





MISSION

We are recognized as the leading organization providing business advocacy, networking and education for our members and the community at large. We act as a catalyst to enhance business growth and opportunity, innovation, partnerships, and a diverse Business Community.

VISION

Strengthening business



VALUES

**We are sensitive in our interaction with business.
We foster creativity & critical thinking.
We support the generation of new knowledge.
We conduct our activities with competence and integrity.
We partner with business and the community to advance societal benefits, attitudes and public policy.**



Stuart Harrison

President & CEO

The Chamber does work that is purposeful, transparent, accountable and strategic, all with the goal of strengthening the community.

The Chamber is driven by the leadership of its members, who believe that Peterborough and the Kawarthas will never be good enough for any of us until it's good enough for all of us.

The Chamber can put its name on many of the community's accomplishments over the past 133 years. There have been hundreds of women and men who, for no other reason than love of our region, have volunteered with the Chamber to make good things happen.

Business advocacy is paramount to an economically vibrant city and county and that effort is privately funded by our membership. We have credible standing at City Hall, at Queen's Park, and in the Parliament of Canada because we represent the business community. We influence public policy to ensure that the stage is set and maintained for business success right here in Peterborough and the Kawarthas. Having a positive, productive relationship with government at all levels matters - and we're often able to resolve challenges for our members through those relationships.

We work openly and account for our work, with a focus on two fundamentals: the ultimate success of our member companies, and the prosperity of the community of Peterborough and the Kawarthas. We don't make willy-nilly decisions based on the interests of a few. Rather, our positions on issues that impact your business and the community as a whole take a longview and are based on fact and broad input.

And, just like we've done for 133 years, we leverage the passion, time, treasure and spirit of our community to ensure that Peterborough and the Kawarthas remains strong in an increasingly competitive global marketplace.

There are many reasons to belong to the Chamber, from promoting your business, to saving you money, to helping you gain a competitive edge. But the most important reason is simple - strengthening business.

Your membership is not only an investment in your business, it's an annual vote of confidence in ours.

Stuart Harrison

Policy At Work

MUNICIPAL



- Reduction of the tax ratio for commercial and industrial properties
- Engagement of chamber members in solar and energy retrofit programs
- Voice of local businesses through involvement in official plans, Peterborough's Transportation Master Plan, and other planning initiatives

PROVINCIAL



- Reforms to alcohol production, sales, and service, including expedited approval of seasonal liquor licenses for patios
- Increased fairness in public health restrictions across business sectors
- Reduced barriers to investments in broadband internet backed by a \$4 billion investment from the Province to expand internet and cell service
- Access to free rapid testing for local businesses
- Expansion of ability for pharmacists to prescribe and administer medications

FEDERAL



- An extension of the CEBA loan repayment deadline
- VIA High Frequency Rail service to Peterborough is now in the procurement process
- Investments in local businesses through the Digital Main Street program
- Financial and expert support through the Canada Digital Adoption Program

ONGOING POLICY WORK AT A GLANCE

Passenger Rail

Return of passenger rail service to Peterborough through VIA Rail for a High Frequency Rail line connecting Toronto, Peterborough, Ottawa, Montreal, Trois-Rivières, and Quebec City.
Approved Canadian Chamber of Commerce Policy resolution, 2021

Tax Rebates for Home Care

Asking to create a home care refundable tax credit of 15% of up to \$10,000 in annual retained home care services, for a total maximum benefit of \$1,500 and a one-time refundable \$10,000 tax credit toward special medical equipment and renovations, including hospital beds and patient lifts.
Pending Canadian Chamber of Commerce policy resolution, 2022.

Addressing Barriers to Succession Planning

Leveling the tax playing field to allow for more family run businesses to stay in a family
Approved Canadian Chamber of Commerce policy resolution, 2019

Maximizing Growth in Built Areas

Advocating to make it easier to redevelop buildings in historic downtown areas to be homes again.
Approved Ontario Chamber of Commerce policy resolution, 2021

Influence



ADVOCACY AT WORK

Each year the Peterborough and the Kawarthas Chamber is actively involved in lobbying and influencing public policy at all levels of government on behalf of its members. We accomplish this through:

- Letters
- Roundtables
- Mailings
- Policy Report Cards

POLICY COMMITTEE



Consisting of Chamber members who meet once a month, this group advises how the Chamber should proceed on issues of concern to our membership.

