, and we'll connect you with the right resources
- Leverage our seat on various committees to address issues impacting businesses

- **Enhance Community Engagement**

- Increase member engagement and satisfaction
- Promote local businesses and community events – Business Grand Openings & Anniversaries
- High school business recognition program achievement award & attending graduation



OUR EVENTS



RECON FORUM (*REAL ESTATE & CONSTRUCTION*)

Stay ahead of the curve by understanding how upcoming developments in Real Estate and Construction in Bradford may impact your business. Overview of various grants and mentorship programs available to provide significant assistance to your business.

OPEN FOR BUSINESS GOLF TOURNAMENT

Build valuable connections while enjoying a day in the great outdoors.

FALL IN LOVE WITH BRADFORD (*NEW EVENT THIS YEAR*)

Become a Vendor: Showcase your products and services to a diverse audience. Connect with the community for the opportunity to spread your brand awareness.



OUR EVENTS



BUSINESS EXCELLENCE AWARDS GALA

Celebrate the outstanding achievements of businesses in the Bradford community. Nominations opened May 1st until August 1st. Please nominate and recognize a business that goes above and beyond.

ANNUAL MEMBER APPRECIATION BBQ (*MEMBERS & COMMUNITY BUSINESSES*)

Join us for a laid-back, fun-filled BBQ to express our gratitude for your membership. Members of the business community can come and ask our Directors about joining the BBT.

MEMBER HOSTED & EDUCATIONAL NETWORKING EVENTS (*NEW THIS YEAR*)

Gain valuable insights from industry experts on crucial business topics in areas such as social media management, financial planning, goal-setting, and more. Host an networking event at your on business location adding visibility and add to your business channel.

IMPORTANT DATES



JULY 11TH



LIMITED TIME ONLY



OCTOBER 6TH



BRADFORD BOARD OF TRADE

THANK YOU

MAYOR JAMES LEDUC, COUNCIL, ECONOMIC DEVELOPEMENT & EVERYONE HERE TODAY

OUR CONTACT



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