

2022 Annual Report

Plan your work for today and every day. Then, work your plan.

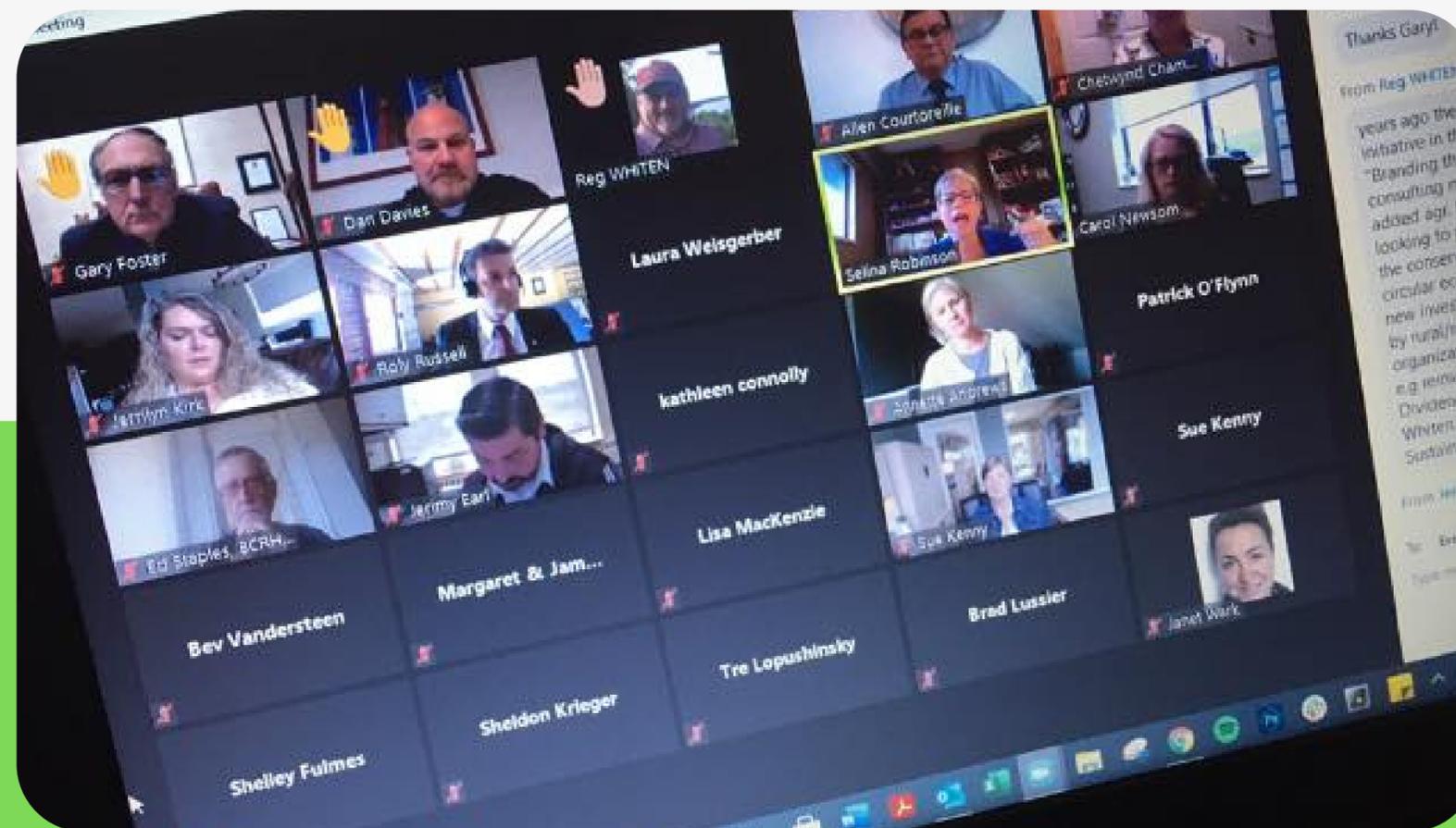
What We Do

The objective of the Chetwynd Chamber of Commerce is to promote and improve trade and commerce, as well as the economic, civic, and social welfare of Chetwynd and the surrounding area.