POLICY PROCESS



Solutions are researched and written, then presented to the Ontario and Canadian Chamber Networks by local chambers of commerce and boards of trade. Approved policy resolutions become part of the advocacy dialogue for the Ontario and Canadian Chamber policy analysts to take to Queen's Park and Parliament Hill.

POLICY RESOLUTION



These resolutions have served to influence government decisions. E.g., our lobbying efforts at City Hall resulted in the Industrial and Commercial Tax Ratios being lowered, a ten-year effort that has local business owners paying significantly less tax than they would have been.

Learn more:



Profile

SHOWCASING OUR MEMBERS

Expand your network using our network! With nearly 25,000 followers across our social media channels, a Google ranked membership directory, and marketing, advertising and sponsorship opportunities online and at events, we're here to help you be seen.

SOCIAL MEDIA



Get seen in front of over 20,000+ followers. You can be seen and be heard with our ChamberLive and New Member Welcome videos, by coming to our events, and by tagging us to reshare your original content!

NEWSLETTER



Showcase your business in our bi-weekly e-newsletter, sponsor one of many events, get featured online with a banner ad... the opportunities are endless.

MEMBER DIRECTORY



Boost your website's SEO by getting connected to our online membership directory! Claim your directory listing included in your membership. The higher star members get a higher ranking meaning they'll be seen first in each category.

Tag us in your content to connect to our network of nearly 25,000!



@PtboKawarthasChamber



@PtboChamber

Knowledge

FEED YOUR BUSINESS

The Chamber offers regular workshops and guest speakers that focus on sharing expertise, so members can learn from their peers, attract new employees, and master new technologies.

LEARN



Through workshops we connect you to the expertise of other members. The Chamber offers opportunities to engage, including ChamberAM and our 26 coffees group. We love to partner with our local business organizations to connect members with speakers and sessions on the most important topics of the day and document it all in our Resource Hub.

KEEP IN THE KNOW



We provide a steady stream of information to keep you and your business up to date. Legislative updates provide insight on the bills and by-laws making their way through all levels of government. Members can also learn about ongoing consultations and opportunities to engage with politicians and policymakers.

ACCESS EXPERTISE



With 25+ member to member discount programs, more training opportunities are at your fingertips. This suite of programs and offerings can help your business with attracting and retaining employees, learning the latest in social media technologies, and save you money on things like gasoline or car rentals.

Explore MEMBERSHIP

FIND YOUR IDEAL LEVEL



CONNECTION



GROWTH



LEADERSHIP



CONNECTION 3 Star

Designed for businesses looking to grow, connect with potential customers and key business leaders, and tap into the credibility and reputation of the Chamber

- A listing in our online directory
- Access to a suite of money-saving programs including transaction processing, group insurance, and more
- Social media access
- Credibility and reputation that comes with being a Chamber member

\$299/year

Affordable



GROWTH 4 Star

An Enhanced Directory Listing that provides twice as many views (compared to basic listing)

- Improved Search Engine Optimization
- Free ChamberLIVE segment
- Online display ad in rotation within the business directory
- Your photos and words to tell YOUR story to your audience
- Your full colour logo in your listing
- One additional category listing
- Your promo material displayed in our resource centre
- One FREE e-flyer in our bi-weekly newsletter

\$555/year

Best Value



LEADERSHIP 5 Star

An Enhanced Directory Listing that provides twice as many views.

- Highlighted and enhanced business listing that gets "pop to the top" priority on directory searches
- Improved Search Engine Optimization
- Two free ChamberLIVE segments
- Online display ad in rotation within the business directory
- More photos and words to tell YOUR story to your audience
- Your full colour logo in your listing
- Three additional category listings
- Your promo material displayed in our resource centre
- Two FREE e-flyers in our bi-weekly newsletter

\$885/year

VIP Option

More Information :

 tiffany@pkchamber.ca

 jessica@pkchamber.ca

 nigel@pkchamber.ca

MEMBER BENEFITS

Member Logo



Members are using the Chamber logo in a variety of ways to share their membership status.

