



kawartha

CHAMBER of COMMERCE & TOURISM

2018-19 ANNUAL REPORT



PRESIDENT'S MESSAGE



As my one-year term as Board President concludes, I am taking the time to reflect on all of the things that stand out from the work of the Chamber. Although it is difficult to compartmentalize all of the amazing things that have happened, the word that keeps coming to mind when taking stock of the Chamber's accomplishments this past year is pride. It is only appropriate that our stated mission is, "To strengthen business, regional recognition and **pride** of place, by serving our members and communities."

In 2017 I was approached by board members Tonya Kraan and the late Garry Douglas inquiring if I would be interested in joining the slate of candidates for the Chamber's Board of Directors. I had recently finished a five-year stint on the board of a local non-profit charity that required hundreds of hours of volunteer work each year. It hadn't crossed my mind to join another board until Garry and Tonya asked. Even though I thought I was ready for a break, saying yes was an easy decision to make. I had always held the Kawartha Chamber board, staff and members in high esteem, and I felt it was a privilege to be asked to serve on the board. Three years later my respect for this organization is just as strong as ever and I am proud to be a small part of it.

Working with the board and our volunteer committees has been inspiring. We have a diverse group of professionals who put passion and pride into their businesses and share that passion generously with the Chamber.

I have noticed a shift in the conversations I have with members of our business community since taking a leadership role with the Chamber. I have had the opportunity to dig below the surface with our members. As always, I hear lots of success stories. But more importantly I'm learning more about the challenges and struggles of running a business in a unique community such as ours.

When speaking to members about their successes, challenges and priorities, I often think of the 'duck analogy'. We appear to be coping well; calm, cool, and collected, like a duck gliding down the Otonabee river. The reality is that below the surface, this normality usually masks an immense amount of hard work behind the scenes, or like a duck, paddling like fury to stay afloat.

Running the Chamber is not unlike any other business. When we are in the middle of the 'storm' it is difficult to see through the chaos and measure what is being accomplished. I can now look back and be proud of our staff and volunteers for all the accomplishments this last year. Whether it be planning and executing our events, gathering donors for the Awards of Excellence & Social Gala, handling membership and tourism inquiries, sitting on countless committees and boards, attending community meetings, and all of the other hundreds of tasks that need to be accomplished to keep the Chamber thriving and serving our business community. The chamber runs like a well-oiled machine due to the dedication of our entire team.

Looking forward I am excited to have a new slate of board members up for election. I am sad to see some faces move on but with this comes the excitement of new voices, new expertise, and new challenges to overcome. Thank you to the Kawartha Chamber community for allowing me to serve as president and I look forward to working with our new board.

Mike Walker
Outgoing President

"...the word that keeps coming to mind when taking stock of the Chamber's accomplishments this past year is pride."

A MEMBERSHIP TO VALUE

Membership & Programs Committee

- Cindy Windover, Windover Plumbing, Chair
- Jeff Park, Bowes & Cocks Ltd. Realtor
- Kelland Sewell, rPM3 Solutions Canada Inc.
- Lynn Woodcroft, Sales Representative, Royal LePage Frank Real Estate
- Sheri Hockaday, Salon Sorella & Day Spa

As our Membership & Programs Committee continues to work on events that add value to your Chamber Membership in 2020, we look back at last year and some of the various activities that not only encouraged networking, but were also great resources for learning.

With our Business After Hours 'Hop' format we visit 3 or more businesses in an area, allowing people to visit or learn about numerous members, which is really great use of time. This year we 'hopped' in Apsley and Young's Point.

We also hosted a Not for Profit 'Hop' at the Peterborough Canoe Museum and invited our NFP members to set up information tables. The Canoe Museum is a true gem and everyone had a great time, and our NFPs appreciated being able to share their worthy causes.

