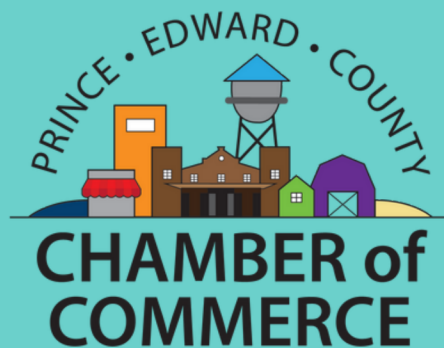




2022

Annual Report



**Prince Edward County
Chamber of Commerce**

206 Main Street, Unit 2B, Picton, ON
613-476-2421

www.pecchamber.com

contactus@pecchamber.com



REPRESENTING BUSINESS. CELEBRATING BUSINESS PEOPLE. SINCE 1905



About Us

The Prince Edward County Chamber of Commerce is the largest business organization in The County, representing members of all sizes, from all industries and business sectors, located primarily in the Municipality of Prince Edward and throughout the Bay of Quinte Region.

The PEC Chamber is the County's largest business advocate and an ESSENTIAL partner for business prosperity in the local community. We are a 100% member-funded, not-for-profit organization.



Cover and About Photo Credit: OneLook Productions

We make connections and collaborate, ultimately to action concerns, issues, and ideas, while we deliver value to our members and support the growth of individual businesses.

As the trusted advocate and tireless champion for local businesses, the PEC Chamber supports sustainable growth for a viable business ecosystem that accomplishes collectively what no business can do alone.

Leveraged by a long-standing reputation for excellence and leadership, the PEC Chamber provides a vehicle for success for our members and the future of The County's business community.

Our Purpose

Our purpose is to drive the prosperity, diversity, and entrepreneurial spirit of PEC for generations.



Our Mission



Our mission is to represent, protect, and support our entrepreneurs by building a sustainable and inclusive member community through advocacy, education, relevant programs, and networking.

Our Value

We opened 2022 with the launch of our 3-year Strategic Plan 2022-2024, the road map that is guiding our transformational journey to become not just the voice of County business, but also the undisputed champion and catalyst for the future of business success. We will achieve this goal by representing and protecting local small business, nurturing the entrepreneurial spirit, building a more sustainable chamber, and being the essential business resource in the County. And, as you will see in this Annual Report, work is well underway to shape the future of business success in Prince Edward County.

2022, as with the preceding two years, continued to be a challenging time for County businesses. I would like to recognize all the work the chamber network, board, volunteers, and staff has done to help businesses throughout the pandemic. The support chambers of commerce have provided their communities has proven that if chambers are important during the good times, they are essential when times turn tough. The offerings we launched in 2022 helped businesses meet their biggest challenges. Our Member Portal allows businesses to administer their account, offer public facing discount and promotions and share member to member privileges. And with the release of the 2022 Municipal Election Priorities document, we put our members concerns front and centre on key policy priorities for this term of council.

Our Map was conceptualized as a digital offering, specifically geared towards engaging residents and visitors to shop local and plan their visit. It will launch in the first quarter of 2023. Not only a one-stop shop for people to find the services and resources they need, but it is also a tool people will want to come back to use again and again.

Ups, downs, challenges, and growing pains aside, 2022 would not have been possible without our hard-working team, without our members or without your steadfast support. On behalf of all of us at The Prince Edward County Chamber of Commerce, thank you. We look forward to working with you again in 2023 to help shape the future of business success. Our team is here for our members, and we encourage you to get in touch.

One of my favourite things in my role for the PEC Chamber is to bring forward concerns and passion for my community with policy makers at all levels of government. Illuminating local perspectives to improve how we do business in PEC.



Lesley Lavender, CEO

Our Board

It has been my honour and privilege to be the President of the Board of Directors for the PEC Chamber of Commerce the past three years. Over the past year, we continued to support local, get back together in real life and build a thriving business community. Thank you to Lesley and the dedicated staff of the PEC Chamber and to my fellow Board members for your continued dedication and tireless efforts in driving the PEC Chamber forward.

And thank you to all of you, our Chamber Members, for your continued support, participation in sharing your ideas and concerns.

