



# ANNUAL REPORT

2021 - 2022

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# About Us



*The Winnipeg Chamber of Commerce is located on Treaty 1 territory, the traditional lands and waters of Anishinaabe, Ininiwak, Anishiniwak, Dakota, and Dene peoples, and the National Homeland of the Red River Métis.*

## ABOUT THE WINNIPEG CHAMBER OF COMMERCE

At the end of the day, it's all about your business. We want to see your business succeed and grow and that's why we're here.

For nearly 150 years, The Winnipeg Chamber of Commerce has been the largest organization of businesses in the city. We provide a platform to help local business in Winnipeg thrive – whether it's advocating for you, connecting you with the right people at the right time or setting you up with the support and programs you need to grow.

## WE HELP YOU LEAD.

Through our leadership and collaboration, we are committed to being a valued resource to you and your business – whether that means leveraging our exclusive access and influence, or connecting you with the right people in the right places by putting you in touch with the appropriate business partner or employing our government relations to strengthen your business.

## WE HELP YOU CONNECT.

With a network of more than 2,000 member companies, organizations and not-for-profits, we offer an unparalleled platform to develop your professional network and enhance your credibility. By speaking and advocating on issues that affect you now and in the future, we foster the entrepreneurial spirit that makes Winnipeg a great place to live and do business.

## WE HELP YOU GROW.

The Chamber exists to help you grow your business because we know a better business community means a better city for all. Through our many community events, professional development opportunities and cost-saving programs, we are committed to helping you find solutions and reach your goals.



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## Chair's Message

From the Board, to the staff, the volunteers and members, the expansion of my own connections and community has been such a beautiful experience. To hear your stories, to create new bonds, and to share in learning together has been one of the most enriching and memorable times in my life. Thank you to each and everyone one of you who continued to show up, bring your best with you, and to share it with The Winnipeg Chamber of Commerce.

It has been a privilege to serve as Chairperson, and to participate alongside the Board of Directors, a group that defines what leadership means with humility and grace.

I've been honoured to participate this year in such a meaningful way. It was challenging in the best way possible to brush up on my hosting skills and lead thought-provoking and educational conversations with such established guests.

Although the challenges over the past two and a half years are seemingly more and more in the rear-view mirror, and while we continued to flow through ever-changing circumstances, every moment this event season seemed all that more precious and important. I'm not sure about you, but following such a long stretch of separation and isolation, each networking opportunity felt that much more invigorating, each keynote speaker's words felt that much more permeating and present, and just being able to have a meal and a coffee alongside colleagues and members was something to treasure.

I applaud The Chamber team who so carefully navigated these unique situations to prioritize safety, without missing a beat in supporting members and providing clear guidance and tools for the business community to follow, all while bringing joy and passion alongside their expertise.

This year, The Chamber also launched the CODE movement and held the first CODE Conference, which was a standout initiative and event during my time as



Chair. It was a true alignment of my passions and I look forward to seeing how CODE provides the Winnipeg business community with honest pathways towards tangible action towards greater diversity, equity, and inclusion.

I'd also like to thank Loren Remillard for his leadership and friendship this year. Loren brings so much energy to this whole community together and has tirelessly guided The Chamber towards innovative approaches to business in Winnipeg. And thank you to past Chairpersons Raj Patel and Jessica Dumas for their unwavering support and belief in me. I am among legendary company.

I'd like to end the year how I started by inviting you to be bold; be ferocious. Don't shy away from having tough conversations - whether that be addressing things in your business that might not be working or taking a hard look at how you're responding to reconciliation, diversity, equity, and inclusion. These matters are far too pressing and important.

What I have seen from all of you this year is you are the heartbeat of Winnipeg! And don't forget it!

Liz Choi

A handwritten signature in black ink that reads "Liz Choi".

Chair, 2021-2022  
CEO, Education Canada Group

# President's Message



I was not a fan of rollercoasters at an early age – the slow, steady ascent to the summit, followed by a jarring, twisting, rapid descent beyond your control. The rollercoaster that was the past year featured staff shortages, supply chain issues, inflation, and so many other twists and turns, it's hard to keep track. Survival required one to shift, adapt, and hang on.

I am pleased to say that, aside from a few moments of vertigo, your Chamber has shifted and adapted, as documented in the pages that follow. Yet, our goal was never to just weather the storm, but to lead our community out from it stronger than before, with a focus on the value and results our Chamber delivers to members.

Since the onset of the pandemic, we have engaged Probe Research to conduct an annual, independent membership survey, to gain a truly objective measure of your views on your Chamber and the value received.

This year's results indicate you like what you see more each year.

Ninety-three percent (93%) of respondents say The Chamber is heading in the right direction (up from 91% the year before); members point to our advocacy/policy work and availability of business resources and events as the primary reasons. Three out of four rate the value of their membership as excellent/good. Eighty-eight percent (88%) feel The Chamber has an exemplary reputation within the business community.

Beyond our membership, your Chamber's work on behalf of our business community is recognized as leading the way. For consecutive years, according to the Manitoba Business Leaders Index – an independent survey of 300 business executives –

a majority of participants identify The Winnipeg Chamber of Commerce as Manitoba's leading business organization.

But none of this success is possible without a partnership of volunteers and staff, collectively focused on the needs and aspirations of a motivated membership. A special thanks to Chair Liz Choi, a dynamic and unapologetically ferocious leader in our community, whose vision and spirit have inspired many. To our Chamber Board of Directors and staff, thank you for your steadfast commitment, sage counsel, and incredible work on behalf of our community.

Now as we approach our 150th anniversary as a Chamber, we begin to speed up our transition from an organization approaching 150 years to one that is even more innovative, relevant, and focused on member value for the next 150.

I cannot promise there won't be any more twists and turns on this ride, but I can promise we will always be there in the seat beside you.

So, hang on, and let's go.

Loren Remillard  
President & CEO

## EXECUTIVE COMMITTEE



**Liz Choi**  
Education Canada Group



**Mark Jones**  
Olafson & Jones Chartered  
Professional Accountants



**Shreeraj Patel**  
RBC



**Robert Kowalchuk**  
KPMG LLP



**Jeannette Montufar**  
MORR Transportation  
Consulting Ltd.



**Loren Remillard**  
The Winnipeg  
Chamber of Commerce

# Board of Directors 2020-2021

## BOARD MEMBERS



**Jocelyn Advent**  
Advent Business  
Consulting



**Hipolito Alibin Jr.**  
Max's Restaurant  
Winnipeg



**Amanda Buhse**  
Coal & Canary Inc.



**Jessica Dumas**  
Jessica Dumas Coaching  
& Training



**Jessica Floresco**  
Mother Earth Recycling



**Vera Houle**  
Aboriginal Peoples  
Television Network



**Barry Karlenzig**  
Pride Winnipeg Festival Inc.



**Ryan Klassen**  
BellMTS



**Frank Koch-Schulte**  
Edison Properties



**Nathan Maertins**  
MNP LLP



**Stefan Maynard**  
BOLD Commerce



**Jane McDonald**  
International Institute of  
Sustainable Development



**Sofia Mirza**  
Fillmore Riley LLP



**Kevin Selch**  
Little Brown Jug  
Brewing Company



**Lynne Skromeda**  
Winnipeg Folk Festival



**Etoile Stewart**  
Blueprint Inc.

# Chamber Staff



**Mahrukh Ali Aziz**  
Diversity, Equity and  
Inclusion Coordinator



**Jamil Ahmed**  
Policy & Research  
Analyst



**Sean Angus**  
Business Development  
Manager



**Riele Bailey**  
Events & Program  
Manager



**Anne Bakuska**  
Director of Membership  
Development



**Kayla Buehler**  
Director of Marketing



**Jess Borys**  
Communications  
Manager



**Casey Clair**  
Energy and Climate  
Advocate



**Elizabeth Cron**  
Vice President of  
Programs & Marketing



**Jenilee Dagdag**  
Office Assistant



**Ellen Kornelsen**  
Senior Project  
Coordinator



**Lutgarda Laya**  
Director of Finance



**Chris Minaker**  
Vice President,  
Policy and Community  
Engagement



**Lisa Newcombe**  
Membership Services  
Coordinator



**Michelle Orellana**  
Executive Assistant



**Jordan Pennycook**  
Chamber's Plan  
Associate



**Tim Prokipchuk**  
Vice President,  
Business Development



**Loren Remillard**  
President & CEO



**Erin Staggs**  
Director of  
Membership Sales



**Sanjana Vijayann**  
Manager of Diversity &  
Inclusion



**Gregory Webb**  
Finance & Operations  
Assistant



**Karen Weiss**  
Chief Operating Officer



**Shawn Yuan**  
Events Coordinator



**Saad Zubairi**  
Membership Sales  
Manager

## Past Staff

**Colin Fast** Director of Policy  
**Cindy Frost** Executive Assistant  
**Jon Goodspeed** Vice President of Business Development  
**Jari Lam** Bizzz.ca Specialist  
**Ridhima Singla** Program & Events Assistant

