



ANNUAL REPORT

2019



2019 BY THE NUMBERS...

50
events

71%

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

15,000+
SOCIAL MEDIA
FOLLOWERS

6

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

21

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

88%

member retention rate

INFLUENCE. PROFILE. KNOWLEDGE.



Your Chamber was a powerhouse in 2019, and I'll touch on three of the reasons why.

First though, let's get some less fun news out of the way because not everything can always be roses. A few things conspired against us that resulted in a net financial loss over the year.

However, because of strong past leadership and planning, your Chamber is in a position to weather such hiccups. Most programming, in fact, was very strong and met or exceeded budgeted profit.

Now, on to a few examples of why 2019 was your Chamber's year.

Beginning in the spring, your Board got together for a full day retreat which resulted in a simplified and more focused strategy based on three pillars: Influence, Profile, and Knowledge. Each pillar has a clear value proposition, communication plan, and a strategy for digitization where appropriate. Moving forward, this strategy will work to better serve the Chamber membership within a constantly shifting business environment. Here I would like to acknowledge the 2019 Board Members for their time and dedication to creating this plan for our Chamber's future, and to the Chamber staff, who now get to do all the really hard work of implementing our ideas.

Peterborough is an excellent city, full of excellent business people. So, of course, the

Chamber hosts the annual Business Excellence Awards. 2019's awards were the most highly attended ever. What this tells me is that we are a business community that is now, more than ever, excited not only about our respective businesses, but also about the work of those around us, and that we are ready to go out and celebrate that. I apologize for all who attended and had to see a huge photo of me topless and holding a chicken. It was a surprise to me as well, and it won't happen again, I hope. Anyway, be sure to come back this year.

Finally, our annual Power Hour event won an award from the Canadian Chamber of Commerce. The theme of the competition in 2019 was Influence in Action - Advocacy Through Events. So look at that, we have three pillars and one of them already has an award draped around it. The Power Hour is a luncheon event that brings our four elected officials to one stage for a Q & A session. This is a highly informative and participatory event and I strongly suggest attending.

I hope you have a prosperous 2020, and don't forget to always champion your Chamber by telling anyone in business why they should become a member.

Ben vanVeen
2019 Chair of the Board
Team vanRahan Century 21



THE 2019 BOARD OF DIRECTORS

Executive



Ben vanVeen, Chair
Team vanRahan
Century 21



Jim Hill, Past Chair
James F. Hill
Financial Management Services



Dawn Hennessey, Vice Chair
Business Development
Bank of Canada



Joe Grant, Treasurer
LLF Lawyers LLP



Allison Seiderer, Director At Large
Living Well
Home Medical Equipment



Gwyneth James, Director At Large
Cody & James
CPAs Professional Corporation

Appointments



Stephen Wright
City of Peterborough



Matthew Graham
County of Peterborough



Karen Jopling
Peterborough County
Federation of Agriculture



Tracey Ormond
Women's Business Network



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



Directors



Sofie Andreou
123DigitalPower, by Sofie Andreou



Tim Barrie
Merit Precision Moulding Ltd.



Chris Calbury
Emmatt Digital Solutions Inc.



Noah Crowley
BDO Canada LLP



Susan Dunkley
Suzi Home Maker



Cody May
StudioPTBO



Mary McGee
Little Lake Cemetery Company



Amy Simpson
MicroAge Technology Solutions





CAPTURING 2019

I was first attracted to the Peterborough Chamber as a member of the Chamber's Young Professionals Group (initially launched as Club Laurus in the 2000s).

As one of the younger members on our Board, though certainly not the youngest, I have personally witnessed what could be described as a transformation from my "Grandfather's Chamber" to an organization that represents the broad spectrum of the Peterborough business community. I'm very proud to be serving on the Board, and making my way towards Chairing the Board next year.

As I reflect back on my service on the Board, and in particular, my year as Treasurer, I realize that my perspective as a member has changed dramatically. The Chamber is a significant business, with eight staff, housed in an historic building, and an annual budget of some \$700,000.

The revenue comes from a variety of sources: membership fees, sponsorships, group travel, office rentals, solar panels on the roof, and more. 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.

As you can see by the 2019 Auditor's Report, the Chamber has not had a profitable year. This is largely due to a couple of strategic staff investments, and events conspiring against us, such as the cancellation of 2 of 3

of our Group Travel trips, for different reasons. Our Business Summit was also delayed until this spring so we could combine the event with Peterborough and the Kawarthas Economic Development. While all of these things add up, it's important to note that the previous year we had a budget surplus of a similar amount.

Overall, we have a very healthy organization with significant reserves, and your Board of Directors monitors our financial performance very carefully.

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.

Joe Grant
2019 Treasurer
LLF Lawyers LLP

127

**NEW MEMBERS
JOINED**



A LOT WAS ACCOMPLISHED...

The Peterborough Chamber of Commerce was chosen as the **1st Place Winner of the 2019 Canadian Chamber of Commerce Competition**. The competition was titled "Influence in Action - Advocacy through Events" with an emphasis on events that create profile for the fundamental advocacy work of the Chamber Network. The Peterborough Chamber was recognized for our annual **Power Hour**, an event bringing together the business community and our elected officials.

The Chamber Board of Directors refined our value proposition, developing a very focused strategy based on three pillars: **Influence** (helping to create the conditions for growth and

improving competitiveness through our lobbying efforts), **Profile** (helping you build your brand and find new partnerships and collaborations through our many marketing avenues), and **Knowledge** (helping you improve your business fundamentals, attract employees and adapt to new technologies through information, training and programs).

The Peterborough Chamber of Commerce also rebranded our monthly morning networking event, **ChamberAM**. The event now features a secret guest speaker (an inspiring local business leader), and has established itself as *the* networking meetup before your busy workday.

The past year was a profile year for the Peterborough Chamber of Commerce as **all social media accounts grew**, for a total reach of **over 15,000 followers**. A total of **389 videos** communicated the activities and achievements of our members, as well as the Chamber. We filmed **61 Chamber Live videos** profiling members, broadcasting them across our platforms, and **reaching over 77,000 people**.

The **2019 Business Excellence Awards** were a resounding success, celebrating local businesses and business leaders in 20 categories. Thank you to everyone who attended - it was the highest attendance yet!

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