



ANNUAL REPORT

2023

EDITION

Prince Edward County
Chamber of Commerce
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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.

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.

EMPOWERING BUSINESSES, FOSTERING COMMUNITY

I am thrilled to highlight the outstanding accomplishments of the Prince Edward County Chamber of Commerce in 2023. Despite the challenges of a dynamic business environment, our commitment to supporting local businesses and fostering a thriving community has remained unwavering.

Last year, the PEC Chamber launched several initiatives to empower our members and enhance their competitiveness. Throughout the year, we facilitated valuable networking events and DEIIIBA+ workshops to enhance collaboration and create inclusive workplaces. Additionally, our housing analysis and business surveys informed our conversations in high-profile meetings, including with various elected officials at all levels of government, helping to ensure that the voice of businesses throughout PEC were represented and heard at the highest levels.

We introduced new partnerships to enhance our Chamber business services, including with HRCovered, offering members essential resources and support to navigate HR challenges and compliance requirements, including access to over 700 templates and preferred rates for 1:1 consultation and discount promotions. A second new partnership is through our new Chamber Perks app, connecting members businesses nationwide, providing them with direct sales opportunities, access to discounts, and increased sales beyond county boundaries.

These innovative programs are designed to support business growth and adaptation, equipping our members with the tools and resources needed to thrive in a rapidly changing business environment.

Our Chamber remains committed to assisting all sectors of the local economy, ensuring that businesses of all sizes and industries have access to the support and resources needed to succeed.

These initiatives reflect the PEC Chamber's dedication to enhancing business viability and fostering a thriving community in Prince Edward County and beyond. As we look to the future, we remain committed to serving as a catalyst for economic growth and prosperity, supporting our members every step of the way.

Thank you for your continued support and participation in the PEC Chamber. Together, we will continue to build a stronger, more vibrant business community for years to come.

It has been an incredible privilege and honour serving as CEO. Over the years, I've witnessed our organization grow and flourish, thanks to the unwavering support, dedication, and hard work of each member. Together, we've achieved remarkable milestones, overcome challenges, and forged lasting bonds of camaraderie.



Lesley Lavender, CEO

Our Board

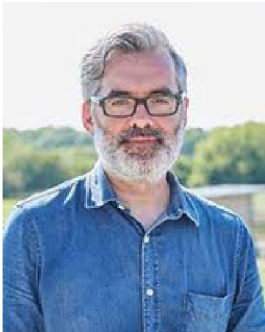
2023 was a year of excitement and change! And it was an absolute pleasure to serve as your Chair of the Board of Directors. We are fortunate to have a talented Board of Directors who have provided guidance and lively debate throughout the entire year. The average Board member volunteers over 230 hours of their time annually. Thank you to my fellow Directors, Lana Whitteker, Lesley Cronk, Alyssa Zwonok, Duarte Da Silva, Peter Drummond, Craig Robson, Lawrence Mosselson, Chris Braney and Mark Noble. We have all benefited from your experience and advice.

Big thank you to our dedicated staff who have been there through the thick and the thin!

Finally, thank you to all the Prince Edward County Chamber of Commerce Members who have supported the Chamber, completed surveys, provided opinions, and recommendations.

We are all business owners and members who love The County. We are all in this together and will continue to get stronger by supporting each other.

Jason Clarke
Chair



Duarte Da Silva
Vice-Chair



Lana Whitteker
Secretary



Lesley Cronk
Treasurer



Chris Braney
Council Representative



Mark Noble
Director



Craig Robson
Director



Peter Drummond
Director



Alyssa Zwonok
Director



Lawrence Mosselson
Director

A Year in Review

**THE PRINCE EDWARD COUNTY CHAMBER OF COMMERCE
STATEMENT OF OPERATIONS
(UNAUDITED)
FOR THE YEAR ENDED DECEMBER 31, 2023**

	2023 Budget \$	2023 Actual \$ Note 6	2022 Actual \$ (Restated - Note 2)
REVENUE			
Memberships	169,720	128,920	105,478
Guidemap and other advertising	41,925	61,199	23,930
Events - Note 7	64,250	11,817	32,476
Grants - wage subsidies	5,000	4,850	59,742
Chamber Insurance Plan administrative fees	10,000	10,883	10,678
Grants - administrative services	8,500	52,201	84,204
Interest and other income	4,100	3,989	
	303,495	273,859	316,508
EXPENDITURES			
Advertising and promotion	10,500	1,512	51,260
Bad debts	3,500	14,000	3,367
Bank and interest charges	(110)	136	93
Dues, fees and membership	4,100	4,340	4,293
Guidemap printing	31,578	20,070	29,762
Insurance	1,900	1,786	1,863
Office	12,025	13,832	9,447
Premises	2,500	2,596	2,498
Professional development	6,500	4,944	4,332
Professional fees	8,000	14,800	18,734
Rent	25,200	27,736	27,144
Salaries and wages	199,900	199,344	201,728
	305,593	305,096	354,521
EXCESS OF EXPENDITURES OVER REVENUE	(2,098)	(31,237)	(38,013)



KEY HIGHLIGHTS

In 2023, our Chamber has remained committed to enhancing member benefits, fostering community engagement, and promoting business excellence. Through strategic initiatives and active participation in conferences and events, we have strengthened our position as a pivotal organization supporting local businesses and tourism in our region.