## The Business Community's Voice During the Pandemic

The past few years have been difficult for all Winnipeggers as we have struggled with rapidly changing public health restrictions, economic conditions, and work and school routines. To promote more business assistance programs, consistent and clear public health standards, accessibility to rapid testing services, and the implementation of a comprehensive immunization program, we continued to hold frequent discussions with municipal, provincial, and federal officials and ensure the voice of Winnipeg businesses are being represented.

In partnership with the Province of Manitoba, we launched the Rapid Test Program to provide Manitoba businesses with COVID-19 rapid test antigen kits. The Chamber was the driving force behind the province's creation of the Bridge program and its extension and modifications to meet shifting business demands. The province also provided \$1 million in funding to support economic recovery in four sectors that the COVID-19 pandemic has significantly impacted. This commitment is consistent with calls from The Chamber to target support at sectors that continue to struggle with pandemic-related challenges.

In advance of new public orders being issued in December 2021 that limited capacity for certain types of businesses, The Winnipeg Chamber had discussions with Finance Minister Scott Fielding and Economic Development and Jobs Minister Jon Reyes about providing new financial support for businesses in restaurants, hotels and bars that provide dine-in food services, fitness and recreation facilities, movie theatres, performance venues and museums. This resulted in the provincial announcement of the \$22 million Sector Support Program, which can provide between \$3,000 and \$12,000 in assistance based on the number of employees at a business location. Both Ministers specifically cited our Chamber as the organization calling for the type of program announced.

The City of Winnipeg released its COVID-19 Economic Response and Recovery Plan, which



proposed a two-year strategy to help the local economy recover from the impacts of the pandemic. Included are several initiatives that The Chamber recommended, including an extension of the temporary patio permit program, continuing with the 15-minute curbside pickup zones outside some downtown businesses, adopting a digital-first approach to service delivery, focusing on red tape reduction, and accelerating the servicing of Airport Area West.

## Voice on the Legislative Agenda

Together with our partners at the local, provincial, and federal levels, we provide evidence-based policy recommendations. The Chamber has recently made three submissions to the provincial government regarding urgent issues:

- Bill 44 – The Employment Standards Code amendment act (minimum wage)
- Bill 34 – The City of Winnipeg Charter Amendment and Planning Amendment Act
- Update Liquor serving regulations at festivals

## Making A Difference

For the past several years The Chamber has advised the government to work with industry to develop a comprehensive Access to Capital Strategy that identifies all stages of capital financing, current capital availability, local gaps along the entire capital continuum and provincial initiatives to address gaps. Announced in Budget 2022 by the provincial government, the creation of a \$50M venture capital fund and changes to the Small Business Venture Capital Tax Credit were welcomed announcements for the business community. The increase in the payroll tax exemption threshold to \$2 million and the lower rate threshold to \$4

# LEAD ADVOCACY

million also provided needed fuel for reinvestment and economic growth. The Chamber has long advocated for phasing out the payroll tax, which is a disincentive for growth.

The Chamber partnered with the Business Council of Manitoba to undertake comprehensive research to develop recommendations on provincial tax changes. The Chamber has long advocated for the province to undertake a provincial tax reform commission, which was announced in 2021 Throne Speech. The report's research was enhanced through member consultations, 1-1 member interviews, and a membership survey and provided benchmarking comparisons with the majority of provinces (western Canada, Ontario, Quebec).

In October 2021, we were one of a few select organizations invited to Manitoba's Economic Competitiveness Business Stakeholder Focus Group to discuss building an economic vision and strategy for Manitoba. The Chamber has been a participant on the City of Winnipeg Social Procurement Policy Working Group since spring 2021, actively contributing input to the development of a policy framework and action plan.

City Council approved the 2022 update to its four-year budget plan. The Chamber appeared as a delegation in support of the budget update, which included a minor increase in the business tax exemption threshold, the city's share of funding for servicing Airport Area West, and the conversion of several temporary positions in the Permits & Inspections Department into permanent staff.

## Meetings with Elected Officials

Multiple meetings were held with Ministers and key provincial officials on the role of the new Labour ministry, minimum wage, Truth and Reconciliation Day, and modernizing government services. Meetings with Federal Northern Affairs Minister Dan Vandal and Federal Intergovernmental Affairs Minister Dominic LeBlance were held on issues ranging from federal COVID supports to our recommendations for eliminating interprovincial trade barriers. The Honourable Jonathan Wilkinson, Minister of Natural Resources Canada, participated in a roundtable discussion that The Chamber organized. The Minister met with business executives in the meeting to discuss the economy, energy security, and the shift to a low-carbon economy.

The Chamber hosted the annual Civic Leaders Dinner on April 7. The vast majority of City Councillors and nearly all senior administrators were in attendance. Feedback from attendees was overwhelmingly positive. The rotating table format allowed attendees to share their concerns and questions with several city representatives over the course of the evening.

## The Voices of Our Members Help Shape Our Voice

The quarterly advocacy/policy survey – rebranded as The Quarterly Check-In, consistently served to coordinate and put into action feedback from The Chamber's membership in its advocacy efforts to all levels of government to advance Winnipeg's business community interests. It contained questions on several provincial and municipal issues, including whether National Day for Truth and Reconciliation should become a provincial holiday, pandemic business supports, the City's Transportation Master Plan, provincial carbon pricing plans, and general business and government performance. The April quarterly survey focuses on city issues as part of our preparation for the civic election in October.

The Chamber will actively participate in October's civic election. The Chamber staff prepared The Performance Playbook: 2022 Civic Election, which is The Chamber's election policy document approved by the Board of Directors. The ideas within the document are based on extensive consultation, including our 2022 civic election survey and direct engagement with the members.

### The Chamber has identified five priority areas:

- Make Winnipeg the easiest city to do business in Canada
- Finance the new urban reality
- Reignite downtown
- Build faster, smarter and denser
- Invest in infrastructure to get Winnipeg moving

We have been meeting with mayoral and councillor candidates to advance The Performance Playbook's ideas and discuss areas of shared interest and priorities.



### ADVOCACY LEADERS:

CN  
CPA Manitoba  
Johnston Group  
KPMG  
RBC



## LEAD TRUTH AND RECONCILIATION

The Chamber continues to work towards its commitment to advancing truth and reconciliation within the organization, and the business community at large. We work towards three primary goals:

1. Create authentic partnerships with Indigenous leaders and communities to guide our work in advancing truth and reconciliation
2. Provide opportunities that facilitate networking and career exploration for Indigenous peoples and organizations
3. Continuously improve staff learning and understanding of Indigenous topics

The Truth and Reconciliation Roadmap that was created in June 2019 provides organizations and individuals with concrete ways that they can work to progress reconciliation professionally and personally. The Roadmap continues to be a resource that serves our business community. Since its launch, the Roadmap has been visited 2861 times. Through the course of the year, we hosted four events that brought conversations about Truth and Reconciliation forward and engaged both Indigenous and non-Indigenous people. The events were as follows:

### 1. Reconciliation In Action: Understanding Call to Action 92 (August 2021)

The Winnipeg Chamber partnered with Red River College Polytech and the Indigenous Chamber of Commerce to present this

event virtually to kick-off one month of complimentary access to the 4 Seasons of Reconciliation education e-modular training.