Over 1005 Attendees



BAH Young's Point Hop

11 Chamber Events



BAH Non Profit Hop at Canadian Canoe Museum



Networking Event Sponsor

CHAMBER EVENT HOSTS & FEATURE MEMBERS

- Abbeyfield House Society of Lakefield
- Anstruther Marina
- Beachwood Resort
- Bridgenorth Community Hall
- Burleigh Falls Inn
- Canadian Canoe Museum
- Clearview Cottage Resort
- Community Care
- Four Seasons on Wellington
- Habitat for Humanity Peterborough & Kawartha Region
- Indian River Reptile & Dinosaur Park
- Kawartha Lakes Construction
- Kinetic Therapeutics
- Lakefield College School
- Lock Stop Café
- Lockside Trading Co.
- North Kawartha Community Centre
- Old Bridge Inn
- Peterborough Humane Society
- Peterborough Regional Health Centre Foundation
- Royal Canadian Legion Br. 77 - Lakefield
- The Village Inn
- Young's Point Personal Training Services

A MEMBERSHIP TO VALUE

Our BOSS (Business Owners Sharing Solutions) events were once again treasure troves of knowledge: from Speed Networking, Sales & Social Media to Cyber Security, the feedback from people who attended these was terrific.

Then, include an amazing Volunteer Breakfast with local Olympian Hannah Darling, a Federal All Candidates Meeting, and a fantastic Awards Gala at Lakefield College School, and our calendar was pretty full.

If you haven't made it out to many events in the past, why not make it a "resolution" in 2020 to make it out more often, you won't be disappointed. And if you would like to volunteer on our committee, we are always looking for people with great ideas and enthusiasm.

Please watch your NewsFlashes for all of the great things we have planned for this year.



Professional Development Sponsor

23 Community Initiatives Supported!

COMMUNITY INITIATIVES SUPPORTED

- Canada Day Celebrations in Buckhorn
- Canada Day Celebrations in Lakefield
- Christmas in the Village Festival of Trees
- Ennismore Shamrock Festival
- Kawartha Autumn Studio Tour
- Kickoff to Cottage Season
- Lakefield & District Horticultural Society
- Lakefield Fairy & Dragon Festival
- Lakefield Jazz, Art & Craft Festival
- Lakefield Literary Festival
- Lakefield Sidewalk Sale
- Peterborough Humane Society - Our Pet Project
- PolarFest
- Remembrance Day Services in Apsley, Curve Lake, Bridgenorth, Buckhorn, Lakefield and Warsaw
- Rock the Locks
- Sunday Drive
- Trent Severn Trail Towns Buckhorn and Lakefield



B.O.S.S. Making Sales with Social Media - Moderator & Panelists

B.O.S.S. MODERATORS & PANELISTS:

- Brendan Quigley, acorn30
- Detective Sergeant Vern Crowley, OPP Cybercrime Investigations Team
- Heather Watson, acorn30
- John Boyko, Lakefield College School
- Kelland Sewell, rPM3 Solutions
- Lisa Callaghan, CIBC Lakefield
- Madeleine Hurrell, Peterborough & the Kawarthas Economic Development
- Mallory Graham, Rosey's Trading Post & Marketing Strategist
- Matt Stimpson, We Design Group



Trent-Severn Trail Town Launch 2019

A MEMBERSHIP TO VALUE

SAVE
THE DATE
OCTOBER 8
2020

20th Annual Awards of Excellence & Social Gala Committee

- Sheri Hockaday, Salon Sorella & Day Spa, Chair
- Cindy Windover, Windover Plumbing
- Emily St. Pierre, Community Volunteer
- Mike Corner, Assante Wealth Management
- Sue Bell-Gastle, Gastles Registered Patent Agents
- Sue Swankie, Swanky Events

It was another successful year for our Awards of Excellence & Social Gala! The networking format was well received again this year, the evening was a great gathering of members and community. This Gala is our largest fundraiser, and without the amazing support of our community, it wouldn't be possible.