Duarte Da Silva

Chair



Jason Clarke

Vice Chair



Lana Whitteker

Secretary



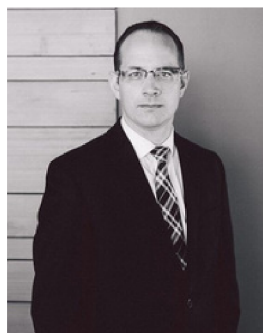
Lesley Cronk

Treasurer



Jamie Forrester

Council Ex Officio



Mark Noble

Director



Craig Robson

Director



Peter Drummond

Director



Alyssa Zwonok

Director

A Year in Review

A Review Engagement was performed on the financial statement of The Prince Edward County Chamber of Commerce, for the year ended December 31, 2022 by auditors from Wilkinson & Company LLP. They concluded it was a clean report, with total assets of \$261,621, with \$130,709 of cash and \$99,885 of GICs.

**THE PRINCE EDWARD COUNTY CHAMBER OF COMMERCE
STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2022
(UNAUDITED)**

	2022 \$	2021 \$
ASSETS		
CURRENT		
Cash	130,709	161,692
Short-term investments - Note 3	99,885	100,000
Accounts receivable	25,011	25,592
Prepaid expenses	6,016	41,950
	261,621	329,234
LIABILITIES AND NET ASSETS		
CURRENT		
Bank indebtedness - Note 4	696	800
Accounts payable and accrued liabilities	12,092	14,420
Government remittances payable	6,059	979
Deferred membership and fees	57,352	45,196
	76,199	61,395
NET ASSETS	185,422	267,839

Highlights from the Statement of Operations for the year ended December 31, 2022 include:

- There was a net loss of \$82,417;
- Total revenues were \$272,104, down from \$366,178 in 2021, which includes \$39,800 of administrative services grants;
- Total expenditures in the year were \$354,521, up from \$281,264 in 2021. This is reflective of map print costs and grant funds rolling over year-end. The excess revenue over expenses is now reconciled.

Summary

We all look for opportunities to ensure the local voice of business is heard. This summary highlights some of the achievements of the past year. We celebrate together as a collective in the Chamber so you can be confident your voice in business is having an impact.

- Custom Member Portal - Launched
- Implementation of Enhanced Member Directory Filters, making it easier for people to find you
- Proof of Concept, Design, and Development of Custom Digital Map
- Strategic Brand Plan 2022-2024 - Launched
- Developed and Presented Work Local Week with the County Workforce Partnership
- Co-hosted Small Business Week with our area chambers
- Participated and supported Ontario Chamber of Commerce Small Business Week Campaign
- Provincial Election – All Candidates Discussions, going LIVE on social media, et al
- Municipal Election – Mayoral Candidates Debate, et al
- Put members' concerns front and centre during the municipal election period, by releasing our 2022 Municipal Election Priorities - A Path to Prosperity for PEC Business and Community which provides an outline of the PEC Chamber's key policy priorities for the term of council.

Awarded Rainbow Accreditation

Rainbow Registered® is a national accreditation for LGBT+ friendly businesses and organizations. When members, partners, or consumers see a Rainbow Registered® symbol, it indicates that the business or organization meets a stringent set of standards to ensure LGBT+ customers feel accepted within their mandate. "The PEC Chamber is incredibly proud to have achieved this national accreditation, given our continued commitment to equity, diversity, and inclusion," said Lesley Lavender, CEO. "Not only is having LGBT+ friendly policies within your company the right thing to do – it's also good for business. Synchronizing diversity and inclusion efforts with a company's innovation strategy and roadmap, ensures a company's purpose is set for innovation in the first place."

There are 152 Rainbow Registered businesses in Canada.