Our panel of Carla Kematch, Manager, Truth and Reconciliation and Community Engagement, RRC, Jessica Dumas, Co-Chair of Truth and Reconciliation Advisory Council, Winnipeg Chamber of Commerce, Jamie Dumont, Chair of Indigenous Chamber of Commerce, Whelan Sutherland, Chief Executive Officer, Peguis First Nation, Andree Cazabon, 4 Seasons of Reconciliation and Moderated by Noah Wilson, Business Development Manager – Indigenous Young Entrepreneurs, Futurpreneur and Co-Chair of Truth and Reconciliation Advisory Council, Winnipeg Chamber of Commerce joined together to discuss the program and the responsibility of businesses in truth and reconciliation.

### 2. 4 Seasons Post-Training Discussion (September 2021)

Following the launch of the free month of 4 Seasons Training, Carla Kematch, Manager, Truth and Reconciliation, and Community Engagement, RRC, and Elder Una Swan, Elder in Resident, RRC, hosted two post-training discussions for folks who had begun the training to come together, debrief their learnings, discuss next steps and ask questions in a safe, supportive environment.



# LEAD

## TRUTH AND RECONCILIATION

### 3. Indigenous Youth Networking Forum (March 2022)

Our free virtual Indigenous Youth Networking Forum brought together local business mentors with Indigenous post-secondary students to discuss career journeys, and receive life advice, and guidance on how to seek meaningful employment.

Hosted in partnership with RRC Polytech's Indigenous Education and HP Change, attendees heard from an Indigenous business panel discussion and then joined smaller break-out sessions depending on the student's interest and business leader's specialization.

Through CODE (Commitment to Opportunity Diversity and Equity) and The Chamber's commitment to truth and reconciliation, we highlighted a diverse range of Indigenous topics and stories on our blogs, newsletters and communications. With 5 Indigenous-specific communications, we celebrated and recognized the work of Indigenous businesses and leaders in our community. In November 2021, we circulated our CODE e-Newsletter which was written by Kyra De La Ronde, Diversity and Inclusion Intern at The Chamber. In this newsletter, Kyra shared insights on creating a more inclusive workplace for Indigenous People.

The Chamber website now includes a land acknowledgment. The Chamber staff have also included a land acknowledgment to their

signatures after taking part in a training session on the importance and significance of a land acknowledgment.

Internally, The Chamber has implemented a staff learning development policy where staff review a webinar each month on topics related to diversity, equity and inclusion. Since the implementation of this learning plan, the staff has learned from five webinars. One of these webinars covered the topic of land acknowledgments and their significance.

Through our partnership with Red River College Polytechnic and 4 Seasons of Reconciliation, The Chamber offered one month of complimentary access to the 4 Seasons of Reconciliation education e-modular training.

In partnership with APTN, and in honor of National Indigenous Peoples Day, Manitoba 150 made 50 virtual Blanket Exercises available across the province. The 50 exercises were offered through The Winnipeg Chamber of Commerce, the Manitoba Chambers of Commerce, and Conseil Jeunesse Provincial. The Winnipeg Chamber facilitated the organizing of 20 of these exercises for various organizations and groups. All 20 exercises were completed with a total of 389 attendees.

For our year ahead, The Chamber will continue to work to create and foster new and existing relationships with Indigenous peoples and businesses, review our internal policies and practices, and implement changes as needed in pursuit of reconciliation, inclusion, and equity.

# LEAD

## DIVERSITY, INCLUSION AND EQUITY

Over the past year, The Chamber worked to expand its offerings through its Commitment to Opportunity Diversity and Equity (CODE) both internally and externally.

Internally, a new position was created and we welcomed Mahrukh Ali Aziz onto the team as the Diversity and Inclusion Coordinator to assist in the implementation and expansion of programs within CODE and The Chamber's internal diversity, equity and inclusion (DEI) priorities.

As a member association, we continue to prioritize working closely with the community and our members, and responding to member identified needs. Our DEI work is continuously guided by The Chamber membership at large, the Truth and Reconciliation Advisory Council, the CODE Collaborative and the Newcomer Employment Hub.

Over the past year, the CODE Collaborative was co-chaired by Shreeraj Patel, Liz Choi, and Jessica Dumas. The Truth and Reconciliation Council was co-chaired by Noah Wilson and Jessica Dumas. The Newcomer Employment Hub Advisory Council was co-chaired by Maria Polovinka and Jessica Praznik.

### CODE Programs

CODE launched in October 2021 and since then has launched four programs within it. All the programs within CODE aim to build capacity within Chamber member businesses to take on DEI work in strategic and impactful ways.

**CODE Resource Hub:** The CODE Resource Hub is an online webpage that provides access to a number of curated diversity, equity and inclusion tools, templates and educational resources. The DEI team also partners with experts to create custom resources that are relevant to our members' needs. In the past year, we have worked with Rainbow Resource Center to create a resource titled "How to Support an Employee When They Come Out as Trans."

We also partnered with DEI Practitioner, Laurelle Harris to create a resource particularly for CODE Coalition members on how to operationalize their DEI goals.

**CODE Events:** To bring DEI topics to The Chamber community, we have created a comprehensive event calendar that includes virtual workshops, a half-day forum for HR leaders and executives, a full-day conference as well as introductory 101 sessions on CODE and its programs. Since its launch, we have hosted four virtual CODE Workshops, one CODE Coalition Forum, six CODE 101s, two Newcomer Employment Hub 101s and one CODE conference. In our post-event surveys, it was identified that the two most common reasons why people attended CODE events were they were interested (74%) and wanted to learn (74%) about DEI.

**CODE Coalition:** The CODE Coalition is a group of organizational leaders who share a commitment to furthering DEI in the workplace. It serves as a platform for peer learning and exchange. Members of this Coalition meet to discuss progress, barriers, and to offer or receive support from peers as we work towards our collective goal. The CODE Coalition also receives consistent support from Chamber staff on DEI resources, policies, communications guidelines, and leadership training opportunities. Since its launch, we have 80 CODE Signatories and we have all gathered at the CODE Coalition Forum in March 2022. The first annual report of the progress CODE Coalition members make will be available in October 2023.

A wide range of sectors are represented among the Coalition members, from community organizations and charities to finance and insurance to restaurants and catering. More than half of the Coalition members are small businesses/organizations.

**Newcomer Employment Hub:** Initiated by The Chamber and Immigration Partnership Winnipeg The Newcomer Employment Hub (the Hub) brings together the business community and Manitoba



# LEAD

## DIVERSITY, INCLUSION AND EQUITY

newcomer community to work together to address the biggest challenge for businesses today: talent recruitment and retention. The Hub is an innovative online job tool that creates quality job matches between newcomer job seekers and Manitoba employers. The Hub's smart AI technology provides employers with top newcomer candidates that best match their job description and needs. Since its launch, we have been working with 10 different service agencies to ensure that the Hub serves their newcomer clients. We also engage employers through our Newcomer Employment Hub 101s that provide them with training on how to effectively use the platform and hire newcomer talent.

**CODE Communications:** We have launched a monthly CODE newsletter that provides members with all the relevant information about CODE and includes upcoming event dates, dates of importance and addresses a certain topic within each edition.

### Our Actions Towards Diversity, Inclusion and Equity

We are committed to reflecting the community we serve through diverse and dynamic leadership teams, staff, board members, volunteers, members, and program speakers. Our efforts include creating policies, procedures and a culture that embraces difference and encourages inclusion, belonging and cohesion.

#### 1. Continuous learning

Internally, our staff undertake learning on topics relevant to DEI once a month. This internal policy was created to ensure that all staff engage in continuous learning so that all the programs and portfolios are reviewed and improved with an equitable lens.

#### 2. Reviewing and Updating Governance and Human Resources Policies

Chamber management and the Board of Directors undertook a review of our governance policies and human resources policies to ensure that all our internal documents were reviewed for inclusion and equity. The governance review

was completed in June 2022 and the review of the human resources policies is ongoing.