Thank you to all our sponsors, auction donors, attendees and volunteers. Our event was such a success that we not only met our fundraising goal – we surpassed it! For our anniversary of the Gala, we had a special 20th Anniversary Sponsors category, thank you to those who sponsored our special anniversary.

And once again, thank you to our Gala Committee members for their planning and hard work and to the Chamber staff team for their dedication and effort. We've had two decades of great events; we can't wait to see what the next twenty years bring!



20th ANNIVERSARY SPONSORS

- Accurate Accounting & Tax Services
- Bell
- Christopher Tworkowski Architect
- Clearview Cottage Resort - *in memory of Brian Harrington*
- Ellis Automotive
- FreeFlo Physiotherapy
- Gastles – Registered Patent Agents
- Heffernan Electric
- Hopper Stone Mason
- Kawartha Disposal
- Kawartha Lakes Construction
- Lakefield Family Chiropractic
- Lynn Woodcroft, Sales Rep., Royal LePage Frank Real Estate
- Maureen Tavener, Real Estate Sales Rep., RE/MAX Eastern Realty
- Miller Pest Control
- PKA SoftTouch
- Regency Retirement Lakefield
- Salon Sorella & Day Spa
- Superior Propane
- Tony Davidson – TD Wealth Private Investment Advice

Thank You to Our Sponsors

FAVOUR SPONSOR

- Classic Cooking by Nightingale

AUCTION SPONSOR

- Shorelines Casino Peterborough

AWARD SPONSORS

- BALL Real Estate Inc. Brokerage
- CIBC
- Community Futures Peterborough
- County of Peterborough
- Darling Insurance
- Herod Financial Services
- ISL Insurance Brokers
- Nexicom
- Peterborough & the Kawarthas Economic Development
- RBC

RECEPTION SPONSORS

- Grant Thornton
- Savage Arms
- SGS Canada
- Timberline Custom Homes

PHOTOGRAPHER

- C&S Gage Photography

DECOR SPONSORS

- Griffin's Greenhouses
- Swanky Events

NETWORKING SPONSORS

- Curve Lake First Nation
- Municipality of Trent Lakes
- Township of Douro-Dummer
- Township of North Kawartha
- Township of Selwyn

A MEMBERSHIP TO VALUE

Every year, our Awards of Excellence & Social Gala recognizes champions of business and the amazing work they do. We received over 100 nominations this year! Given the high volume of nominations received and challenging decisions that the judges were faced with, some of the award categories had more than three finalists.

Congratulations Award Recipients!

Citizen of the Year - *Sponsored by RBC*

Sally Harding, Nightingale Nursing

Finalists Not Announced

Outstanding Business Achievement - *Sponsored by County of Peterborough*

Central Smith

Finalists: Beachwood Resort, Cottage Toys, T.G. Quirk Garage

Young Professional - *Sponsored by Community Futures Peterborough*

Jillian Harrington, Clearview Cottage Resort

Finalists Not Announced

Entrepreneur Innovation - *Sponsored by Herod Financial Services*

Entomo Farms

Finalists: Emily Mae's Cookies, PKA SoftTouch, TreeWell

Retailer of the Year - *Sponsored by Nexicom*

Griffin's Greenhouses

Finalists: Kingdon Timber Mart, Paris Marine, Village Pet Food & Supply

Tourism/Hospitality - *Sponsored by Peterborough & the Kawarthas Economic Development*

The Kawartha Buttermilk Factory

Finalists: Scotsman Point Resort, Westwind Inn

Commercial Development or Renovation - *Sponsored by BALL Real Estate Inc. Brokerage*

Kawartha Lakes Construction

Finalists: Lock Stop Cafe, Sweet Competition

Customer Service Excellence - *Sponsored by CIBC*

Home Suite Home Transitions

Finalists: Bell's Garage, Lang Pioneer Village Museum, Nexicom, Village Pet Food & Supply