- Use the Chamber logo on your website.
- Consider adding the Chamber Member logo to your email signature

E-Newsletter



Our bi-weekly newsletter is delivered to over 1,800 inboxes and has an open rate of 49%, 29% higher than industry average!

Ask us how to advertise or share your business news and milestones.

Directory

Let our online business directory do the heavy lifting for you. The Chamber website enjoys a relatively high domain authority, which is a reflection of our value and validity with Google.

Listed businesses can benefit from improved Search Engine Optimization (SEO) resulting in a better Google ranking and more click throughs to your website or social media channels.

This means your Chamber membership is working for you 24/7/365.

Business Fundamentals

Chamber membership offers opportunities for your staff to tap into the expertise of the Chamber membership. We capture this expertise through articles and videos to fill our Resource Hub.

We can also connect your employees to the broader business community through networking, sponsorships, speaking and committee opportunities.

Insurance and Benefits

Companies of all sizes can provide their staff with access to benefits through The Chambers Plan Group Health Insurance.

We also offer discounts like fuel savings with ESSO, Purolator, Constant Contact, POS providers and more.

The discount programs are a great place to save your company valuable dollars.

Keeping Up With Government

We provide a steady stream of information to keep you and your business up to date.

Legislative updates provide insight on the bills and by-laws making their way through all levels of government.

Members can also learn about ongoing consultations and opportunities to engage with politicians and policymakers.

BE SEEN



Constant Contact
SAVE 25% ON EMAIL MARKETING



DIGITAL MARKETING
123 Digital Power
ONLINE DIGITAL MARKETING TRAINING



nm
FREE DIGITAL MARKETING CONSULTATION & 10% ON SERVICES



TREBLECK STUDIOS
FREE VIDEO INTERVIEW ON THE UNDERGROUND ADVOCATE

BE AWESOME



Chambers of Commerce Group Insurance Plan
EMPLOYEE BENEFITS GROUP INSURANCE



HRLive
SHRP 15% OFF ONLINE TRAINING



North Shore
15% OFF HUMAN RESOURCES SERVICES



ONTARIO INSURANCE NETWORK
DISCOUNT ON CAR & HOME INSURANCE

BE FUNCTIONAL



Esso Imperial Oil
SAVE UP TO 3.5 CENTS PER LITRE



Swish
ONLINE ADVANTAGE MEMBER



White Water Pressure Wash
10% OFF YOUR FIRST SERVICE



DABBAH CORP
MERCHANT SERVICES



WALTON WOOD FARM
20% OFF ALL PRODUCTS

and Digital Materials As Unique As You

amy LECLAIR
GRAPHIC DESIGN & MEDIA STUDIO

1 HOUR OF DESIGN TIME

PATTISON
OUTDOOR ADVERTISING

PREFERRED PRICING ON AD SPACE

Heather Daughtry
PHOTOGRAPHY

15 MIN IN STUDIO & 4 FULLY EDITED IMAGES = \$60

OptiLocal

CLICK FOR DETAILS HERE

Flow Spa

ONE FREE FLOAT SESSION FOR YOU OR ONE OF YOUR STAFF

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Intellectual Property Services
www.palmapi.com

SAVE 10% INTELLECTUAL PROPERTY SERVICES

Allstate
You're in good hands.

GOOD HANDS GROUP INSURANCE PROGRAM

ZERO IN

20% OFF COURSE BUNDLE

Leons

part of the family
Peterborough

LOYALTY PRICING

RECREATE SPACE
PROFESSIONAL DESIGNING

10 % OFF YOUR FIRST 3-HOUR SESSION

QuickProtect
Cyberprotection. Simplified.

