

# Annual Report 2021



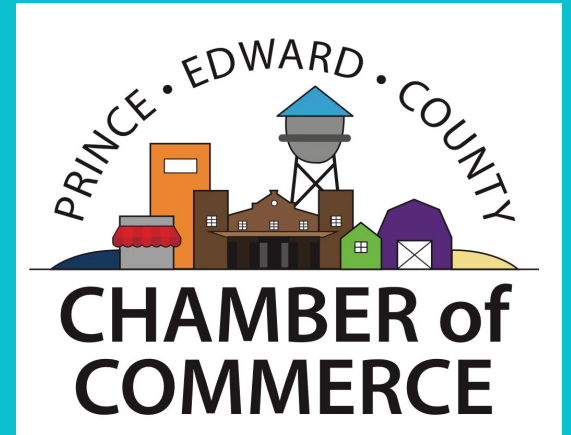
## Summary of Achievements

1. Awarded Accreditation – Accreditation is the acknowledgment that member chambers have been successfully evaluated against a rigorous set of national standards and have demonstrated excellence in Chamber management. “In the increasingly complex world of industry associations from which businesses choose to belong, the Chamber network is the only Accredited business association. Our documented Standards of Excellence set Chambers apart and provides assurance to member businesses that the PEC Chamber delivers programs and services based on a certified level of competency and essential standards of excellence.”  
***There are 66 accredited chambers in Canada.***  
*(There are 500 local chambers in about 600 communities across Canada).*
2. Strategic Plan 2021-2023 - Launched
3. Strategic Brand Planning Initiated *(defined as the long-term plan to achieve a series of long-term goals that ultimately result in the identification and preference of your brand by consumers.)*
4. Implementation of Workforce Strategy identified opportunities *(Attracting and Engaging the Evolving Workforce 2020)*
5. Four Season County Book promotions
6. Federal Election – All Candidates Debate, et al
7. Delivered 5 seminars
  - a. delivered “Women who Lead” panel,
  - b. Diversity Equity Inclusion Webinar,
  - c. Lunch & Learn with Executive Business Coach Laura Sciore
  - d. Vaccinations and your workplace
  - e. Dementia Friendly Communities workshop
8. Hosted Inaugural PEC Business Excellence Awards
9. Hosted 11 networking/information and/or round-table opportunities
10. Submitted 1 OCC policy resolution, 1 municipal by-law resolution, She-Covery report and Growing a More Resilient Food-Supply Chain in Ontario with OCC
11. Engaged in 15+ one-on-one meetings with MP, MPPs, Ministers, Mayor, Councilors and Provincial Leaders
12. Activated Rapid Test Kit Distribution Program
13. Exceeded Budget surplus and Membership growth projections
14. Launched enhanced and upgraded online member directory – increasing visibility, search capabilities and visitor access
15. Grew staff by 1.5 FTE (funded)
16. Staff completed 5 separate Diversity Equity Inclusion Training sessions
17. Ontario Shop Local (Shop County) Campaign designed, developed and launched
18. Work Local PEC Initiative
19. Launched new member onboarding, improved communications and developed automated forms
20. Underwent a cost-cutting exercise, resulting in an annual savings of over \$4,000/year
21. Re-evaluated and modernized our existing policies and procedures to new inclusive language and accessibility requirements.