Service Sector Excellence - *Sponsored by ISL Insurance Brokers*

Whelan's Flooring Centre

Finalists: BALL Real Estate, Swanky Events

Not-for-Profit Excellence - *Sponsored by Darling Insurance*

Lakefield Literary Festival

Finalists: BEL Rotary Club, Camp Kawartha, Curve Lake First Nation Cultural Centre, The Canadian Canoe Museum



*Citizen of the Year,
Sally Harding*



*2019 Young Professional,
Jillian Harrington*



*Outstanding Business Achievement,
Central Smith*

A MEMBERSHIP TO VALUE

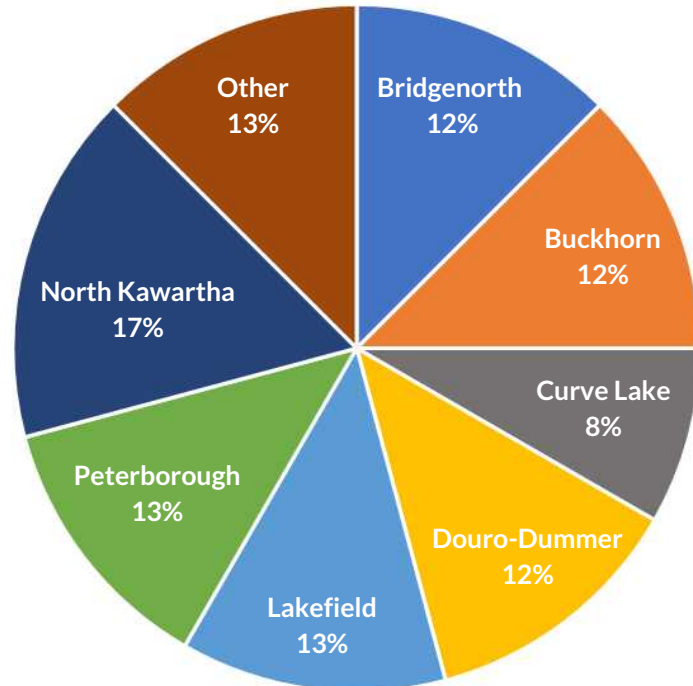
Welcome New Members

(December 2018-November 2019)

- Bell Canada
- Buns & Sweets
- Canteen of Kawartha
- Cassis Bistro
- Cottage Country Connection - Your Cottage Lifestyle Magazine
- Feet First Mobile Nursing Foot Care
- JMG All Auto Recyclers & Parts
- Jo-Anne Dowdall-Brown - Sipology by Steeped Tea
- Kawartha Monuments
- Little Treasures Children's Store
- Lock Stop Cafe
- LOCS Regional Literacy Network
- Mallory Graham - Marketing Strategist
- Mary Brown, Sales Representative, Bowes & Cocks Ltd. Brokerage Apsley
- Northey Contracting
- Rosey's Trading Post
- Shambhala Bed and Breakfast
- Shorelines Casino Peterborough
- Stoney Lake Cruises
- The Kawartha Buttertart Factory
- The Mortgage Coach - April Williams
- Toms Contracting
- Village Pet Food & Supply Bridgenorth
- Woodview Golf Course

24 NEW MEMBERS!

NEW MEMBERS BY LOCATION



Shambhala Bed and Breakfast Owners - Audrey & Bogey von Bogen



Jacky Rocan, Cassis Bistro

A MEMBERSHIP TO VALUE

Public Policy

The Chamber network is a non-partisan business advocate that acts as a respected voice among government decision-makers. By advocating for businesses locally, provincially and federally, the Chamber network undertakes policy issues on behalf of our members and advocates for evidence-based solutions that will foster economic growth.

