

Best of the WestShore Awards FAQs

What is the Best of the WestShore Awards?

The Best of the WestShore Awards (BOWSA) was founded by the WestShore Chamber of Commerce and the Goldstream News Gazette to recognize the best organizations, people, and places in our community. BOWSA is your opportunity to be recognized by your peers, engage local residents, attract business, and be officially awarded as one of the best businesses or non-profits in the WestShore! Winners and finalists are chosen entirely by public vote.

In 2019, there were over 40,000 votes across 44 categories for organizations located within the WestShore municipalities of Colwood, the Highlands, Langford, Metchosin and View Royal. In 2018 there were over 30,000 votes.

What is the purpose of registering my business to go on the voting platform?

Advance registration means that when the voting platform goes live on July 7th, your business will be there right from the beginning to get votes, making the best use of the July 7th-September 7th voting period.

Why would I want to do this?

Two words - free publicity! Plus the opportunity to be voted one of the Best of the WestShore for 2020.

What does it cost?

Nothing - this is name recognition for your business at no cost to you.

But you have to be a WestShore Chamber member, right?

No - this is open to all businesses and organizations in the WestShore although we do acknowledge WestShore Chamber members on the platform who preregister.

My office is not in the WestShore but I do business here. Can I register?

To keep things from getting too complicated you have to have a location in the WestShore to be eligible to register.

I registered last year. Do I have to register again?

Yes! Last year we found those who registered were much more actively involved in encouraging their customers or clients to vote for them, so to get the most out of the voting process you need to register.

My business fits into lots of categories! Can I register for three?

Sorry - to keep the playing field as fair as possible when voting opens, you can only register for one although your customers can vote for you in as many relevant categories as they want.

My business has been impacted by COVID-19. Should I still register?

Regardless of what the future holds, if your business was up and running in January 2020 or earlier, absolutely you should register.