

2021 Annual Report

2021: If the plan doesn't work,
change the plan, not the goal.

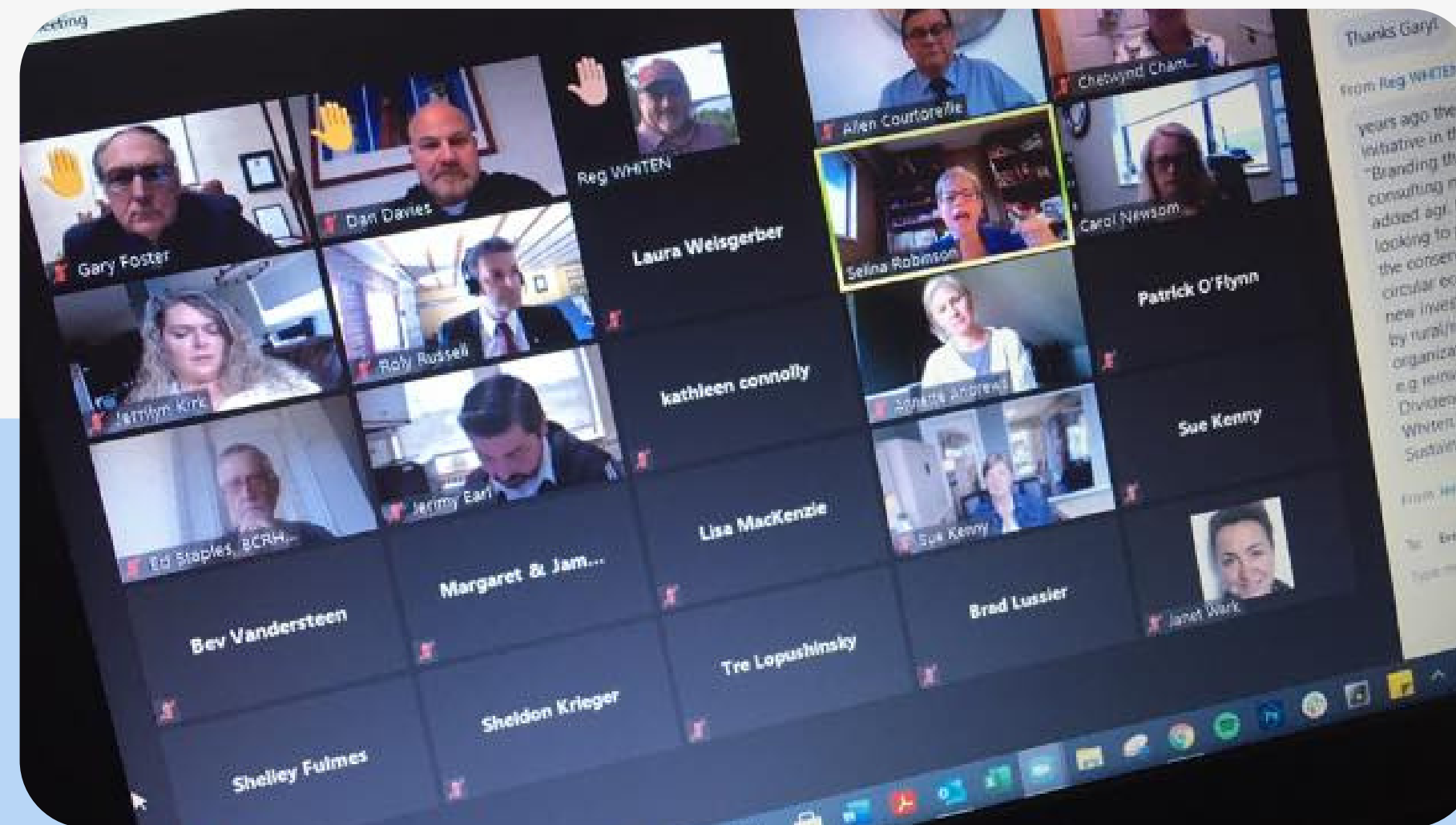
What We Do

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 do 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

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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.

The creativity that has been required over the past two years because of the pandemic has been inspiring and our business community needs to be commended.

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 fifth 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.

Sincerely,

Naomi Larsen, Executive Director

Our Board of Directors 2021



President: Matthew Lavis

Vice President: Charlie Lasser

Secretary: Naomi Larsen

Treasurer: Charlie Lasser

Directors: Devon McAfee
Darren Shankel

Directors who retired this year:

Myra Grodzuik

Dan Grodzuik

Rodger Roy

Angela Balkwill

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.



388

1256 likes
1407 follow

109

- 10,599 visits to the website
- 11 electronic newsletters
- 5 press releases
- 3 letters to government

2021 By The Numbers

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



Major Highlights

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2020/2021

DECEMBER 2020

For the second year in a row our annual Small Business Holiday Party was cancelled. However, we continued on with our annual Turkey Roundup which saw us raise \$3500 for the local Christmas Hamper program. This year's event takes place December 9.