Kawartha Chamber of Commerce & Tourism

- In late 2018 we advocated to delay the decision on banning Bush Country Signs in Peterborough County until further discussion could take place. County Council agreed and developed the Terms of Reference for a Sign By-law Working Committee. The Kawartha Chamber has had a seat on this committee, which has met several times in 2019. The Committee's last meeting is expected to be this spring with recommendations going forward to County Council.
- In partnership with the Lakefield Herald, the Kawartha Chamber hosted a Federal All-Candidates meeting, moderated by John Boyko, on September 25th, 2019 at the Lakefield Legion. This was an opportunity to ask questions and hear from the federal candidates. It was standing room only with over 200 in attendance.
- Kawartha Chamber Director, Kevan Herod represents our Chamber at the Greater Peterborough Chamber Policy Committee meetings.
- The Chamber invited members to participate in four Round Table Discussions with Peterborough-Kawartha MPP Dave Smith. These meetings were to provide pre and post input on the Provincial Budget and to discuss red tape reduction.



Round Table Discussion with MPP Dave Smith



Federal All-Candidates Meeting

Ontario Chamber of Commerce (OCC)

The OCC acts as an independent, non-partisan voice of Ontario business. Representing 60,000 members, the OCC seeks to support economic growth in Ontario by defending business priorities at Queen's Park.



Canadian Chamber of Commerce (CCC)

The CCC seeks to connect businesses of all sizes, from all sectors and all regions of Canada to advocate for public policies that will foster a strong, competitive economic environment that benefits businesses, communities and families.



A DESTINATION WITH APPEAL

Marketing Committee

- Tonya Kraan, Strexer Harrop & Associates, Chair
- Jhane Brasier, MAX Communication
- Jill Persson, Community Volunteer
- Karen Copson, Camp Kawartha
- Katie Young-Haddlesey, Curve Lake First Nation
- Michelle O'Neill, MAX Communication

Thank you for taking the time to discover how the Marketing Committee is working to better serve you, our members, by marketing the region as a destination for residents, day-trippers and tourists. Our primary role as a committee is to provide guidance to the Kawartha Chamber staff to develop and implement an annual marketing plan that aligns with our Strategic Direction: **A Destination With Appeal**. The Kawartha Chamber marketing plan establishes goals that are attainable and measurable – website analytics, eNewsletter and social networks. Staff work with our members to share their information online – from successes, job postings, events and sales promotions. Our 2018-19 fiscal year saw growth in all our online marketing channels.

Brochure

Our new edition of the Wealth of Choice brochure was very well received and proved to be a useful asset for tourists and residents. This is a biannual production.

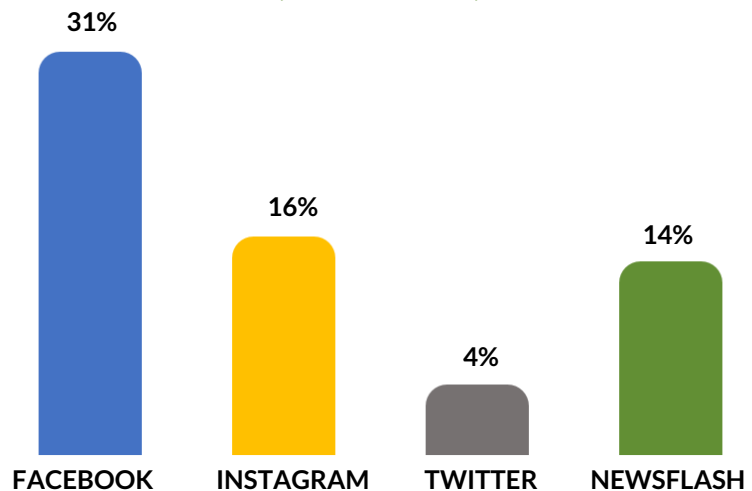
Digital

Our Events page is the single most viewed page, with 2682 page views between December 1, 2018 and November 30, 2019. We would like to thank all the businesses that have written blog posts. If you are a Standard or Select member and would like to provide a post, please reach out to our Engagement Coordinator. All social channels have had an increase in followers.

Working collectively as a region with all members – restaurants, accommodations, retailers, business services providers, contractors, realtors and personal service providers - surpasses what each individual member can achieve alone.