**Rainbow
Registered**

PEC CHAMBER ANNUAL REPORT 2022

- Engaged in 15+ one-on-one meetings with MP, MPPs, Ministers, Mayor, Councilors and Provincial Leaders
- Regularly engaging with municipal staff on issues to help find solutions that support the health of business and our economy.
- Delivered 7 seminars:
 - Public Health Advice for Employers Webinar: In Conversation with Hastings Prince Edward Public Health
 - Creative Ways to Find, Engage, Hire, Retain and Grow Your Next Employees with Kirsti Stubbs
 - Mental Health in the Workplace Session for Employers with Career Edge
 - Destination Marketing Organization Information Session with Rebecca Lamb
 - Assess and Secure Your Business Vulnerabilities Before the Busy Season: A Lunch and Learn with OPP
 - What Small Businesses Need to Know About Workplace Culture and Hiring presented by Centre for Workforce Development with Kirsti Stubbs
 - Leadership Development: Daylong Workshop with Judi Gilbert, Loyalist College
- Rainbow Accreditation
- Hosted PEC Business Excellence Awards
- Continued to offer the Rapid Test Kit Distribution Program
- Implemented new membership values and categories, to offer members a plan best suited for your unique business.
- Established new partnership collaboration with Visit the County
- Updated PEC Chamber Bylaws, Policy and Procedures, Employee and Board Manuals to reflect our work culture, rooted in diversity, equity & inclusion and adhere to Canadian laws.
- Hosted 7 networking and/or information events:
 - International Women's Day Lunch at Matron Fine Brewery, including private audience with County CAO Marcia Wallace
 - Event for Employers who are Hiring and Job Seekers
 - 2021 Annual General Meeting at the Waring House
 - What's new in PEC- kicking off the 2022 Season +Networking Event at The Lakeside Motel
 - Connecting the County - Networking Event + Celebrating the 2022 Season at The Eddie Hotel and Farm
 - Breakfast with the Prince Edward County CAO, Marcia Wallace
 - PEC Chamber Member Appreciation Holiday Reception

Advocacy in Action

The Prince Edward County Chamber of Commerce is actively involved in lobbying and influencing public policy at all levels of government on behalf of its members. Policy and advocacy can take the form of letters, meetings, conversations, and roundtables with stakeholders. The PEC Chamber is committed to helping create the conditions for growth and to improving the competitiveness of The County business community.

Building prosperity in The County since 1905, The Prince Edward County Chamber of Commerce is the largest and most quintessential business organization in The County, currently representing more than 360 businesses and approximately 10,500 people from all business sectors and industries across The County, in all wards and communities. Its purpose is to drive the prosperity, diversity, and entrepreneurial spirit of PEC for generations.

The PEC Chamber's policy and advocacy activities, coupled with the unmatched strength and reach of our Provincial and National networks, have manifested in significant improvements to government policies and programs.

We have never been more relevant, visible, or engaged. Through proactive government and media relations, the PEC Chamber continues to be at the forefront of advocacy, both at Shire Hall and Queen's Park.

"The Prince Edward County Chamber of Commerce is the trusted advocate and tireless champion for local businesses. We encourage sustainable growth and prosperity for a viable business ecosystem that accomplishes collectively what no business can do alone. Doing so provides a vehicle for success for our members and the collective future of The County's business community."

Lesley Lavender, CEO



As the independent, non-partisan, indispensable partner of PEC business, we engage with elected, and non-elected officials, to ensure the collective voice of our business community is heard. Our policy efforts are only made possible through the support and involvement of our membership. Members are actively engaged on our policy issues and in addition to having a direct line to our staff, can also participate in surveys and special roundtables with government stakeholders.

During 2022, we diligently represented and supported business community by addressing and actioning the following topics:

Covid-19 Recovery and Support

Among many other covid recovery efforts, we helped secure a new grant for small businesses in the tourism and hospitality sector, and continued to offer rapid tests at no cost to any business in the community that needed them.

Ontario Caucus Advisory Council

The PEC Chamber elected a board delegate to represent our community on the Ontario Caucus Advisory Council (OCAC) in 2022. OCAC met weekly from mid-July until mid-September. It reviewed over 60 policy resolutions submitted to the Canadian Chamber for relevance to Ontario businesses. OCAC then determined whether Ontario would support each resolution for voting purposes. For resolutions submitted from an Ontario Chamber, a delegate was chosen to speak to the resolution on the floor (usually the submitting Chamber) at the CCC AGM in October.

“Chambers of commerce have been allies, but also leaders in their own communities, helping to deliver rapid tests more efficiently and more quickly because of their role and leadership through businesses that do not always have the time or ability to look for rapid tests. Small businesses and business leaders have been challenged in the past 22 months. Because of the leadership and partnership on the part of chambers of commerce, we have been able to indirectly support small businesses and protect not only them, but the workers who are essential to their activities.”

Hon. Jean-Yves Duclos, Minister of Health (Hansard - Feb 14, 2022)

Workforce Development

As labour shortages and skills gaps continued to grow across sectors, we partnered with our local municipal government to bring Work Local Week to our community, continued to foster and chair the County Workforce Partnership, and offered workshops focusing on workplace culture and strategies to support employers. Additionally, we leverage the power of the Shift Yourself platform to market "Work Local PEC."