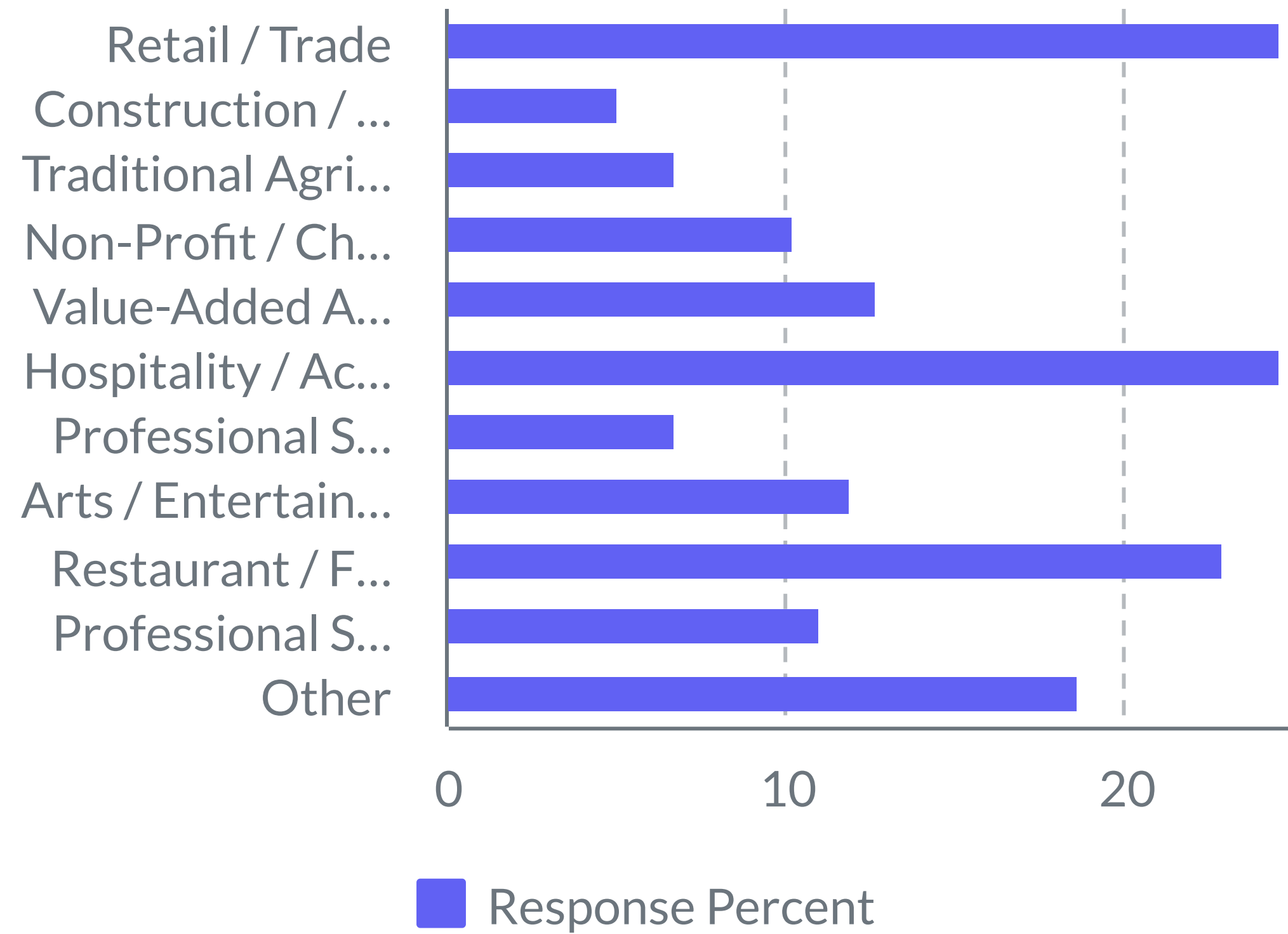
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# Survey Results and Data