Increase in Social Media Followers by Percentage

Dec 1, 2018 - Nov 30, 2019



FOLLOW US



@KawarthaChamber

DIGITAL STATS

4,437 Social Media Followers

35,408 New Website Visitors

4,297 Returning Visitors

42% of Website Views from a Mobile Device

AN ORGANIZATION WITH CAPACITY

Human Resources - Governance Committee

- Lorri Rork, Community Care, Chair
- Mike Walker, Agilec, Liaison to the Board
- Casey Kidd, Savage Arms
- Jillian Harrington, Clearview Cottage Resort

2019 ACHIEVEMENTS

- Policy Development: Terms of Office, Fit for Duty, Personal Leave & Absenteeism
- Support GM through many staffing transitions
- Completed revisions of Chamber Bylaws and obtained approval from the Minister of Corporations Canada



2019 Summer Students

2020 GOALS

- Continued Governance Policies Review
- Review Volunteer Handbook
- Review Code of Conduct & Risk Management

STAFF & VOLUNTEERS

- We welcomed Michelle Papageorge and Brenda Ruddy Anderson to our ServiceOntario office.
- In the fall, Brandy Westerdyk, Event Coordinator and Arti Joshi, Membership Coordinator joined the team in the Chamber office.
- After five years of dedicated service, Stacey Sullivan, Engagement Coordinator left the Chamber at the end of November to become an entrepreneur. We wish Stacey well with this endeavor and thank her for her commitment and expertise.
- During the summer months, the Kawartha Chamber welcomed 3 summer students: Shannon Shillinglaw as Special Event Assistant, Vanessa Stark as Marketing & Tourism Assistant and Callie Carroll-Shea as Tourism Outreach Assistant.
- We were saddened to learn of the passing of Billy Nobles, 2004 & 2005 Board President.



Stacey Sullivan, Engagement Coordinator

Finance Committee

- Scott Matheson, CIBC, Chair
- Kevan Herod, Herod Financial Services
- Mike Walker, Agilec
- Tracy Logan, Logan Tree Experts
- Gary Harris, Community Volunteer

Resource Committee

- Tracy Logan, Logan Tree Experts, Chair
- Cindy Windover, Windover Plumbing
- Bryan Kingdon, ISL Insurance
- Kevan Herod, Herod Financial Services
- Tom LaBranche, Village Pet Food & Supply

**ServiceOntario
Commissions
Subsidize Your
Membership**

Visit our friendly staff for:

- Driver's Licences
- Plate Stickers
- Health Cards
- Organ Donor Registration
- and more!

MAKE THE MOST OF YOUR MEMBERSHIP

What Your Membership Delivers

BASIC VALUE \$827 **YOUR INVESTMENT** \$192+hst annually

- **Visibility:** business listing in our online directory and business cards & pamphlets displayed in Chamber locations.
- **Promotion:** post hot deals, M2M discounts, job postings and non-sale events.
- **Contacts:** receive referrals and attend networking events.
- **Savings:** discounts and preferred rates for Chamber members (see below).

STANDARD VALUE \$1586 **YOUR INVESTMENT** \$342 / \$28.50 +hst monthly

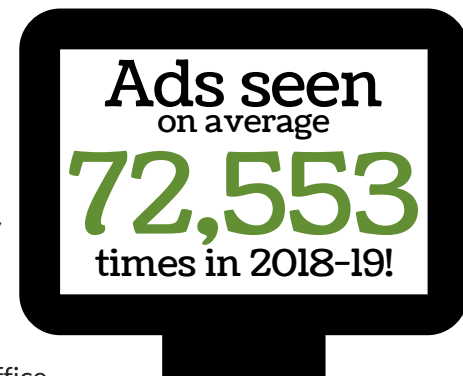
IN ADDITION TO THE ABOVE

- Enhanced online directory listing and priority placement above Basic listings.
- An ad on the Chamber website.
- Ads/advertorials in Chamber communications.
- Member minute video and guest blogging opportunities.