Municipal Elections

The PEC Chamber released its 2022 Municipal Election Priorities - A Path to Prosperity for PEC Business and Community, based on concerns brought up by members during rounds of focused consultation. Additionally, we organized a Mayoral candidate debate open to the community at large, engaged the Municipality in business-friendly guidelines to permits and processes and was the catalyst for the development of the guide to home-based businesses.

PEC Transit Planning Catalysis

The PEC Chamber connected the municipality with Loyalist College stakeholders to discuss transit and the impact of a revised offer on the attraction of students and graduates to the local workforce.

All Welcome Here

Following-up the launch of our campaign "You Are Welcome Here" and the distribution of stickers to our member community in 2021, in 2022 the PEC Chamber received the Rainbow Register Accreditation, provided by Canada's 2SLGBTQI+ Chamber of Commerce (CGLCC) in conjunction with Tourism HR Canada. There are only 3 other CoC in Canada that have received the accreditation.

Recommendations for the Mobile Canteen, Food Truck and Refreshment Vehicle By-Law 1778-2006

In the fall of 2019, the PEC Chamber undertook an initial review of the Mobile Canteen, Food Truck and Refreshment Vehicle By-Law 1778-2006 with leadership from its Advocacy Committee. As the global pandemic took hold in 2020, the process that had been initiated was paused. It was activated again in early 2021, with input from PEC Chamber members, community businesses, and food truck operators. The review provides recommendations and identified opportunities to modernize the by-law, minimize general risk for the business community, and help operational functions of the mobile food industry. Our effort was continually reinforced throughout 2022. You can read the recommendations on our website under "Your Voice."

Beyond influencing government, the PEC Chamber has engaged regularly with the public in events and interviews, press releases, and social media channels to help influence public debate. We will continue to work with our network and the business community to provide non-partisan advocacy and analysis to ensure accountability of the newly elected Municipal Government.

Federal and Provincial Wins

We are an organization dedicated to listening to and voicing the concerns of our members to all levels of government.

The PEC Chamber's Advocacy efforts are reflective of the priorities of our membership and wider business community, further developed through professional expertise of volunteers on our Advocacy Committee and our network relations through the Eastern Ontario Chamber Caucus. Then, implemented by Chamber staff through their day-to-day engagement with Governments and the wider Chamber of Commerce network in Canada, as well as participating in consultations and government briefings.

Highlights from Federal and Provincial efforts are shared here. For a more robust list, please visit the occ.ca and chamber.ca

Policy Wins for Business in the 2022 Budget Aligned with Canadian Chamber pre-budget Submission and/or Policy Resolutions passed at previous AGMs

Some highlights:

- Funding of \$875.2 million over five years, plus an ongoing \$238.2 million per year to respond to cybersecurity threats. This goes towards the Communications Security Establishment as well as other departments and crown corporations.
- \$1.5 billion over seven years for infrastructure investments to support critical mineral supply chains, plus a further \$1.5 billion to support manufacturing, processing and recycling applications.
- Additional \$450 million over five years for the National Trade Corridor Fund, with a rebranding of the fund to focus on supply chains.
- Launch a cannabis strategy table led by Innovation, Science and Economic Development Canada (ISED) to identify ways to grow the sector.
- An investment tax credit of up to 30% for net-zero technologies, battery storage solutions and clean hydrogen.
- Amendments to the Employment Insurance Act to provide more support for worker re-training, including a commitment to modernizing Labour Market Transfer Agreements.
- Funding of \$29.3 million over three years for a Temporary Foreign Worker (TFW) Trusted Employer Model that reduces red tape for regular users of the program. More details to be announced in 2023.
- A consultation will launch on Bill C-208 passed by the last Parliament to reduce loopholes in the execution of intergenerational business transfers.

Explore a more detailed list of Budget 2022 wins for business at chamber.ca.

Municipal Modernization Program

Ask: In the report, Better Budgets: Bolstering the Fiscal Resilience of Ontario's Municipalities, the OCC called on the Province to support rural and small municipalities in Ontario as they manage growing budgetary constraints. Our analysis recognized the value of Ontario's existing Municipal Modernization Program and encouraged the Province to formalize the program to ensure it can continue providing value to local communities.

Win: In January 2022, the Government of Ontario announced an additional \$28 million to support 322 projects through the Municipal Modernization Program. This funding will help improve the efficiency of municipal service delivery and encourage municipalities to collaborate around shared services.