We also hosted our 24 days of Christmas Shop Local campaign. Annette Scmok won the grand prize which was a gift basket valued at more than \$2000 from our local merchants. Shop local will be taking place again this year but with a bang due to Federal Funding! More on that coming!

MAY 2021

The annual Business Directory returned from the printer the first week of May. In a normal year, the directory is personally delivered to every business in This directory nets us around \$10,000 each year in profit. The 2021/22 directory begins in full force in January. However it is currently unknown if it will be printed edition or strictly online.

COFFEE CHATS

Coffee Chats take place each month via Zoom. Just a short one hour chat with members for engagement.

SEPTEMBER 2021

We were able to host HarvestFest! It was a raging success and we even made a profit. It was the only in person event we were able to host in 2020/21. Just days before Northern Health issues new restrictions. Instead of cancelling I worked with NH to be able to host the event as a walk through market and car show with stage entertainment. We received so many compliments from the community.

We also co-hosted a hybrid All Candidates debate in partnership with Tumbler Ridge Chamber of Commerce for the federal election/



Thank you to our Chamber Sponsors

- PRIS for sponsoring our internet
- TransCanada for sponsoring our Zoom account
- Pomeroy Hotels for sponsoring our luncheon meeting room
- *(and will again once everything is back to normal)*
- IdealOS for our office printer



Sponsorship today requires genuine engagement and a belief in the shared goals of the partnership.

-Marcy Heim

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.



Goals for 2022

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- Focus on membership growth by articulating the value of engagement and retention through programs and services that create tangible value
- 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
- Assist with Covid Business Recovery and Resilience
- To survive.

We're in GEAR for 2022

Growth
Engagement
Advocacy
Retention



LOOKING FOWARD

2020 and 2021 may have thrown a wrench into things, but 2022 is a new and fresh year and we are ready to fight back. Here is just a touch of what's coming up:

April 1,2 and 3: Chetwynd Trade Show. Planning is in the works. There are currently PHOs in place for the event and that is subject to change. 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.

Luncheons: the plan is to bring them back starting in February. Current PHOs may change come January, or they may not. It is time to start to work with them and bring back as much normality as possible. So if that means passports at the door, then, passports at the door.

Bursting with Brilliance Women's Entrepreneurial Conference is being planned for May. 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. This is to take place in May.

Job Fairs will begin again. These take place twice a year: March and October.

Business Excellence Awards 2022 Will take place October 2022 and hopefully in person. Theme is already picked out. Planning to begin in August.



Covid19

The pandemic continues. The Chetwynd Chamber of Commerce rolled with the punches and pivoted to a combination virtual/in-house Chamber. For a second year in a row, we took a huge financial hit through 2021 losing several thousands of dollars of income including an estimated \$15,000 from the annual Trade Show. Dissemination of information for our businesses became the focus. The importance of being able to help our businesses stay open safely was the primary goal. This meant and still means making sure our business have access to vaccination clinics and testing facilities as well as the most up to date protocols and Public Health Orders.

The South Peace chambers meet with Northern Health every two weeks to share information and address questions and concerns.

In fact, due to these meetings, the Dawson Creek Chamber was able to secure a 7 day a week vax clinic for the month of November.

We have been advocating HARD for more access to clinics and C19 test results in a timely manner.

We wrote a letter to the provincial government stating concerns regarding the access to rapid testing - or the lack of access in our community.

We became part of the national program Faster Together (fastertogether.ca) which focuses on increasing vaccination rates.

This is a voluntary effort of a wide variety of people working together to promote Covid-19 vaccine acceptance and help speed a recovery from this pandemic.

While in support of Vax Passports we did advocate for the checking of passports to NOT be shouldered by business owners or employees.

Small businesses have been through enough struggles and to take on even more from angry customers is not fair to them at all. They are only following the rules.

Not going to lie, it's been a tough go and people are mean. Along with Covid19 issues comes mental health issues.

We in our network have been called every name in the book and have been threatened by many. While we ignore, block and delete, it does wear on you.



Financially: where are we?

Financially, for the fourth year in a row, we are sitting in the black. Each event we hosted way back in 2019 was financially a success and thank goodness because those revenues have carried us and continue to carry us through a worldwide pandemic.

Our income has been consisting of the Business License Revenue through the District of Chetwynd, the wage subsidy program through the Canadian Government, memberships, the BC Chamber of Commerce event partnerships and this fall's HarvestFestival.

With no travel in 2020 or 21 the travel budget remained untouched. 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.....

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.



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.

In summary....

Overall, this year – while once again incredibly stressful and strange - remained positive and memberships to the Chamber increased to 150 from 135 . Renewals have just begun for the 2021/22 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 2022, 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.



Thank you!