



# City of Revelstoke

P.O. Box 170, Revelstoke, British Columbia V0E 2S0  
revelstoke.ca

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January 29, 2021

Dear Ms. Slater,

We at the Revelstoke's Department of Community Economic Development would like to nominate the City of Revelstoke and specifically The Community Futures Development Corporation (CFDC) of Revelstoke for the SILGA Community Excellence award, for their support of new and existing Revelstoke entrepreneurs through the REVY: Open for Business Facebook page.

CDFC has recognized the challenges many of our local Revelstoke businesses are facing due to the pandemic and acted to create an online platform to help them showcase their offerings. By developing an online platform through Facebook that is free for any business or consumer to join, CDFC has been able to creatively meet the shifting demands of the marketplace to support local businesses. This project provided a communication tool for local businesses to share information with their customers about their COVID-19 status, delivery/curbside pickup options, daily specials, and other promotions. The idea helped to create and maintain an online buzz to support local shopping over the holiday season.

Only businesses located in Revelstoke and area, with products and services available to locals and visitors in the community, were able to participate. Members of the public could join the Facebook Group and see in one place all the businesses that were open and what they were offering on any given day. Community Futures paid moderators to keep the page positive and on point through coordination of a set of guidelines to adhere to. This project started as a holiday shopping initiative but has remained current and relevant with businesses posting their sales, restaurants posting lunch specials, and offerings being posted regularly.

## Outcomes:

- 66 businesses participating
- 10 new posts per day on average
- 245 posts by businesses in the month of January, far outlasting the holiday season
- 1,371 total members – a significant portion of our local population

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DEVELOPMENT  
SERVICES

(250) 837-3637  
development@revelstoke.ca

PUBLIC WORKS

(250) 837-2001  
works@revelstoke.ca

FINANCE

(250) 837-2161  
finance@revelstoke.ca

FIRE RESCUE  
SERVICES

(250) 837-2884  
fire@revelstoke.ca

PARKS, RECREATION  
& CULTURE

(250) 837-9351  
prc@revelstoke.ca

CORPORATE  
ADMINISTRATION

(250) 837-2911  
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COMMUNITY  
ECONOMIC DEVELOPMENT

(250) 837-5345  
ced@revelstoke.ca

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Questions about the project should be directed to Community Futures General Manager, Kevin Dorrius.

Email: [kdorrius@revelstokecf.com](mailto:kdorrius@revelstokecf.com)  
Phone: 250 837-5345 ext. 304

These efforts were vital to sustaining small business owners through the difficult downturn in tourism during the COVID-19 pandemic, and we hope you will consider them for a Community Excellence Award.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ingrid B', with a long horizontal flourish extending to the right.

Ingrid Bron  
Director of Community Economic Development,  
Revelstoke and Area  
[ibron@revelstoke.ca](mailto:ibron@revelstoke.ca)