#### 3. Inclusive Marketing and Communications

The Chamber is leading the way in ensuring that all our marketing and communications efforts are inclusive and accessible. Following a staff training on digital accessibility, the team is working to ensure that our digital assets are accessible and these efforts are ongoing.

#### 4. Data Collection to Understand our Membership

Starting in winter 2022, we will distribute a membership demographic survey to small and medium sized businesses first within The Chamber membership to gain a deeper understanding of the demographic makeup of our membership.

Results from this survey will be included in our Annual Report, and other organizational reporting. Results will also be used to provide Chamber members with information on options available for supplier diversity that will advance their DEI goals.

We are collecting demographic data from our staff, Board of Directors, speakers and event attendees. This data will allow us to set goals and ensure representation among our staff, board and speakers to be truly reflective of the diverse community we operate in and serve. Demographic data from our event



attendees will help us better analyze who attends our events and reflect on how we can continue to create welcoming, inclusive, and barrier free spaces for members of equity deserving groups.

### 5. Accessible and Inclusive Events

Chamber staff is working to ensure that our virtual and in-person events are accessible and free from barriers. We are working with venues that meet our accessibility standards and ensure that accessibility information about venues and details about the location of gender neutral washrooms are shared with event attendees prior to their arrival at the event. We are also committed to ensuring emotional safety of our event attendees, select events where heavy topics are discussed, we have made mental health support and/or Elders available and will continue this practice.

### 6. DEI Council

The Chamber Board and management are working together to create a DEI Council with a mix of practitioners, people with lived experience and community leaders to provide The Chamber with ongoing support in our work towards equity and reconciliation. The Council will begin its work in Fall 2022.

## Our Diversity, Inclusion and Equity Pledges

### The 50 – 30 Challenge: Your Diversity Advantage

The 50 – 30 Challenge is an initiative between the Government of Canada, business and diversity organizations. The goal of the program is to challenge Canadian organizations to increase the representation and inclusion of diverse groups within their workplace, while highlighting the benefits of giving all Canadians a seat at the table.

The 50 – 30 Challenge asks that organizations aspire to two goals:

1. Gender parity (“50%”) on Canadian board(s) and senior management; and
2. Significant representation (“30%”) on Canadian board(s) and senior management of other under-represented groups: racialized persons including Black Canadians, persons living with disabilities (including invisible and episodic

disabilities), Canadians who identify as LGBTQ2, and First Nations, Inuit and Métis peoples as founding peoples of Canada are under-represented in positions of economic influence and leadership.

### Winnipeg Indigenous Accord

The Truth & Reconciliation Commission (TRC) released 94 Calls to Action (CTA) in 2015. The CTA's is an invitation for all Canadians to take action in order to redress the legacy of residential schools and advance the process of Canadian reconciliation. The Chamber has responded by becoming a signatory to the inaugural 2016 Winnipeg Indigenous Accord and continues to do so each year.

### Canadian Centre of Diversity and Inclusion (CCDI) Employer Partner

The Canadian Centre for Diversity and Inclusion (CCDI) is a made-in-Canada solution designed to help employers, diversity and inclusion/human rights/equity, and human resources practitioners effectively address the full picture of diversity, equity and inclusion within the workplace.

Founded and run by experienced diversity and inclusion practitioners, CCDI's focus is on practical sustainable solutions that help employers move toward true inclusion.

As an Employer Partner we offer our staff unlimited access to live and interactive webinars, workshops, resources, and facilitated community of practices events.

### CODE Sponsors

#### Elevate Partner

- Johnston Group

#### Activate Partners

- Assiniboine Credit Union
- Bell MTS
- CPA Manitoba
- The Forks
- CPHR Manitoba
- Manitoba Liquor and Lotteries
- TDS
- Travel Manitoba

#### Supporting Partners

- Business Council
- Canada Life
- CN
- Food and Beverage
- IG Wealth Management
- EY
- Manitoba Hydro
- PCL Construction
- RBC
- Staffmax Staffing & Recruiting
- Taylor McCaffrey
- University of Winnipeg

# LEAD AMBASSADORS

## Chamber Ambassadors

Our Ambassadors are an extension of our Chamber team and help us not only run our events smoothly, but also help promote the benefits of being a Chamber member. Our volunteers carve time out of their busy schedules to welcome our event attendees at our registration desk, volunteer on our advisory councils, share why they are a member and even help mentor youth at our Youth Connect Program events.

Without the support of these Chamber Ambassadors our Chamber community would not be as strong as it is today.

To see a full list of our Chamber Ambassador Team, you can visit [winnipeg-chamber.com/volunteer-opportunities](http://winnipeg-chamber.com/volunteer-opportunities).



# LEAD

## VOLUNTEER AWARDS

Each year, The Chamber recognizes a force that makes our city function: volunteers. We recognize five Chamber Volunteers for their dedicated service.

### VOLUNTEER OF THE YEAR AWARD RECIPIENTS



#### **SANDY CHAHAL | COO, Lawton Partners Wealth Management**

"I'm truly honoured and humbled to be receiving the Volunteer of the Year Award for doing what I love to do. The Winnipeg Chamber of Commerce is very near and dear to my heart. I have gained tremendous skills and connections through The Chamber over the past 11 years, whether it's the business community or the community at large. Volunteers are the backbone of an organization; The Chamber leadership and team understand and appreciate that exceptionally well. It is easy to support a progressive organization, and I look forward to working with them as we discuss diversity and inclusion within our organizations. Thank you, I truly appreciate this award and all your support."



#### **JOSEPH EDOGBENI | CEO, HEYRU**

"I'm honored and excited to be recognized for The Winnipeg Chamber of Commerce Volunteer of the Year Award. Also, being a member of the Small Business Advisory Council during the pandemic years was a rare privilege and memorable. I learned a lot from other council members and the dedicated Chamber team; it was a rewarding experience. The Chamber provides an atmosphere to connect and grow, thereby making volunteering exciting; I look forward to more. Many thanks for this award."



#### **JESSICA PRAZNIK | Project Manager, National Cultural Brokers Project, Manitoba Possible**

"Thank you to The Winnipeg Chamber of Commerce, I am honoured and humbled to receive this award! It is also a bit of a strange feeling as the volunteer work that I do is always in partnership with amazing community members who continuously teach, guide and mentor me and deserve this recognition much more than I. So thank you to all those community leaders who tirelessly volunteer their time to support their communities, break down barriers and increase inclusion throughout our city!"

### DIRECTOR OF THE YEAR AWARD RECIPIENT



#### **SOFIA MIRZA | Partner, Fillmore Riley LLP**

"I am deeply honoured to be recognized for The Winnipeg Chamber of Commerce Director of the Year Award, but I would like to highlight the work of my Chamber colleagues as a whole, as it takes a team to accomplish the strategic goals for the business community members that we serve, and whose voice we share. I am grateful to have contributed on the Governance Committee and Board during a time when the business community navigated uncertainty. It has also been an honour being a part of the vital dialogue surrounding diversity, equity, inclusion and the strength of our indigenous community through The Chamber's CODE Coalition initiative. As an immigration lawyer, the legal landscape is constantly changing and being agile and proactive is key. The Chamber exemplifies these qualities which makes it a pleasure to volunteer my time for the Winnipeg community, and encourage others to get involved."

### DISTINGUISHED LONG-TERM SERVICE AWARD RECIPIENT



#### **MARIETTE MULAIRE | Strategic Advisor, World Trade Centers Association**

"It is such an honour to receive this award. I was so lucky to have The Winnipeg Chamber of Commerce as a partner in two major projects we were leading: Centrallia and World Trade Centre Winnipeg. Success only happens when people and organizations row in the same direction, and that was exactly how it worked out with my partnerships with The Chamber: merci beaucoup! Bravo to The Chamber for all these community projects you have been and continue to lead or be involved with. C'est magnifique!"

# LEAD COMMUNITY

## Youth Connect

Our annual Youth Connect Program connects high school students with the local business community to help the students discover their passions that may drive their career.

Through a collaborative partnership with HP Change, we create opportunities to engage and educate the future workforce through dynamic full and half day programming and workshops. This year's programs have included bringing together 50+ high school students for a full-day with an emphasis on inclusion, becoming a greener city, and embracing youth priorities and discussion with special guest Mayor Brian Bowman, where the youth shared their suggestions to build a more inclusive city.

