

Annual
General
Meeting

2025



Peterborough + Kawarthas
CHAMBER of COMMERCE
... Strengthening Business

PKChamber

2024

ANNUAL REPORT

Peterborough and the Kawarthas Chamber of Commerce

705. 748. 9771

175 George Street North, Peterborough
12 Queen Street, Lakefield

Marketing & Communications

E-Newsletter

- ✓ Our Weekly Newsletter is distributed to 1750 + Inboxes
- ✓ Our average open rate for the past year was 53%, marking a 3% increase from last year and 17% higher than the industry average.
- ✓ Our average click-through rate for the past year was 7%, reflecting a 2% increase from the previous year and 5% above the industry average.

Social Statistics

Instagram

- ✓ Organic Reach 94.5K (+659% from Previous Year)
- ✓ Followers Gained 643
- ✓ Content Interaction: 10.4k (+100% from last year)

Facebook

- ✓ Organic Reach 219.7k (+44% from last year)
- ✓ Followers Gained 383

Linkedin

- ✓ Followers Gained 470
- ✓ Impressions: 118, 135
- ✓ Reactions: 2981

Website

- ✓ Page Views: 83,405 (+37301% from last 379 days)
- ✓ Unique Visits: 45,015 (63301% from last 379 days)
- ✓ Avg Pages Per Unique Visits: 18455 (+22169% from last 379 days)



Events & Sales

Annual

- ✓ JAN: Lets Talk About It Mental Health Awareness- 35 Attendees
- ✓ FEB: Power Hour- 124 attendees
- ✓ MAR: AGM - 58 Attendees
- ✓ APR: Wardens Breakfast- 102 Attendees
- ✓ MAY: Business Summit- 100 Attendees
- ✓ JUN: Four Mayors Breakfast- 77 Attendees
- ✓ JUL: Summer Social- 150 Attendees
- ✓ AUG: Lakefield Sidewalk Sale (Booths): 25
- ✓ SEP: Local Show (Booths): 52
- ✓ OCT: Business Excellence Awards: 456 Attendees
- ✓ NOV: Mayors Breakfast- 128 Attendees
- ✓ DEC: Holiday Social- 134 Attendees

Quarterly

- ✓ NFP Luncheon: 30-60 Attendees
- ✓ Coffee in the County: 20-30 Attendees

Monthly

- ✓ TBX: 70-90 Attendees
- ✓ Chamber AM: 40-60 Attendees

Sales

- ✓ Member Signups: 105
- ✓ Sales Lead Network: 18 Participants
- ✓ Love Local Registrations: 31



Advocacy

Highlights

- ✓ Launch of the Voice of Business Podcast
- ✓ Surveyed our members on the impacts of U.S Tariffs
- ✓ 12 Roundtables, 3 Consul General Visits
- ✓ working closely with Social Service Partners to support local businesses

Advocacy Papers

- ✓ Response to Bill 165, Keeping Energy Costs Down Act, 2024
- ✓ Enforcing Fair Property Tax ratios
- ✓ Making Ontario more competitive for permanent residency
- ✓ Maximizing Growth in Built Areas
- ✓ Improving the Regulatory Environment for Natural Health Products
- ✓ Letter of support for High Frequency Rail
- ✓ Increasing work opportunities for international students
- ✓ Letter to the City of Peterborough Re Development Charges
- ✓ Letter to the Government of Canada Re Canada Post Strike
- ✓ Tax fairness for healthcare professionals

Municipal Wins

- ✓ Continued funding for social and cultural organizations
- ✓ No increase to the commercial and industrial tax ratio
- ✓ Supporting businesses through the trade dispute
- ✓ Engaging businesses with the new city and County economic development and tourism programs

Provincial Wins

- ✓ Large Investments in local social supports
- ✓ Support for further streamlining residential, commercial, and industrial developments
- ✓ Progress increasing interprovincial trade

Federal Wins

- ✓ Keeping Peterborough a priority in the High-speed Rail project as it enters co-development.
- ✓ Anticipated reversal of the capital gains increase
- ✓ Increase in work hours for international students

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Noah Crowley
MNP



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2024 Chair's Report

Noah Crowley

MNP

Dear Members,

As we reflect on 2024, I am proud to report that it has been a year of resilience, growth, and innovation for our business community. Despite ongoing economic challenges, our local businesses have adapted, embracing new technologies and sustainable practices that position us for long-term success.

This year, we focused on two key areas: business support and community engagement. We expanded our networking events and mentorship programs, providing valuable connections and resources to businesses of all sizes. Additionally, our advocacy efforts led to positive policy changes that support economic development and entrepreneurship.

Looking ahead, we will continue to foster a thriving business environment by championing innovation, supporting small businesses, and strengthening partnerships across industries. Thank you for your commitment to our community—we are excited for the opportunities 2025 will bring!

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