

ADVOCACY AT WORK

COVID-19 Continued To Be A Focus of Policy & Advocacy Work of the Chamber Network in 2021



The Chamber network was once again well served by policy and advocacy work at all levels of the network in 2021, as the pandemic made for another year of issues around health and safety protocols, government support programs and changes thereto, supply chain issues, workplace recovery tips and hints, vaccine resources, and business continuity. Add to that, travel re-start frameworks, support for the hardest hit sectors, and a proposal for the Think Growth campaign to move forward, and we all can agree "it was indeed a busy year!"

After many of the topics noted above, add in the broad use and distribution of rapid testing near the end of the year, the local chambers too, became not only distributors of news and information, but of the test kits to the public and business. In the case of the Battlefords Chamber of Commerce, the Battlefords North Stars Hockey Club joined forces to assist in the public distribution of the kits with "Drive Thru" services twice a week.

What is Excellence?

Sheri Somerville, Accreditation Council of Canada

While it can imply many things, I convened with Professor Google recently, who shared with me the wisdom that comes from knowing all things:

Excellence means to be outstanding, to surpass ordinary standards, to strive to be the best and to excel.

Seemingly easy to define, yes. Not always easy to demonstrate, and harder still to maintain. For me, excellence starts from a foundation of competence. From there it's shown and sustained by knowing exactly what you want to achieve, and pursuing that target with discipline, intention, and the flexibility to adapt to changing circumstances.

For Chambers, that foundation of competence is what is created by Accreditation. And when you add to that, the drive and dedication a Chamber has to deliver value and to serve its members no matter the circumstance—well that's when the real magic happens. That's high performance. That's excellence.

Accreditation tells business leaders, that like them, you do what is needed to ensure positive practices and good governance.

Accreditation shows business leaders, that like them, you are committed to quality and operating at peak performance.

Accreditation signals business leaders that their membership dollars contribute to programming excellence and the delivery of quality.

Accreditation lets business leaders know they are aligned with an organization that can achieve and maintain excellence.

Accreditation is excellence.

Battlefords Chamber of Commerce received its national Accreditation in the fall of 2021. Congratulations to the board of directors, members and staff for a job well done!





CONNECTING MEMBERS IN 2021

115th Annual Chair's Luncheon & Annual General Meeting:

Induction of Chair: Melanie Roberts, North West College

Guest: Keynote Address from The Hon. Jeremy Harrison, Minister of Trade & Export Development, and Minister of Immigration & Career Training

7th Chamber Business Golf Challenge:

June 18th, 2021 at Jackfish Lodge Golf & Conference Centre with

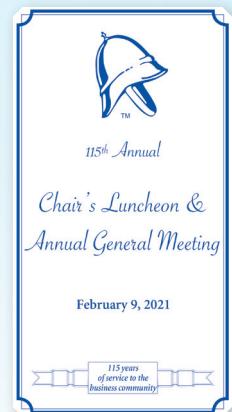
Title Sponsor: Bridges Chevrolet Buick GMC

Territorial Days Parade:

Chamber participated in the Territorial Days Parade in August, 2021. In the vehicle are Chief Operating Officer Linda Machniak, and U of S Intern Jack Reid.

All Candidates Forum for Federal Election:

Wednesday, September 8th, 2021 at Western Development Museum, North Battleford



Economic Impact of Shopping Local on the North Battleford Regional Economy

Report commissioned by Battlefords Chamber of Commerce, sponsored by



Late in 2021 the Chamber commissioned a study on the impacts that shopping local has to the regional economy. The study provided some key takeaways:

A 10% increase in spending at local firms within the North Battleford region could:

- Add 332 new positions to total employment;
- Increase total labour income by \$15.9 million; and
- Generate an extra \$41.1 million in GDP with an increase of \$72.7 million in total gross output.

Other important notes are:

Local businesses allow for better monetary circulation within a community; for example, one study shows that over 50% of revenue from local retailers is recirculated within the local economy compared to 14% from large chains and big box stores.

Shopping locally opens the doors for local retailers to generate higher customer retention rates. Compared to their national competitors, local firms average a 60% customer retention rate, with larger firms bringing in 39%. A high rate of customer retention is incredibly beneficial to any firm, largely due to word-of-mouth marketing. The more loyal a customer is to a firm, the more likely that customer is to recommend the firm to others. A study done shows that a loyal customer is 84% more likely to share positive experiences with a firm with those close to them, and 93% of those surveyed stated that they make a majority of their purchasing decisions on recommendations.

For your copy of the study, please go to www.battlefordschamber.com, contact the Chamber office at 306-445-6226 or email: admin@battlefordschamber.com

ANNUAL REPORT

2021 Year in Review

BATTLEFORDS

CHAMBER OF
COMMERCE



ADVOCACY AT WORK

News and Notes from the Chair



Battlefords Chamber Chair Melanie Roberts oversaw a very busy year with significant projects undertaken and completed during the year with the help of our university Interns Mitchell and Jack. Firstly, the Chamber undertook to launch a new website, one that is not only updated but can also host a new video series "Meet Our Members" as part of a Shop the Battlefords initiative. Added to this project list is the TEN Labour Market project, a new Lake Communities Map, and the crowning achievement of the term is the receiving of the national Accreditation certification. Battlefords Chamber of Commerce was the only Chamber to apply for and receive new certification this year, with an additional 16 Chambers from across the country receiving their re-accreditation status. Certification is a 3 year window, so Battlefords will celebrate this accreditation for 2022 – 2024.