## Immigration Partnership Winnipeg

The Chamber continues to partner with Immigration Partnership Winnipeg (IPW) to create an online Newcomer Employment Hub focused on assisting small and medium sized companies to connect with newcomer service agencies to employ and empower immigrant jobseekers.

In the past year we have established a Newcomer Employment Advisory Council composed of newcomer service agency staff, small business owners and human resource professionals. During our first year, we have hosted a number of focus groups with both newcomer settlement agencies and small business professionals. Through our research with a third-party we have published a Newcomer Employment Hub Feasibility Study to help guide the development of the Newcomer Employment Hub.



# LEAD COMMUNITY

## Leadership Winnipeg

For well over a decade, The Chamber and Volunteer Manitoba have partnered together to offer Leadership Winnipeg, a 10-session leadership program, which normally runs from September through June. The program provides experiences that inspire and help individuals to develop an understanding of themselves, their community and their role within it.

With COVID disrupting both our 2019-2020 and 2020-2021 program years, we were finally able to resume in-person meetings and catch up on all missed sessions. Graduation celebrations were recently held for both cohorts and it was a wonderful opportunity to reflect on the rich experiences and positive impacts of the program.

Building on the excitement experienced by our talented, engaged graduates as they fell deeper in love with our city, the Board Connect program continues to increase in popularity. In this optional second year of the program presented by The



Winnipeg Foundation, Volunter Manitoba places Leadership Winnipeg grads as ex-officios on the Boards of local organizations, matching skill sets and interests to identified needs. To date, 46 past Leadership Winnipeg participants have been placed on boards. Four of those have been placed this past year.

## Leadership Winnipeg Sponsors

### Thank you to our vision partners:

- Canada Life
- Johnston Group
- IG Wealth Management
- WRHA
- The Winnipeg Foundation

### Thank you to our proud partner:

- Assiniboine Credit Union

### Thank you to our supporters:

- Asper School of Business
- Boston Pizza
- Honest Agency
- Wawanesa Insurance



# LEAD

## SPIRIT OF WINNIPEG AWARDS

### Spirit of Winnipeg Awards

Our annual Spirit of Winnipeg Awards is an inspiring evening where we celebrate innovative Winnipeg businesses who make our city better. This year we were thrilled to be back celebrating all our finalists' accomplishments in-person at the Club Regent Event Centre with our hosts Michelle Gazze, Winnipeg Foundation and Wilfred Sam-King, the founder of Rising Stars Foundation with Keisha Booker as our entertainment.

With the launch of our CODE programming this year, we were proud to launch a new CODE category at this year's awards.

We thank the volunteer judges within our membership, and past winners, for taking the time to review over 100 applications.

### 13th Annual Spirit of Winnipeg Recipients

#### **KENDRICK'S OUTDOOR ADVENTURES**

Rising Star Award

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#### **COMMUNITY OF BIG HEARTS**

Technology Award

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#### **ENVIRODEL**

Environment and Energy Award

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#### **EDUCATION CANADA GROUP: ROBERTSON COLLEGE**

Workplace Culture Award

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#### **LITE (LOCAL INVESTMENT TOWARD EMPLOYMENT)**

Non-Profit and Social Enterprise

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#### **GHY INTERNATIONAL**

Trade Award

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#### **THE BEER CAN**

Design and Building Award

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#### **CIRCLES FOR RECONCILIATION**

CODE Award (Commitment to Opportunity, Diversity and Equity)

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#### **WAWANESA INSURANCE**

Spirit of Winnipeg Award



# CONNECT

## MEMBERSHIP LUNCHEONS

### Membership Luncheons

Our flagship monthly event series, the Membership Luncheons, are the gathering place for business owners and professionals to connect - all while hearing from dynamic subject-matter experts on a current issue or trend that impacts their business.

After surveying our members and comfort levels of gathering at the current time of the pandemic, our Membership Luncheon series kicked off in September virtually while we put the final touches on a return to in-person for October. Though we had a short pause of gatherings at the beginning of 2022 due to restrictions, we had a very successful luncheon series and our members were happy to be back meeting and hearing from another dynamic lineup of in-person speakers.

**SEPTEMBER 2021** | Planning for the Next Disruption | Frank Supovitz, President & Chief Experience Officer, Fast Traffic Events and Entertainment

The event industry came to a disruptive halt at the beginning of the pandemic and how we gather will never be the same. As we move forward, how do in-person events look like and how do we properly plan for the next disruption? Award-winning event producer Frank Supovitz shared his take on the future of events and his career lessons of being ready for the next disaster.

**OCTOBER 2021** | The Human Behind the Brand | Liz Bertorelli, Social Media Lead at TikTok

Your future customer's first impression of your business is probably going to be online. Through the power of social media, you have a unique opportunity to build meaningful relationships with customers without even meeting. Liz Bertorelli, TikTok shared the #1 rule to building those online connections: be yourself. Liz shared how you can create social media content for your business that highlights the human behind the brand.



**NOVEMBER 2022** | How Your Business Can Support Diversity & Inclusivity | Kathleen Prendiville, Partner Lead for Retail Media & Audience Solutions in Canada, Google Canada

The pandemic forced our economy into an accelerated digital transformation. Businesses not reliant on technology in the past suddenly now are - working smarter and faster than ever before. Improved innovations are removing barrier after barrier of physical offices and are introducing businesses to new markets. So, how do we keep the technology momentum going? Kathleen Prendiville, Google Canada, discussed the business case of why your business should prioritize collecting, understanding and acting on consumer data.

**DECEMBER 2021** | VIP Luncheon - State of the Province | Premier Heather Stefanson

The annual State of the Province Address is one of The Chamber's signature events, attracting a wide audience to network, connect with community leaders and witness the government's priorities for the coming year.

**JANUARY 2022** | *\*rescheduled due to pandemic restrictions. Moved to CODE Conference* | Belonging and Mental Health | Dr. Rehman Abdulrehman, Clinical Psychologist, Owner of Lead with Diversity Fairmont Winnipeg

The long-term implications of the pandemic on mental health is unmeasurable. The need for belonging and connection, especially in the workplace, is as strong as it's ever been. How can you as a leader foster a safe space for your people where they feel valued, healthy and at their best? During this talk, Dr. Rehman Abdulrehman, walked attendees through how they can lead their team with true inclusive leadership.



# CONNECT MEMBERSHIP LUNCHEONS

**FEBRUARY 2022** | *\*rescheduled due to pandemic restrictions. Moved to CODE Conference*  
The Business Case of Inclusion | Rosemary Sadlier,  
Founder of Black Canadian Network

Globalization, technological disruption and shifting demographics is rapidly changing our workforce. How do we future proof our business now and attract, engage and retain high-quality and diverse candidates? Keeping in mind, yes, hiring diverse teams is important but inclusive and equitable workplaces that support them is key. Rosemary Sadlier, a key influencer in bringing Black History Month to Canada in 1995 shared more on the business case of inclusion.

**MARCH 2022** | She Means Business |  
Avery Francis, Founder/CEO of Bloom

According to a March 2021 RBC Thought Leadership report, almost half a million Canadian women who lost their jobs during the pandemic hadn't returned to work as of January. During International Women's Month, our March luncheon focused on stories of challenges women continue to face in business and how we as a community can move forward to empower women.

**APRIL 2022** *\*rescheduled from December 2021*  
Our Gift to Seven Generations | Sky Bridges,  
CEO of The Winnipeg Foundation

Manitobans are known for their generosity – year over year we have led the nation in supporting our charitable sector, working together towards a better community. What has the pandemic done to the dedicated agencies that now, more than ever, are needed the most? How will we collectively address the challenges ahead for the charitable sector in our city? As The Winnipeg Foundation starts its second century, CEO Sky Bridges provided a comprehensive look at our community's most-pressing issues today, that will shape our city tomorrow.