Why we do it

Our “membership area” has no formal boundary. If the business environment of Chetwynd affects your business, your membership in the Chamber is vital. It is a partnership that brings together positive and innovative thinkers to create an active and responsible Chamber.





How we do it

With clarity and an enhanced focus the Chetwynd Chamber of Commerce can strategically direct policy and lobby to ensure a successful and sustainable future for the economy of Chetwynd.



Message from the Executive Director

The Chetwynd Chamber of Commerce continues to move our organization forward with sustained success, growth and improved services for our membership. The sum and diversity of all members makes your Chamber the single most powerful voice for the business community. No other group can advocate for your business and the Chetwynd community like the Chamber of Commerce.

You will read about the accomplishments of this past year in the pages of this Annual Report. Each year we continue to add initiatives to promote and advance our members business interests by providing opportunities for networking, visibility, credibility, celebrating success, advocating your business interests and supporting the economic growth of our community.

We encourage every member business and their employees to participate in Chamber events and programs. The participation is essential to the continued success of the Chetwynd Chamber of Commerce . I am very proud to be going onto my seventh year as your Executive Director and I am grateful for this opportunity to serve our members and to experience the extraordinary community that is Chetwynd.

Finally, I want to thank our members who allow the Chamber to do important work as the guardians of business. If I could wave a magic wand, it would be that every business belongs to the Chamber. When we have enough voices telling us what they need, we can speak with a single, meaningful voice that reflects the power of the crowd.

Sincerely, 

Our Board of Directors 2021/22

President: Carl Rose

Vice President: Charlie Lasser

Secretary: Naomi Larsen

Treasurer: Charlie Lasser

Directors: Tonia Richter

Angela Balkwill

Lenny Desarma

Susan Smith

Bonnie Loupret

Pat O'Flynn

Retired Directors: Dev McAfee

Communications & Access to Information



The Chamber continues its efforts to engage members and the community through its website, social media platforms, newsletter, posters and email communications. These outlets allow the Chamber to remain on the edge of digital communications as well as provide traditional forms of communications to our members.



451 likes
225
following



1350 likes
(up 100+)
1407 follows
(up 200+)



108
followers

- 12,032 visits to the website
- 11 electronic newsletters
- 5 press releases
- 3 letters to government

2022 By The Numbers

- 15 new members
- 145 paid members
- 1 major event (Harvest Festival)
- 8 zoom workshops
- 2 grand openings



NOVEMBER

In November 2021 Executive Director Naomi Larsen was medivacced to Vancouver for several major back surgeries and was diagnosed with Cauda Equina Syndrome. She spent the spring learning how to walk again but only missed a week of work.

DECEMBER 2021

Annual Turkey Roundup which saw us raise just under \$1,500 for the local Christmas Hamper program. This year's event takes place December 8.

Our Shop Local Holiday event was hosted, albeit a bit late and was launched in January with a \$36,000 Federal Grant. Final monies were spent by end of September 2022: Almost \$10,000 worth of prizes were handed out. And every cent was spent locally..

Major Highlights

2021/2022

JANUARY 2022

Our Shop Local event mentioned in December kicked off in full force and ran in its entirety for 8 months.

JUNE 2022

The BC Chamber Executives conference and BC Chamber conference took place in Prince George.

AUGUST 2022

The annual Business Directory returned from the printer. This directory nets us around \$10,000 each year in profit. The 2023/24 directory begins sales in the new year.

SEPTEMBER 2022

We were able to host HarvestFest! It was a raging success.

We also hosted our All Candidates meet and greet and mayoral Q&A for the local election. It was a meager turnout but so was voting with Chetwynd coming in with 8.8 per cent - one of if not the lowest in BC.

OCTOBER 2022

Planning for the upcoming year begins including Business Excellence Awards (held Nov. 3); Canadian Chamber policy sessions for the Canadian Chamber AGM which was attended virutally this year; Merchant Xmas Party; Turkey roundup; and of course TRADE SHOW 2023!