Prince Edward County Chamber of Commerce | December 31, 2021

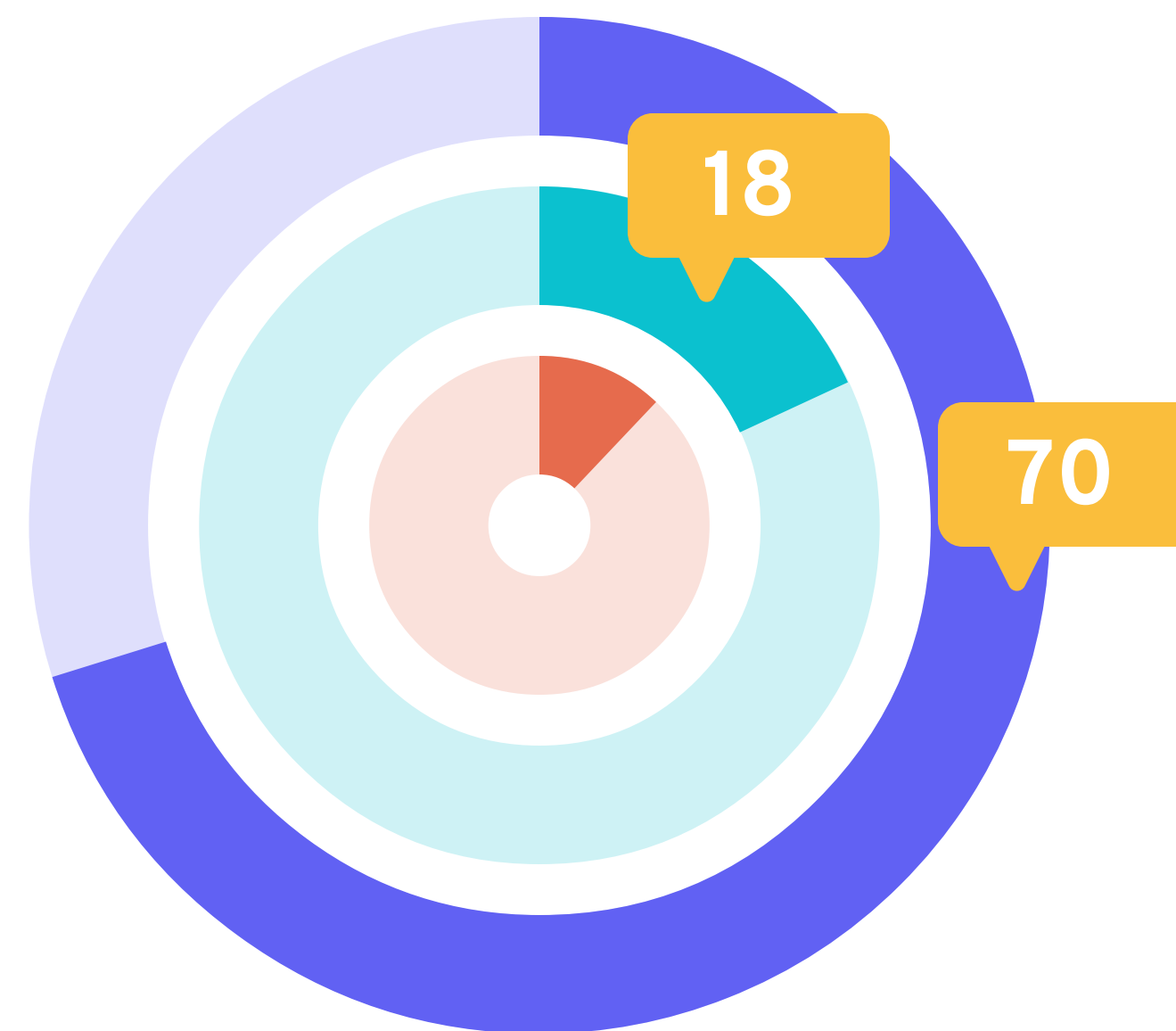


## Representing All Industries & Sectors in PEC



Member Services

Direct Project Delivery

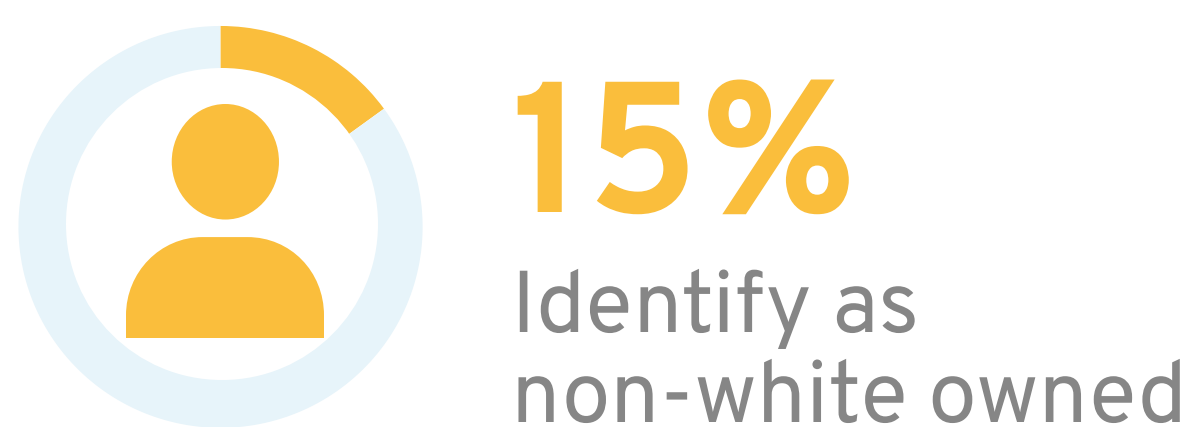
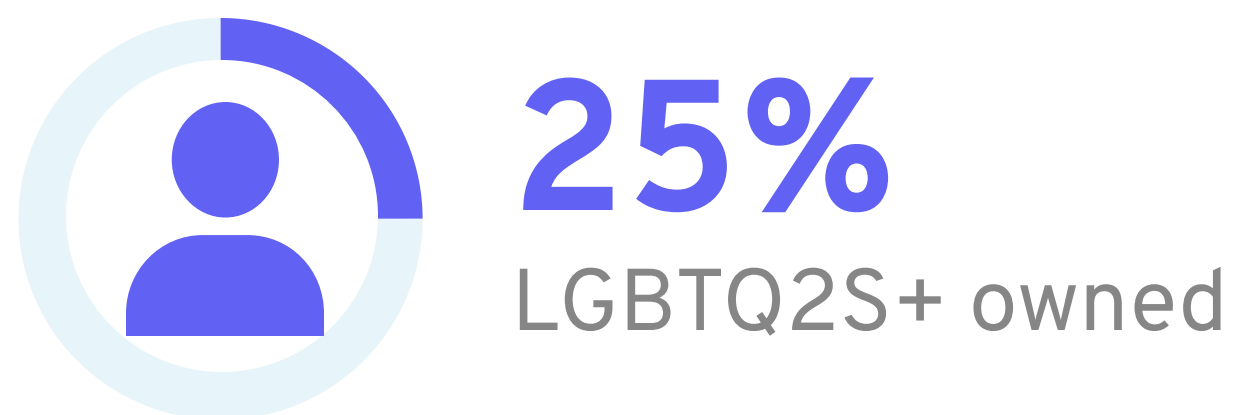
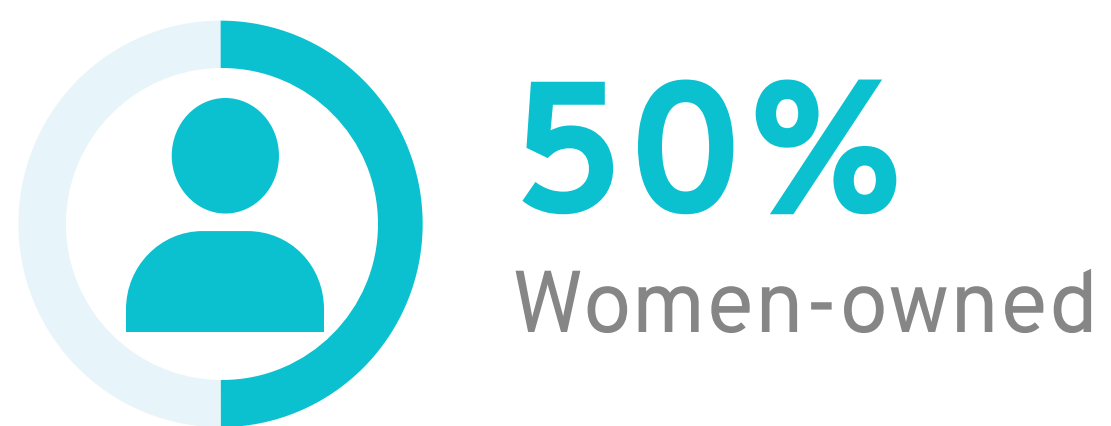


Fiscal 2021: Top Expenses (%)

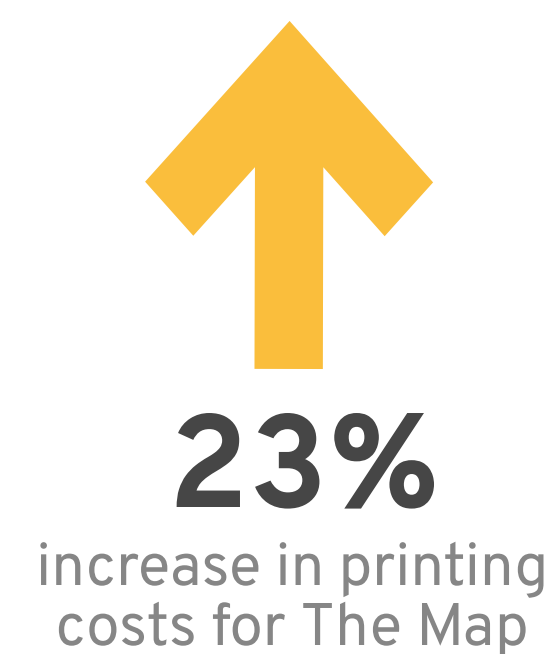
Our members are located in all wards, communities and regions of the County.

- Consecon/Carrying Place 3.5%
- Waupoos 4.3%
- Hillier 5.9%
- Milford 5.9%
- Wellington 5.9%
- Bloomfield 11.8%
- Picton 47.5%
- Outside of PEC 7.6%
- Other County Wards 7.6%

## Demographics



## Financial Highlights



Making Connections **16** Workshops, learning, information sessions

**19** Meetings with: MPs, MPPs, Ministers, Mayor, Councilors

**01** Inaugural PEC Business Excellence Awards

## Total Members