**APRIL 2022** | Climate Change Conversations |  
Jane McDonald, Executive VP of IISD

With the global pandemic disrupting our everyday life, it unfortunately caused climate change to take a back seat from our radars. Despite this, the very real

and immediate threats of our heating earth remains unchanged. Members joined for an in-depth and necessary conversation about climate change and how businesses of any size can contribute to the solution. Jane McDonald, Executive VP of IISD walked us through how you and your team can rethink sustainable and smart living.

**MAY 2022** | Road to Reconciliation | The Honourable Justice Murray Sinclair & Dr. Niigaanwewidam James Sinclair, Professor and Writer

Reconciliation with our Indigenous communities is an important and ongoing personal journey. To understand the harm of our country's history and to pave a new path forward, each individual needs to look inward and reconcile themselves. To support us on our journeys, we welcome two generations of changemakers to discuss the progress made since the Truth and Reconciliation Commission released the 94 Calls to Actions in June 2015.

**JUNE 2022** *\*rescheduled from March 2022* | VIP  
Luncheon State of the City | Mayor Brian Bowman

For Mayor Brian Bowman's final address as mayor, the annual State of the City Address is one of The Chamber's signature events, attracting a wide audience to network, connect with community leaders and witness the government's priorities for the coming year.

**JUNE 2022** *\*rescheduled to December 2022* Celebrate  
Winnipeg - Opening The Leaf | Margaret Redmond,  
President and CEO of Assiniboine Park Conservancy

Our Celebrate Winnipeg luncheon will give you exclusive insight into the creation of and future vision for our city's newest tourism attraction, The Leaf – Canada's Diversity Gardens. You've watched the videos and visited the new outdoor gardens. Hear from Margaret Redmond, President and CEO at Assiniboine Park Conservancy, on how horticultural attractions like The Leaf have the potential to play a critical role in shaping how people perceive, interact with, and understand nature and what this world-class attraction will mean to our city and business community.

# CONNECT OTHER EVENTS

## After Business Mixer

After a two-year COVID hiatus, members returned to the After Business Mixer sponsored by St. John Ambulance. Over twenty of our members came together to host booths at the brand new St. John Ambulance building and we welcomed over 100 members who came out to network and see what their fellow Chamber members have been up to. We heard great feedback from both attendees and exhibitors that they were thrilled to be back together.

## Budget for Breakfast

Over the last season we hosted two sessions to allow our members to have their voices heard about the upcoming City of Winnipeg and Province of Manitoba budgets.

In November, we heard from Scott Gillingham, Chair of the Standing Policy Committee on Finance to review the preliminary 2022 Operating and Capital budget and explore how it could impact our members as business owners and taxpayers and what plans the city had to recover from the pandemic.

In January of 2022, Finance Minister Scott Fielding joined us to hear from members about the issues that are impacting their businesses or organisation, and suggest ways the province can help make Manitoba a better place for investment and growth.

## CODE 101

CODE 101s provide an overview of The Chamber's newest program - Commitment to Opportunity, Diversity and Equity (CODE). CODE aims to provide organizations with impactful strategies, guidance, and connections to improve DEI in your workplace. Learn more about the program, and how we can support you on your DEI journey. We have hosted six virtual sessions.

## CODE Coalition Forum

Attendees came together to explore proven workplace strategies to further organizational diversity, equity and inclusion goals. Facilitated by an experienced organizational DEI consultant, Laurelle Harris, organizational leaders discussed any barriers they currently face in creating and implementing DEI strategies and received suggestions for impactful DEI work.

## CODE Conference

The first annual CODE Conference was a full-day journey of learning through engaging presentations from top voices in the DEI community, hands-on facilitated workshops and the opportunities to learn, connect and grow with like-minded individuals.

Whether attendees were starting their DEI journey or looking for a deeper conversation, workshops throughout the day were offered in three levels, introductory level sessions, general sessions or advanced sessions.

## CODE Workshops

We offered four free virtual CODE Workshops for Chamber members to engage in DEI topics at a deeper level with experts.

**Supporting Job Seekers and Employees with Learning and Intellectual Disabilities:** This workshop offered critical guidance to employers on accommodations and inclusion, particularly for employees and job seekers with learning and/or





# CONNECT OTHER EVENTS

intellectual disabilities. The event also connected employers with local non-profit organizations that serve people with disabilities who can provide employers with evidence-based guidance and best practices on hiring and retaining people with disabilities. Speakers included SCE Lifeworks, Ready, Willing and Able and Learning Disabilities Association of Manitoba.

**Taking Action Towards Anti-Racism:** February is Black History Month and this insightful workshop addressed how anti-Black racism shows up in our workplaces and how we can move from comfort to courage to transform our workplaces to be more equitable. The speaker for this session was Valerie Williams, Director, EDI, Rady Faculty of Health Sciences at the University of Manitoba.

**Gender Inclusive Language:** This workshop focused on how to communicate inclusively with practical tools and strategies. The event covered why gender inclusive language matters, current terminology and how to use it, identify language based microaggressions and the importance of gender inclusive language in creating a safe and respectful workplace. Sexuality Education Resource Center led this informative workshop.

**What's Next? Implementing reconciliation in your Workplace:** For those who have begun to learn about the Indigenous experience in Canada and would like to take the next steps towards reconciliation, this workshop covered practical, tangible changes that one can make in the workplace to make it a safe space and inviting for Indigenous employees. It covered recruitment techniques, tips for retention, and policy changes that could remove barriers to Indigenous employee success. This workshop was facilitated by Legacy Bowes.



## Civic Leaders Dinner

We were thrilled to bring back one of our member and sponsors favourite events this year, the Civic Leaders Dinner.

The event allows members to sit around a table with the City of Winnipeg administration c-suite and elected officials, including Mayor Brian Bowman and Michael Jack, Chief Administrative Officer, to have a conversation about current issues impacting their businesses.

## Indigenous Networking Forum

In March 2022, we hosted a free virtual Indigenous Youth Networking Forum which brought together local business mentors with Indigenous post-secondary students to discuss career journeys, life advice and how to seek meaningful employment.

Hosted in partnership with RRC Polytech's Indigenous Education and HP Change, attendees heard from an Indigenous business panel discussion then joined smaller breakout groups, depending on the student's interest and business leader's specialization.

## Local Lunch Break

After launching the Local Lunch Break series through the pandemic, we finished up the series with Local Lunch Break's hosted by Tandem Collaborative and Planned Perfectly.

In September we were joined by Kylee Houlahan, Owner of Planned Perfectly who talked about

# CONNECT OTHER EVENTS

their pandemic pivot as the events industry came to a screeching halt. Members in the event industry shared their struggles along with Kylee to help build a community and identify tips and tricks they had learned along the way to help with the return to in-person events.

While enjoying a (local) bite to eat in October, Tandem owners Amelia Laidlaw and Larissa Peck shared the importance that values play in a businesses marketing and strategy and how leading with your values can help you engage your customers. Attendees were able to leave the session being able to identify their business values, integrate their business values in their marketing initiatives and reach more customers.

## Member MeetUp

Member MeetUps are a great opportunity for The Chamber community to get out and see what our members are up to in an informal and fun setting.

After a long-awaited return, we were happy to bring back Member MeetUps in May starting with one of the most delicious shops in our city - Chaeban Ice Cream. Joseph Chaeban, President at Chaeban met with the group and shared how Chaeban grew from an idea to the business it is now and how they came out of the pandemic with even more products and even stronger than they were before. Attendees were treated to a tasty treat and tour of the facility to see exactly where the magic happens.

In June, we visited Altea Active, an 80,000 sq. ft world-class fitness and wellness club, the first of its kind, right here in Winnipeg. After a tour through the beautiful facility where we had the opportunity to learn about all the programs and classes offered and what makes Altea so special, our members got to try out a rock climbing class and enjoy a treat from the smoothie bar.

## Newcomer Employment Hub 101

NEH 101s provide an overview of The Chamber's newest program - the Newcomer Employment Hub (the Hub). The Hub is an innovative online job tool that creates quality job matches between newcomer job seekers and Manitoba employers.

Initiated by The Winnipeg Chamber and Immigration Partnership Winnipeg, the Hub brings together the business community and Manitoba newcomer community to work together to address the biggest challenge for businesses today: talent recruitment and retention. Attendees can learn more about the program, and how we can support their DEI journey!

