

## 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 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 2022, there were over 30,000 votes across 44 categories for organizations located within the WestShore municipalities of Colwood, the Highlands, Langford, Metchosin and View Royal. In 2021 there were over 24,000 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 4<sup>th</sup> your business will be there right from the beginning to get votes, making the best use of the July 4<sup>th</sup>-September 4<sup>th</sup> 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 2023.

### **What does it cost?**

Nothing - this is name recognition for your business at no cost to you except for your time. It takes around 5 minutes to register.

### **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 as their support makes initiatives like this possible!

### **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! Things change, so to ensure that your business is represented as you would wish, you have to register each year. This also ensures your organization is represented as you would wish – spelling and grammar can vary widely when it's added by the public once the platform goes live!

### **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 or other issues. Should I still register?**

Regardless of what the future holds, if your business was up and running in January 2023 or earlier, absolutely you should register.