Enhancement of Member Benefits:

- We introduced Chamber Perks, HR Covered, Park and Fly, and Elevon as new member benefits opportunities. These additions aim to provide tangible value to our members, supporting their growth and development.

Participation in Conferences:

- Our team actively participated in significant conferences such as the Calgary, Niagara, and Orillia conferences. These engagements provided valuable networking opportunities and insights into industry trends and best practices.

Events and Workshops:

- We hosted the PEC Business Excellence Awards, celebrating the achievements of local businesses and entrepreneurs.
- Additionally, we organized workshops aimed at providing educational and developmental opportunities for our members.
- Member events were hosted throughout the year, fostering networking and collaboration among businesses and community members.

KEY HIGHLIGHTS

Community Engagement:

- We conducted countless meetings with community partners, strengthening relationships and exploring collaborative opportunities to support local initiatives.
- The introduction of the Community Builder membership level underscores our commitment to fostering a thriving and inclusive community.

Newsletter Promotion:

- Through our newsletter promotion, we offered multiple community events, keeping our members informed and engaged with relevant activities and opportunities.

Tourism and Visitor Services:

- Over the season (May - October), we received tourist calls and in-person visits, with a notable presence of French tourists and visitors from various international locations.
- Visitor inquiries primarily revolved around maps, wineries, accommodations, recreational activities, and local amenities.
- Our team diligently assisted visitors with accommodations, providing information on attractions, and addressing inquiries regarding the County.

2023 has been a year of significant progress and achievements for our Chamber. Through proactive initiatives, collaborative efforts, and a commitment to excellence, we have made strides in enhancing member benefits, promoting business growth, and fostering community engagement. As we look ahead, we remain dedicated to serving the needs of our members and supporting the continued prosperity of our community.

ADVOCACY IN ACTION

In our commitment to advocate for the interests of our members and the broader business community, we have undertaken several initiatives over the past year. Here's a summary of our advocacy efforts:

Monthly Advocacy Newsletter: We launched a monthly advocacy newsletter to keep our members informed about the latest developments, policy changes, and advocacy efforts affecting our business community. This newsletter serves as a crucial tool for keeping our members up-to-date and engaged in important discussions.

Meetings and Engagements: We actively engaged with key stakeholders and policymakers to represent the interests of our members. One notable meeting was with Ryan Williams, where we discussed pressing business issues and explored potential solutions to address them effectively.

Member Q&A Session: We hosted a Q&A session with Ryan Williams and Todd Smith, providing our members with a platform to directly engage with industry leaders and address their concerns. This session facilitated meaningful discussions on business challenges in our community and fostered collaboration to find viable solutions.

Chamber Conference Attendance: Our participation at the Ontario Chamber of Commerce AGM and conference in Niagara and the Canadian Chamber of Commerce AGM and conference in Calgary allowed us to contribute to policy discussions at both the provincial and national levels. These conferences provided valuable opportunities to discuss policy resolutions, share insights, and advocate for measures that support the growth and prosperity of businesses in our region.

Policy Resolution Debates: We actively participated in the policy resolution debates at the Canadian Chamber of Commerce AGM and Convention. Out of 74 submitted resolutions, 66 were put forward for debate, reflecting the diverse concerns and priorities of our members. Through rigorous debate and collaboration, we successfully advocated for the adoption of resolutions that address critical issues impacting our business community.

ADVOCACY IN ACTION

Deputation to Council: We engaged with local government officials through a deputation to council, where we provided insights into the composition of our Chamber membership and its significance to the broader business ecosystem. We also addressed inquiries regarding job creation, business demographics, and the impact of government initiatives on local businesses, further emphasizing the importance of effective advocacy at all levels of governance.

Eastern Caucus Policy Resolution Meetings: Our participation in the Eastern Caucus Policy Resolution Meetings enabled us to address regional issues affecting businesses within our province. By actively participating in these discussions, we advocated for policies that promote economic growth, innovation, and prosperity in our community.

Looking ahead, we remain committed to advocating for the interests of our members, collaborating with stakeholders, and driving positive change to create a conducive environment for business growth and success. Together, we can continue to champion policies that foster innovation, entrepreneurship, and economic development in our region.



REPRESENTING BUSINESS. CELEBRATING BUSINESS PEOPLE. SINCE 1905

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.

With members representing
businesses from every sector and
industry, this member-driven
organization is contributing to a
prosperous and diverse business
community in Prince Edward
County.



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