## Policy 101

This year we launched Policy 101, an opportunity for members to get their policy questions answered and share their top policy concerns and hosted four times a year by our Chamber policy team.

## Networking 101

This year, we paused our Networking 101 series while we focused on bringing back quality in-person programming and spoke to our members to find out what parts of our programming were most important to them. While the Networking 101 series has been enjoyable and informative for members in the past, we've heard over the last two years that networking is no longer one of the major challenges facing our members. Next season, we will be launching a new, exciting program focusing on our three pillars, Lead, Connect and Grow that will answer some of the requests we've had for programming.

# GROW PROGRAMS

## The Chamber Sessions

With the continued impacts of this pandemic, our team at The Chamber worked together with The Chamber's Group Insurance Plan to create a program that helped our members work through some of their biggest challenges today. The Chamber Sessions was a free support program built for small and medium-sized businesses. This program offered three-hour one-on-one sessions with a local business mentor to talk through current roadblocks in our members' businesses. Some of our business partners included Bell MTS, Staffmax, GHY International, McKim, RBC, EY and Taylor McCaffrey Lawyers.

The Chamber Sessions finished up in April 2022 and in total 83 businesses applied for the program. Overall, we got great feedback and takeaways if we were to run the program again in the future.

## Business Crews

While the pandemic halted most in-person networking, it opened new opportunities to connect with folks virtually both in Manitoba and beyond. Last year, in partnership with The Chamber of Commerce Metropolitan Montreal (CCMM), we launched Business Crews to our members in Spring

2021. Business Crews is an intensive series of weekly two-hour-long meetings over the course of four weeks, during which discussions were held with the same group of 15 to 20 people.

Over the last season, our members had a chance to make business connections with folks all over Canada through the National Business Crews program connecting with folks from British Columbia all the way to Montreal and we look forward to partnering with CCMM to continue the program.

## Newcomer Employment Hub

On March 25th, in partnership with Immigration Partnership Winnipeg, The Chamber launched this year's second biggest initiative, the Newcomer Employment Hub. The Hub is an innovative online job board, creating quality job matches between Manitoba's employers and newcomer job seekers. The Hub is hosted on a social innovation platform run by Magnet.

With a highly positive response from the business community, here are the reasons why they have listed their job posting:

1. **AI Technology matches you with your top candidates** - The Hub's intelligent technology allows employers to target quality matches and saves you time during recruitment
2. **Extra support before & after you hire** - receive continuous support from newcomer service agencies to ensure you successfully hire & retain talent
3. **Diversify your organization's talent pool & be part of multiple diverse communities** - attend inclusive workplace trainings, workshops, and networking job fairs hosted by The Chamber to solidify connections within the community

We are currently working with 10 service agencies to directly reach job ready newcomers who are looking for meaningful employment. They are Immigrant Center, Opportunities for Employment, NEEDS, Seven Oaks Immigrant Services, Success Skills Center, West Central Women's Resource Center, Canadian Muslim Womens Institute, University of Winnipeg's PACE Program, CDEM and IRCOM.

To support service agencies in onboarding their clients, our DEI Coordinator has planned in-person and virtual training sessions with newcomers. Since its pilot launch in March, we have hundreds of active job seekers on the Hub.

### CHAMBER SESSIONS

"It felt like I was matched with the perfect mentor. We shared the same values and she immediately focused in on the HR areas that required our agency's immediate attention; and subsequently the other areas that just needed some updates."

- Jane Langes, E-Quality Communication  
Centre of Excellence Inc. (ECCOE)

"I got all of my questions answered by someone I could trust! So much faster than researching on my own."

- Jocelyne Nicolas, West Broadway BIZ

# GROW PROGRAMS

## Bizzz.ca - Our Online Business Directory

As Winnipeg's biggest business association we represent approximately 2,000 businesses and 90,000 employees. Our online member directory is a critical long-standing tool utilized by our local business community to source local goods and services.

Last year we launched Bizzz.ca, a platform built to elevate members' profiles online and in the community. Throughout the year since launching, Bizzz has seen some major successes.

### 1. At Events

During our luncheons and Small Business Forums, Bizzz would have a booth set up, led by Chamber Staff where event attendees could learn more about Bizzz, ask questions or set up their account. Later in the year, we added an activation to further entice people. Attendees could play a game of memory using Chamber member logos for a chance to win a giftcard to a local business. Attendees had a lot of fun playing and versing friends.

### 2. One-on-one Support

To help support The Chamber staff, we hired part-time Bizzz .ca Specialist Jari Lam. Jari assisted in answering emails, troubleshooting issues members encountered and created blog and social media content. Along with Jari, we had Michael Natividad, a graduate of Robertson College, volunteer with us a couple of hours a week also providing one-on-one support. Both of them started the process of reaching out to members individually and getting their profiles setup.

### 3. Small Business Month Campaign

October is Small Business Month and week. To gear up and promote Bizzz as a platform your small business can use, we ran a cash giveaway where businesses could enter. All they had to do was complete their bizzz profile, fill out the contest form and share on social for a bonus entry. The winners included:

- First Prize: \$1000 - I AM LOVE PROJECT
- Second Prize: \$500 - Winnipeg Insurance Brokers
- Third Prize: \$250 - Wolseley Kombucha

### 4. Refreshed Look and Ad Campaign

As restrictions continued, we extended our Bizzz marketing campaign: Close To Home, But Not Too Close. The idea behind it, is that although you can do a lot of DIY at home, nothing beats the professionals and the great work they do. We want to continue to encourage people to visit Bizzz and find a buzz-worthy biz.



**BIZZZ.CA**

# GROW PROGRAMS

We launched four new campaigns:

- Retail Shops: Ogo Okwumabua, Zueike
- Restaurants: Amanda Buhse, Coal and Canary
- Accounting: Sana Mahboob, PrairiesCan
- Hotels: Donovan Robinson and son, Vantage Studios

## 5. Expansion and Website Improvements

Bizz.ca has undergone some upgrades and improvements to the website including:

- Results by proximity (different listings viewed by the guest with the detected/set postal code)
- Updated collapsed header
- Updated imagery to match the new look and feel of the brand
- Virtual & Home-based private business locations functionality

Bizz continued to see success as we moved through the year and celebrated it's one year in June 2022. Some notable stats from the year include:

- 29.1% return rates organically since website enhancements made in Spring 2022
- 8,000,000 impressions achieved by digital ads
- 3,776,124 people reached by digital ads



# GROW PROGRAMS

## Small Business Forums and Summit

Our Small Business Forums and Summit are a gathering place for our members where they can openly discuss specific challenges and share solutions. Because the many challenges facing small businesses are unique, our team ensures no two small business forums are alike. This past year our forum programming featured a mix of in-person and virtual events featuring panel discussions, workshops and fireside chats.

The Small Business Forums and Summit are an opportunity for our members to obtain valuable professional development, feel a part of a special community all in a smaller group setting.

### SEPTEMBER 2021

Finding and Growing your Team

### OCTOBER 2021

Small Business Summit wth Mayor Brian Bowman

### DECEMBER 2021

Small Business Marketing Forum

### FEBRUARY 2022

Finance Forum



## Small Business Advisory Council

The Chamber's Small Business Advisory Council is a carefully selected volunteer committee within our membership - representing a spectrum of sectors and backgrounds. The group of 13 volunteers worked alongside The Chamber team to help shape things like our programming and events, based on current issues that are important to Winnipeg's small business community.

Chaired by Kristine Tubeira, CEO of LMVA Consulting and Larissa Peck, Co-Owner of Tandem Collaborative, the Council met five times a year to advocate on behalf of other small business members to ensure critical challenges and opportunities are being considered.

### Chairs:

- Kristine Tubiera, LMVA Consulting
- Larissa Peck, Tandem Collaborative

### Members:

- Joseph Chaeban, Chaeban Ice Cream
- Nicholas Douklias, Helios
- Joseph Edogbeni, Heyru
- Ogo Okwumabua, Zueike
- Arturo Orellana, GFIT Wellness
- Lucas Robinson, R&B Wild Caught Fisheries Canada
- Lynn Tran, Edison Properties (formerly GoodLocal)
- Amy Tung, I AM LOVE PROJECT INC.