Federal Support for Ontario's Tourism Sector

Ask: Our 2022 Ontario Economic Report found that businesses in the tourism & hospitality sectors were among the least confident in the province's post-pandemic economic outlook. In a letter to Prime Minister Trudeau and our 2022 budget submission, we called for targeted support for sectors most affected by COVID-19.

Win: In April 2022, the federal government announced an investment of \$68.5 million to support the tourism industry in Southern Ontario through the Federal Economic Development Agency for Southern Ontario. These funds will support 1,340 organizations, create/maintain 4,200 jobs, and foster recovery.

Launch of Ontario's Single Window For Business

Ask: In our Blueprint Letters, we called on the government to build a 'one-window' concierge service to help small businesses understand, navigate, and comply with regulatory requirements. Our report, Capital is Key, also encourages the Province to create a one-stop information portal for small business support programs.

Win: In April 2022, the Government of Ontario launched the new Ontario.ca/business website. This new resource is a step towards creating a single window for business that will reduce administrative burdens for businesses and entrepreneurs who look to invest in Ontario. We look forward to seeing government take further steps to support business growth and red-tape reduction.

Changes to Temporary Foreign Worker Program to Address Labour Shortages

Ask: In our 2022 federal budget submission, we highlight that immigration must be front and center to resolve labour market constraints and drive economic growth and recovery. We called on the Government of Canada to address administrative barriers within the Temporary Foreign Workers program and better align with industries facing long-standing labour shortages, such as the agricultural sector.

Win: In April 2022, the federal government announced the Temporary Foreign Worker (TFW) Program Workforce Solutions Road Map to address labour shortages and build a stronger workforce. Policy changes will include the removal of limits to the number of low wage positions that employers in seasonal industries can fill through the TFW Program. Administrative burdens on employers have been reduced with the increased length of validity of Labour Market Impact Assessments. Seven sectors with demonstrated labour shortages will now be able to employ up to 30% of their workforce through the TFW Program for low-wage positions for one year. All other sectors will be able to hire up to 20% of their workforce through the TFW Program until further notice.

Acknowledgements

Thank you to the chamber board, staff and volunteers for supporting our advocacy efforts. If you would like to join our working committee for 2023, who meet the first Tuesday of the month at 3pm, please contact us!

Advocacy Committee Members

Craig Robson, Crimson Cider Company,
Board Director, Committee Chair
Cameron Main, Compass Rose
Barb Mason, Mason's Wood 'N Weavers
Janice Duffy, Serendipity Yoga
Mark Field, Field Lodge PEC
Adam Busscher, Picton Home Hardware
Duarte Da Silva, PEC Modern

Lesley Lavender, CEO (non-voting)
Jordan Malka, Beacon, Bike + Brew
Jeff Phinney, Serendipity Yoga
Chelsie Hilton, ANDO Business Solutions
Natalie Wollenberg, 555 Brewing Co. and
Jackson's Falls Country Inn
Marina Defferrari, Nebula Organics
Shannon Hunter, Wander the Resort

Our 2023 Goals

Each year the PEC Chamber and its Advocacy Committee is actively involved in lobbying and influencing public policy at all levels of government on behalf of its members. Key areas of focus in 2023 include:

1 Municipal

- Push on our Path to Prosperity Priorities
 - Development of business-friendly expectations around Planning, Zoning and Bylaw regulations.
 - Consultations with businesses and other stakeholders prior to introducing new legislation or regulations that significantly impact labour and / or the business community.
- Ensuring long-term PEC Chamber representation on/with new DMO and Stay PEC

2

Provincial

- Compose a New Policy Submission
- Follow up and accountability on current submissions and co-sponsored resolutions
 - Skilled Trade and Marine Technician
 - In the Spirit of Business
 - Changes to Retail Alcohol in Ontario

3

Federal

- Town Hall with Ryan Williams to address: Immigration and foreign worker policy advocacy.
- Continued advocacy on interprovincial trade barriers.

You Belong with Us

Committed to a simple goal:
to help businesses succeed and
our families and community to
flourish.

Get to know us.

We foster an extensive network for
entrepreneurial leaders
to partner in representation,
communication, and
education, and most importantly
offers a voice as a collective group.

Get to love us.

With members representing
businesses from every sector and
industry, this member-driven
organization is contributing to a
prosperous and diverse business
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