



ANNUAL REPORT

2018



2018 BY THE NUMBERS...

68

workshops &
speakers

55%

of the membership has
supported the Chamber
for more than 10 years.

11,000+

**SOCIAL MEDIA
FOLLOWERS**

4

approved policy
resolutions at the
provincial and federal
levels of the Chamber
Network

14

affinity programs
designed to help you save
money, connect with
clients, and attract
employees

90%

member retention rate

HOW DID YOU DO IT?



I consider myself very fortunate to have had the unusual opportunity to serve as Chair of the Chamber's Board of Directors for a second year. I have enjoyed my time on the Board since I joined in 2010, and I am even more enthusiastic about our Chamber now than I was then. The outstanding staff, exemplary management and supportive and diverse Board continue to impress and explain why the Greater Peterborough Chamber of Commerce is truly a leader in the community, the province and the country.

High calibre events, known for their informational, educational and networking opportunities are offered throughout the year. Your Chamber continues to monitor, assess and revise these first-rate events, ensuring that they remain relevant and well attended. Where a change is needed, an event may either be replaced with something more pertinent, or tweaked to take it to the 'Next Level'.

Our Policy work has carried on unabated with discussions and resolutions around such topics as Apprenticeship Ratios, reduced red tape for business, cannabis in the community and in the workplace and Bill 148. Your Chamber also continues to work with VIA Rail and government officials to ensure that the return of passenger and proper freight rail service to Peterborough becomes a reality.

In last year's report, I referred to the Chamber's solid financial position from which we could assess the future of Chambers of Commerce and determine the best course for ours. To that end, the Board has spent much of the past year hearing from Chamber of Commerce leadership, studying Canadian Chamber turnarounds and polling our members about products and services we provide. We were able to take the time to carefully measure our strengths and weaknesses, listen to our members, anticipate changes in the next decade and choose the optimum strategy for both current and yet-to-be members.

In the coming months we will take the final steps in analyzing our data and choosing a value proposition package which we believe will serve our members well into the coming decade. The thoughtful and comprehensive approach to this review – both reflective and predictive – illustrates well the practical, open and inclusive management style which has taken us so far in past years.

I have no doubt that this team will create a successful and industry leading strategic solution which will have Chambers of Commerce across the country asking your Chamber, once again, "How did you do it?"

Jim Hill

2018 Chair of the Board

James F. Hill, Financial Management Services



THE 2018 BOARD OF DIRECTORS

Executive



Jim Hill, Chair
James F. Hill
Financial Management Services



Ben vanVeen, Vice Chair
Team vanRahan
Century 21



Dawn Hennessey, Treasurer
Business Development Bank of Canada



Allison Seiderer, Director At Large
Living Well Home Medical Equipment



Joe Grant, Director At Large
LLF Lawyers LLP



Stuart Harrison, Secretary
President & CEO
Greater Peterborough Chamber of Commerce

Appointments



Daryl Bennett, Mayor
City of Peterborough



Sherry Senis, Deputy Mayor
County of Peterborough



Paul Glenn
Peterborough County
Federation of Agriculture



Lorie Gill
Women's Business Network



Directors



Sofie Andreou
Sofie Andreou & Associates



Tim Barrie
Merit Precision Moulding Ltd.



Chris Calbury
Emmatt Digital Solutions Inc.



Gwyneth James
Cody & James
CPAs Professional Corporation



Mary McGee
Little Lake Cemetery Company



Lorrie McMullen
The Venue Peterborough



Neil Morton
PTBOCanada.com



Amy Simpson
MicroAge Technology Solutions



Morgan Smith
Signarama





THE BUSINESS OF THE CHAMBER

As I reflect back on my year as Treasurer, and begin my year as Vice Chair of the Board, I'm not only looking forward to serving the Chamber Membership as your Chair, but looking back on several years of service on the board.

As a Chamber member you tend to look at what you can get from your Chamber membership. As a Board member your perspective changes dramatically. You suddenly realize that the Chamber is a significant business, with seven staff housed in an historic building, and an annual budget of nearly \$700,000.

The revenue comes from a variety of sources:

- membership fees
- sponsorships
- group travel
- office rentals
- solar panels on the roof

This diversity of revenue is typical of Chambers across the Country and serves to keep the annual membership fees low and the membership value high. Members typically join to support the advocacy/

lobbying work we do, the marketing and promotion we can provide, and the education and professional development opportunities we offer. Whatever your reason, we truly appreciate your support of the Chamber.

As you can see by the 2018 Auditor's Report, the Chamber has had a profitable year. This is encouraging as the Board and Staff are undergoing a significant review of the Chamber's value proposition and communications strategy, and will be looking for ways to digitize appropriate products and services in order to reach more of our members with more value. To go into this process on a solid financial footing is important.

In summary, I'm honoured to have served the Chamber in the Treasurer's role, and look forward to the continued success of this important organization.

Dawn Hennessey
2018 Treasurer

Business Development Bank of Canada





A LOT WAS ACCOMPLISHED...

2018 was a **profitable year** for the Peterborough Chamber of Commerce. Thank you to the 900 members supporting the work of the Chamber.

The Peterborough Chamber of Commerce welcomed **two new staff to the Membership Team**: Tiffany Arcari and Siam Grobler.

The past year was a profile year for the Peterborough Chamber of Commerce as **all social media accounts grew in followers** (from LinkedIn to Facebook to Instagram). This creates more opportunity for exposure for our members.

The Peterborough Chamber of Commerce also launched a **new website** in January 2018. This

new site is even more member-centric by showcasing and highlighting the membership directory to all visitors. Check it out at peterboroughchamber.ca

In July 2018, the **I'm Here** picture campaign was launched. The campaign is designed to feature our members in their location. You can see these pictures every Monday, Wednesday, and Friday on the Peterborough Chamber social media accounts.

The **2018 Excellence Awards** were a resounding success celebrating business and the 15th anniversary of the event. Thank you to everyone who attended - it was the highest attendance yet.

With a municipal and provincial election in 2018, the Peterborough Chamber of Commerce developed a **municipal business platform called "Building a Community Outside the Ordinary"**. The document featured a series of principles from the business community on how Peterborough should grow. The provincial platform, "Vote Prosperity" was launched in conjunction with the Ontario Chamber of Commerce.

The Chamber's influence in policy development continued through the policy resolution process. **Four policy resolutions** authored by your Peterborough Chamber were approved at the provincial and federal level of the Chamber Network.

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