THANK YOU TO OUR
INCREDIBLE SPONSORS



THANK YOU TO OUR VENDORS AND EVERYONE WHO ATTENDED! SEE YOU IN 2021

Thank you to our Chamber Sponsors

- PRIS for sponsoring our internet
- DCreative for sponsoring our community event signage
- Pomeroy Hotels for sponsoring our luncheon meeting room
(and will again once everything is back to normal)
- IdealOS for our office printer



To have a sponsor is
better but to be a
sponsor is the best

-Dr Callixte Yadufashije

The more businesses we help, the more businesses stay open.

Businesses need a voice now more than ever. We have the tools to help make it happen for them.



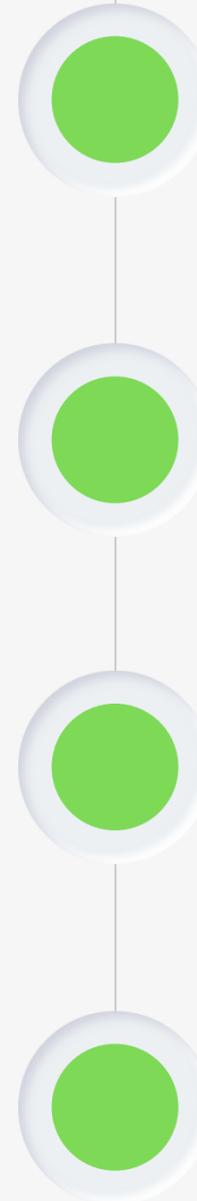
We're in GEAR for 2023

Growth

Engagement

Advocacy

Retention



Goals for 2023



- Focus on membership growth by articulating the value of engagement and retention through programs and services that create tangible value
- Increase Chamber Plan membership
- Collaborate with public and private stakeholders in workforce development to bring a skilled and engaged workforce to area employers.
- Broaden board member engagement and connect them directly to the members they serve to help identify what programs are essential in developing our future
- Collaborate with public and private stakeholders in workforce development to bring a skilled and engaged workforce to area employers
- Recognize and celebrate business and leadership success to encourage a continually growing and vibrant business community
- Continue to train and engage the next generation of leaders for our businesses and the community
- Build a strong public policy agenda that addresses pro-business and economic development needs
- Build synergy for a broader reach across the region through partnerships and collaboration

LOOKING FOWARD

2021 and 2022 continued to be a struggle as we find our way through the endemic, but 2023 is a new and fresh year and we are ready to fight back. Here is just a touch of what's coming up:

March 31-April 2 2023: Chetwynd Trade Show. Registration is happening now. While I'm expecting it to be a smaller show than years previous, it's no doubt we are easing back into a new normal.

Bursting with Brilliance Women's Entrepreneurial Conference is being planned for March. This used (and still is) a partnership with the Chetwynd Public Library but the Chamber has become the Lead on this event following the departure of Jocelyn Disher from the Library.

Merchant Holiday Party: scheduled for Dec. 10/22 at the Royal Canadian Legion. Hoping to have everything lines up for a great night out. We will be looking for volunteers for teh evening including for a Safe Drive Home program and staffing.

Young Professionals: Our goal is to bring in more young entrepreneurs as members of the Chetwynd Chamber of Commerce.





Financially: where are we?

Financially, for the fifth year in a row, we are sitting in the black.

Our income has been consisting of the Business License Revenue through the District of Chetwynd which has remained consistent and memberships (which have increased), the BC Chamber of Commerce event partnerships and this fall's Harvest Festival.

Membership renewals began last month. Expenses have been incredibly low with any revenues being focused on building our Chamber, our programs, supporting our members, and working on provincial and federal change through policy.

Speaking of policy... this is so great I left it in for a second year.

History in the making

BC Chamber of Commerce 2021

At the 2021 Virtual AGM & Conference of the BC Chamber of Commerce on May 28-29, 2021, the Chamber network passed a ground-breaking policy resolution that calls for actionable steps to move forward B.C.'s Declaration on the Rights of Indigenous Peoples Act (DRIPA) legislation.

The policy resolution passed calls on organizations and business associations across provinces to recommend similar resolutions and pass similar policy calling for action.

The policy resolution, was submitted this year by the Dawson Creek & District Chamber of Commerce, Tumbler Ridge Chamber of Commerce, Chetwynd Chamber of Commerce and the Surrey Board of Trade.