It continued to be a very busy year on the COVID-19 front, with advocacy efforts from the national and provincial levels being communicated out to members. Workforce challenges and issues around supply chains dominated the year in advocacy. As well, the Chamber network across Saskatchewan became engaged as partners in the distribution of COVID-19 Rapid Antigen Test Kits from late-September through the end of the year and into 2022. We were so grateful to have the participation and assistance of the North Stars hockey club members in this Drive Thru community project.

Thank you Melanie and the entire board of directors for all of your work and efforts.

All Candidates Forum – Federal Election

Battlefords Chamber of Commerce was pleased to host an All Candidates Forum in NB, prior to the federal election in September 2021. 4 of the 6 official candidates were in attendance, and a good crowd, who asked many good questions, and who raised several key issues to those who were in attendance. The Chamber hosted a Facebook Live event to Showcase the forum for those unable to attend in-person but who wanted to watch and listen.

Chamber had Meetings with

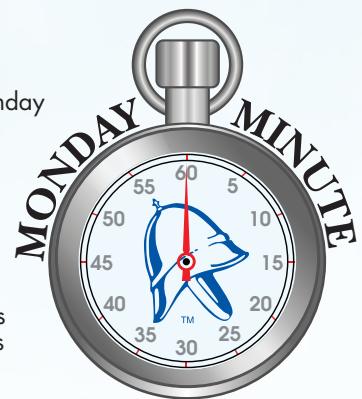
Jeremy Cockrill, MLA, The Battlefords
David Gillan, Mayor, City of North Battleford
City Administration and Chamber Executive

Thank you Battlefords North Stars
Hockey Club for your community
support!



Monday Minute

Be sure to tune in each week to "Monday Minute" emails sent each Monday during the year. In a brief few minutes, Chamber staff and directors discuss issues of importance, provide access to topical reports and make note of critical Chamber policy related focuses, and share local advocacy work, events and highlights of the local marketplace and business community.



find
your
voice!

... with
 Battlefords
Chamber of Commerce

Shop Local Investment Benefiting Canada's Small Businesses

The government of Canada supported business in many ways through the pandemic. One way has been the investment in business confidence. Funding was provided through provincial chambers to the local markets (Battlefords Chamber of Commerce included) to promote consumer confidence and local businesses. The Battlefords Chamber jumped on board to provide members with an opportunity to share their stories.

The story telling videos were produced and made available through the "Meet Our Members" segment of the new website and were posted on social media channels, with supporting advertising in the local paper, on local radio, and other promotional mediums. The investment in the video program allows the public to regularly see and hear from local business owners and get to know and understand what the business does, how many local people they employ, and share why they love doing business in the Battlefords.

Studies show that local consumers are far more likely to do business with people they know and trust, so in showcasing these members, residents can be more confident in their choice to Shop the Battlefords!



BATTLEFORDS CHAMBER OF COMMERCE

ANNUAL REPORT 2021 Year in Review



Chief Operating Officer Linda Machniak, ACE, received national recognition on her 20th anniversary of work at the Chamber. The milestone service recognition was presented at the annual meeting of the Chamber of Commerce Executives of Canada virtually from Winnipeg in September.



In November, 2021, the Chamber welcomed its newest employee. Doris Jobin-Robert joined the team as Admin. & Events Co-ordinator and is working part-time at the office.

OUR SUCCESS = YOUR GAIN

A very busy year on the legislative agendas at all levels made for significant work and dedication on behalf of business. Policy wins at the national level included these highlights:

- Creating re-tooled versions of the wage and rent subsidy programs and continue supporting the hardest hit sectors through the next stages of the pandemic.
- Introduction of a pan-Canadian approach to vaccination certification using a QR code.
- Additional funding of \$1 billion in Budget 2021 to support expansion of broadband internet access across the country.
- Delivery of a Canadian Biomanufacturing and Life Sciences Strategy.
- Introducing a comprehensive review of Canada's Employment Insurance (EI) program.
- Facilitating pathways to permanent residency for temporary permit holders such as international students and temporary foreign workers

Federal Budget 2021

The Budget delivered on a number of our specific policy proposals: Some highlights:

- Extension of business supports like CEWS and CERS for the hardest-hit sectors and small businesses.
- Creation of the Canada Recovery Hiring Program to help the hardest hit businesses hire staff when they are ready for recovery.
- Reskilling and upskilling to get Canadians back to work, as well as producing better data on labour market demand in individual communities and building talent pipelines based on employer needs.
- National leadership on reducing interprovincial trade barriers by collecting data, identifying barriers, and allocating federal transfers to provinces and territories to address these issues.
- Recapitalization of the National Trade Corridors fund to support trade-enabling infrastructure
- Support for SME technology adoption through capital expenditures and financing to improve Canadian productivity.

Annual Conventions: Saskatchewan Chamber of Commerce, virtual - May, 2021
 Canadian Chamber of Commerce, virtual - October, 2021

2021 BOARD OF DIRECTORS **BATTLEFORDS CHAMBER OF COMMERCE**

Melanie Roberts, Chair
Derek Schmidt, Vice Chair
Kayla Petersen, 2nd Vice Chair
Harris Sutherland, Past Chair
Dallan Oberg, Treasurer
Terry Gagne
Gordon Brewerton
Kim Frolek (retired June, 2021)

Dana Rissling
Donna Lehmann
Misty Lavertu
Cassandra Germshied
Alexis Christensen
Roy Dussault
Tisha Carriere

Linda Machniak, Chief Operating Officer
Doris Jobin-Robert, Admin & Event Co-ord.
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*Thank you to all of our sponsors, partners, and most importantly,
our MEMBERS! Have a great 2022.*