SAVE 15% OFF MONTHLY SERVICES

TradeCert Canada

ONLINE CERTIFICATES OF ORIGIN

Member Discount Programs

WHAT OUR MEMBERS ARE SAYING



Audrey and Bogey von Bogen, Shambhala B&B
"As a small operator in our large, local tourism area, Shambhala Bed and Breakfast appreciates the promotional opportunities presented by our association with the Chamber. The staff have always been helpful, cheerful, and enthusiastic. We especially like the "Hops" to other members' businesses, which allowed us to not only socialize, but also discuss common issues and plan areas for partnering. We feel extremely fortunate to belong to such a professional organization."



Martin Carbajal, La Mesita Restaurante
"The Peterborough and the Kawarthas Chamber is consistent in providing [our business] with timely and relevant resources that help to grow and stay current, and providing leadership for the business community."



Susan Sharpe, Brant Basics
"We benefit from the strong network of businesses the Chamber provides. We've experienced expense savings with the member discount programs and know that the Chamber is an advocate for local business and that benefits our community."



Inclusive Advisory
"As a Chamber member, we are always in the loop about upcoming events, opportunities, and news that impacts our operations. We're happy to be part of a group that supports the growth of local business!"



Marianne Beacon, Elderberry Clinic

"My Chamber membership didn't just help me get to know the community more. I think it helped the community get to know me more and that's done good things for my business and my practice."



Kelli and Tony Grady, Grady's Feet Essentials

"Being a Chamber Member is so important to us for a couple of reasons: the advocacy the Chamber does on behalf of small business; and the Chamber Health Plan, which we're able to offer to our full time staff and help support them and their families."



David Darby, Lakefield College School

"It goes without saying that the Chamber provides incredible support to the business community. What makes the Chamber so special is that they are not just focused on what's best for the business community, they care about the "community" and health of the entire region. It feels good to belong to an organization that looks at opportunities through the eyes of local businesses and the people using their services to bring about the best possible experiences for everyone involved."



Carmela Valles, Immigration Consulting

"Thank you for all the online resources, support, and updates the Chamber is providing. Much appreciated."

LIST OF EVENTS



FIRST TUESDAY
of the month
4 to 6 PM



CHAMBER AM
SECOND TUESDAY
of the month
8 to 9 AM



BOSS SERIES
BUSINESS OWNERS
SHARING SOLUTIONS
THIRD WEDNESDAY
of the month
12 to 1 PM



A time for reflection on the year that was
and a look ahead to the year to come



Bringing together the business
community and our elected officials



In collaboration with Peterborough & the
Kawarthas Economic Development, to
deliver relevant workshops and speakers



Our marquee event, a celebration of the
outstanding achievements of our
community.
See more information at
pkexcellence.ca



Features 110+ exhibitors & nearly
two dozen workshops.
It is the show to reach Peterborough
and the Kawarthas' largest
demographic.



The LoveLocalPtboKawarthas Business
Expo is the premiere business
showcase event in the Peterborough
and the Kawarthas region.

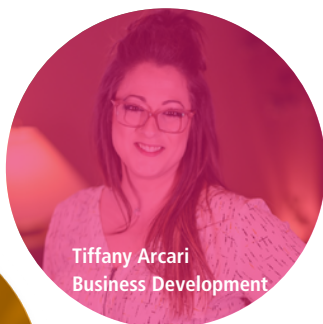
A full list of Chamber events can be found at
pkchamber.ca/events



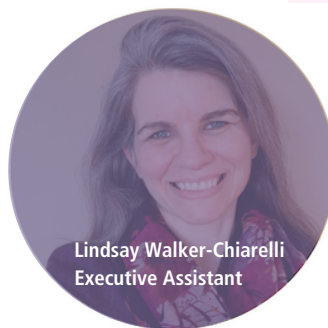
notes



Shelby Parker
Marketing &
Communications
Coordinator



Tiffany Arcari
Business Development



Lindsay Walker-Chiarelli
Executive Assistant



Stuart Harrison
President & CEO

YOUR CHAMBER TEAM

175 GEORGE STREET, PETERBOROUGH

705.748.9771



Olivia Farr
Communications
Specialist

12 QUEEN STREET, LAKEFIELD

705.652.6963



Kathleen Thompson
Financial Administrator



Nigel Broersma
Member Relations
Coordinator



Jessica Gordon
Member Relations



Joel Wiebe
Government Relations