SELECT VALUE \$3036 **YOUR INVESTMENT** \$690 / \$57.50 +hst monthly

IN ADDITION TO ALL OF THE ABOVE

- Priority placement in online directory above Basic & Standard listings.
- Monitor ads in multiple high traffic locations including the Lakefield ServiceOntario office.
- Featured member post on the Chamber website.



Member Discounts

GROUP INSURANCE PLAN

An insurance plan designed for small and medium sized businesses providing comprehensive benefits for:

- Extended Health Care (prescription drugs, paramedical services, vision care, emergency travel health care)
- Dental Care
- Critical Illness
- Disability Coverage
- Accidental Dental and Dismemberment
- Term Life Insurance

Why Choose The Plan?

- Packages are available to businesses from one person and up.
- Home-based businesses qualify for coverage.
- Guaranteed coverage for firms with 1-2+ people.



Brian Bulger, The Life Insurance Guy
705-741-1400 | chamberplan.ca
bbulger@thelifeinsuranceguy.com

FIRST DATA MERCHANT SERVICES

First Data Canada offers a "Full Suite of Products" such as:

- Ecommerce
- TeleCheck Electronic Cheque Acceptance
- Wired & Wireless Terminals
- Gift Cards Solutions
- First Data Mobile Pay

First Data will meet or beat any offer or pay you a \$1000 pre-paid MasterCard – all they need is one statement.



Bruce Averill, Independent Sales Agent
705-772-2132 | www.firstdata.ca
bruce@K2KPOS.com

To learn more about our other Affinity Programs like **UPS, Esso Business Card, Purolator, Constant Contact, The Brick** and **Member-to- Member discounts & deals**, visit KawarthaChamber.ca/about/member-discounts.

YOUR CHAMBER TEAM



Kawartha Chamber of Commerce & Tourism

12 Queen Street, Lakefield, ON K0L 2H0
Phone: 705-652-6963 Fax: 705-652-9140

ServiceOntario

133 Water Street, Lakefield, ON K0L 2H0
Phone: 705-652-3141 Fax: 705-652-0134

2018-19 Board of Directors

President: Mike Walker, Agilec

1st Vice President: Tracy Logan, Logan Tree Experts

2nd Vice President: Jillian Harrington, Clearview Cottage Resort

Secretary/Treasurer: Scott Matheson, CIBC

Directors at Large:

Casey Kidd, Savage Arms

Chris Wilson, Let's Get Digital

Cindy Windover, Windover Plumbing

Kevan Herod, Herod Financial Services Lakefield & Peterborough

Leslie Nunes, Kinetic Therapeutics

Lynn Woodcroft, Sales Representative, Royal LePage Frank Real Estate

Mary Brown, Bowes & Cocks Ltd. Brokerage Apsley

Penny Wilson, The Cozy Home

Roberta Hubble, Tim Hortons Bridgenorth & Lakefield (resigned July)

Sheri Hockaday, Salon Sorella & Day Spa

Tonya Kraan, Strexer Harrop & Associates

Staff

General Manager: Sherry Boyce-Found

generalmanager@kawarthachamber.ca

Acting Engagement Coordinator: Samantha Carmichael (until July)

info@kawarthachamber.ca

Acting Membership Coordinator: Stacey Sullivan (until Sept)

Membership Coordinator: Arti Joshi (since October)

membership@kawarthachamber.ca

Events Coordinator: Brandy Westerdyk (since September)

events@kawarthachamber.ca

ServiceOntario Supervisor: Deb Lowcock

serviceontario@kawarthachamber.ca

ServiceOntario Assistant Supervisor: Krista Laidley

ServiceOntario Clerks: Deb Yandt, Erica Milne (until July), Michelle Papageorge, Brenda Ruddy Anderson (since September)

kawartha

CHAMBER of COMMERCE & TOURISM

kawarthachamber.ca