This policy was submitted to the Canadian Chamber by our Chamber - ***the first one ever.***



Canadian Chamber of Commerce 2021

At the 2021 Virtual AGM & Conference at the Canadian Chamber of Commerce October 27 and 28, the network approved – with a 97 per cent approval – the policy "Creating a Comprehensive Action Plan on Building a Sustainable Business Relationship with Indigenous People." The policy asks for meaningful consultation with Indigenous people, businesses and the federal government in an effort to establish a Reconciliation Action Plan with the intent of encompassing, outlining and respecting education in the workplace, the Truth and Reconciliation report and recommendations as well as UNDRIP. The intent is to establish a plan under which all parties agree to proceed, develop understandings and the next steps. And the federal government will support and collaborate. At it's very core, this policy is about building bigger tables, not bigger walls. I'm especially grateful for the support and efforts of my chamber colleagues in Tumbler Ridge, Dawson Creek and Surrey who were instrumental in the development of the policy.

Policy & Advocacy 2022/23

Throughout the past year, we continue to be a tireless advocate for the Chetwynd Chamber network, consistently engaging with all levels of government, Chambers of Commerce, organizations, and stakeholders to ensure the decisions taken during this time reflect the needs of our members and ensure the voices of Chetwynd businesses are being represented

This year we offered our support to several policies and positions to our fellow Chambers of commerce throughout BC. The policy and position manual can be viewed here: https://bcchamber.org/wp-content/uploads/2022/07/BCCC.072722.2022-2023-BCCC-Policy-and-Positions-Manual_FINAL.pdf

Policies we offered our support to include Filling BC's Nursing Schools; Help for BC's Veterinarians; Permanent Daylight Savings Time; Childcare; Supporting BC's Steelmaking Coal Industries; the Species at Risk Legislation and the impact to BC Business; pausing the implementation of provincial sales tax on fossil fuel combustion systems and heat pump initiatives; the future of the forestry industry; wildfire interface and prevention; several policies surrounding healthcare and many more.

What we offer to our members



Many of our members can take advantage of our numerous affinity programs ranging from our extended dental and health care benefits (Chamber Group Insurance) to our fuel saving programs.

The Chambers Group Insurance (CGI) Plan is available to all members regardless of their size or membership level. The program is #1 in the country for extended health care benefits for small business.

In 2021/22 Chetwynd Chamber members also benefited from:

- Payment Processing Machines (POS) through First Data which is a leader in the electronic payment processing industry.
- Fuel Saving Discount Cards through Esso and Petro Canada which both offer discounts on gas and diesel fuel exclusively to Chamber members.
- Payroll Processing Software through Payworks, a Canadian owned company that offers discounts to Chamber members who subscribe to their HR services that offer employee time-management solutions.
- Hotel/Car Rental Savings special rates for Chamber members only.



The Chetwynd Chamber continues to be the Community Champion for Love Chetwynd

Love Chetwynd is a program under Northern Development Initiative Trust which celebrates small, local businesses with their own website, events, promotions and marketing. This is the Chamber's 6th year as Champion.

This program is being shuttered Dec. 21,2024.

The Chamber is working on a plan on what the next steps will be.

In summary....

Overall, this year – while once again incredibly stressful and strange - remained positive and memberships to the Chamber increased to 145 from 135 . Renewals have just begun for the 2022/23 year.

We are also always looking for sponsorships to assist us in making our events affordable for our members to attend. A sponsorship comes with many perks – just ask!

Myself, I am also the communications director for the BC Chamber Executives and also the Chair for Community Futures Peace Liard.

As we look forward to 2023, we are hoping to remain financially healthy and we are focusing on not only policy and advocacy but supporting and helping to retain our local businesses, our membership and encouraging each to be involved, network with other business owners, allow us to liaison for them and also encourage our members and our community to #lovelocal #supportlocal #livelocal.

And finally, last but certainly not least, is the incredible support that you – our network of businesses and organizations – have shown to us over the last year. You are resilient. You are champions. We are inspired by you and your strength through these challenging times.

CHEWYND



Thank you!
CHAMBER OF
COMMERCE



The Voice of Business