# GROW PROGRAMS

## Connecting Online

Our live events are a great way for the business community to connect face-to-face, but we want that opportunity to connect and be available at any time and any where! We do this through sharing the Winnipeg business community's stories online on our Chamber Connected newsletter, social media and blog.

## Affinity Program

On their own, small and medium businesses can't always afford the benefits that size and scale can purchase. The Chamber gives access to discounts from providers of key business services, including group insurance, payroll, savings at the pump and much more. Through Chamber membership, small and new businesses especially can take advantage of programs they couldn't afford on their own.

## #LiveFor5

Our #LiveFor5 series, sponsored by Steinbach Credit Union, tells the stories of our local Small and Medium Size Enterprises (SMEs) through 5- minute interviews on Facebook/Instagram. Our members share their personal stories of success and struggles with viewers, making the Live for Five an interactive video series. They also share promotions or ways members can support you. This year some of the businesses we spoke to were:

- Beyond the Lounge
- Kendrick's Outdoor Adventures
- Diaspora Cafe
- Bizzz
- Travel Manitoba
- And more!



## Healthy Workplaces

The connection between health and well-being is closely linked to workplace environments, making healthy workplaces meaningful for any business. When employees feel valued, respected and satisfied in their jobs and work in safe, healthy environments, they are more likely to be productive and committed to their work.

The Chamber supports Healthy Workplaces by bringing together information, tools and resources to help both employers and employees make their workplaces healthy and safe.

### HEALTHY WORKPLACE PARTNERS:

CPHR Manitoba  
Johnston Group  
WCB Manitoba  
WRHA

*Financial Statements of*

**THE WINNIPEG CHAMBER OF COMMERCE**

*June 30, 2022*



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## INDEPENDENT AUDITOR'S REPORT

To the Members of  
The Winnipeg Chamber of Commerce

### Opinion

We have audited the financial statements of The Winnipeg Chamber of Commerce (the "Chamber"), which comprise the statement of financial position as at June 30, 2022, and the statements of operations, changes in fund balances and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies (collectively referred to as the "financial statements").

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Chamber as at June 30, 2022, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

### Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards ("Canadian GAAS"). Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Chamber in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Chamber's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Chamber or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Chamber's financial reporting process.

### Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian GAAS will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian GAAS, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Chamber's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Chamber's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Chamber to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



Chartered Professional Accountants

Winnipeg, Manitoba  
September 15, 2022

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# THE WINNIPEG CHAMBER OF COMMERCE

## Statement of Operations

Year Ended June 30, 2022

|  | Operating<br>Fund | Capital<br>Fund | 2022             | 2021             |
|--|-------------------|-----------------|------------------|------------------|
| <b>REVENUE</b>   |                   |                 |                  |                  |
| Membership dues  | \$ 873,302        | \$ -            | \$ 873,302       | \$ 857,328       |
| Event  | 632,455           | -               | 632,455          | 221,658          |
| Member Outreach  | 13,133            | -               | 13,133           | 6,425            |
| Small Business   | 56,773            | -               | 56,773           | 74,133           |
| Advocacy   | 730,253           | -               | 730,253          | 362,578          |
| Occupancy  | 30,260            | -               | 30,260           | 15,130           |
| Group insurance  | 244,392           | -               | 244,392          | 230,809          |
| Travel and other   | 197,951           | -               | 197,951          | 238,017          |
| Leadership Winnipeg  | 76,705            | -               | 76,705           | 33,080           |
| Capital contribution   | -                 | 41,140          | 41,140           | 42,040           |
|  | <b>2,855,224</b>  | <b>41,140</b>   | <b>2,896,364</b> | <b>2,081,178</b> |
| <b>EXPENSES</b>  |                   |                 |                  |                  |
| Administration   | 1,373,189         | -               | 1,373,189        | 1,038,899        |
| Event  | 313,314           | -               | 313,314          | 70,031           |
| Membership   | 373,175           | -               | 373,175          | 321,212          |
| Member Outreach  | 27,275            | -               | 27,275           | 28,437           |
| Small Business   | 12,921            | -               | 12,921           | 5,513            |
| Advocacy   | 464,254           | -               | 464,254          | 158,501          |
| Occupancy  | 191,037           | -               | 191,037          | 189,335          |
| Amortization   | -                 | 54,059          | 54,059           | 55,008           |
| Leadership Winnipeg  | 41,427            | -               | 41,427           | 27,852           |
|  | <b>2,796,592</b>  | <b>54,059</b>   | <b>2,850,651</b> | <b>1,894,788</b> |
| <b>EXCESS (DEFICIENCY) OF REVENUE<br/>OVER EXPENSES FOR THE YEAR</b> |                   |                 |                  |                  |
|  | \$ 58,632         | \$ (12,919)     | \$ 45,713        | \$ 186,390       |

**THE WINNIPEG CHAMBER OF COMMERCE**  
**Statement of Changes in Fund Balances**  
**Year Ended June 30, 2022**

|  | Operating<br>Fund | Capital<br>Fund | Capital<br>Reserve<br>Fund | Restricted<br>Fund | <b>Total</b> |
|--|-------------------|-----------------|----------------------------|--------------------|--------------|
| Balance, June 30, 2020                                       | \$ 476,933        | \$ 104,984      | \$ 237,626                 | \$ 100,000         | \$ 919,543   |
| Transfer of capital contribution to<br>Capital Reserve Fund  | -                 | (42,040)        | 42,040                     | -                  | -            |
| Excess (deficiency) of revenue<br>over expenses for the year | 199,358           | (12,968)        | -                          | -                  | 186,390      |
| Investment in capital assets                                 | -                 | 43,676          | (43,676)                   | -                  | -            |
| Balance, June 30, 2021                                       | 676,291           | 93,652          | 235,990                    | 100,000            | 1,105,933    |
| Transfer of capital contribution to<br>Capital Reserve Fund  | -                 | (41,140)        | 41,140                     | -                  | -            |
| Transfer of Operating Fund to<br>Restricted Fund             | (50,000)          | -               | -                          | 50,000             | -            |
| Excess (deficiency) of revenue<br>over expenses for the year | 58,632            | (12,919)        | -                          | -                  | 45,713       |
| Investment in capital assets                                 | -                 | 26,705          | (26,705)                   | -                  | -            |
| Balance, June 30, 2022                                       | \$ 684,923        | \$ 66,298       | \$ 250,425                 | \$ 150,000         | \$ 1,151,646 |

**THE WINNIPEG CHAMBER OF COMMERCE**  
**Statement of Financial Position**  
As at June 30, 2022

|  | 2022                | 2021                |
|--|---------------------|---------------------|
| <b>ASSETS</b>                            |                     |                     |
| <b>CURRENT</b>                           |                     |                     |
| Cash and cash equivalents                | \$ 1,060,863        | \$ 1,077,154        |
| Investments (Note 3)                     | 421,264             | 368,877             |
| Accounts receivable                      | 171,374             | 78,353              |
| Prepaid expenses                         | 41,918              | 46,322              |
|  | <b>1,695,419</b>    | <b>1,570,706</b>    |
| INVESTMENTS (Note 3)                     | 60,692              | 55,766              |
| INTANGIBLE ASSET (Note 4)                | 99,920              | 99,920              |
| CAPITAL ASSETS (Note 5)                  | 66,298              | 93,652              |
|  | <b>\$ 1,922,329</b> | <b>\$ 1,820,044</b> |
| <b>LIABILITIES</b>                       |                     |                     |
| <b>CURRENT</b>                           |                     |                     |
| Accounts payable and accrued liabilities | \$ 266,382          | \$ 212,398          |
| Deferred revenue - Membership fees       | 288,655             | 237,883             |
| - Events                                 | 214,473             | 201,250             |
| - Rent                                   | 1,173               | 2,580               |
|  | <b>770,683</b>      | <b>654,111</b>      |
| CEBA LOAN                                | -                   | 60,000              |
|  | <b>770,683</b>      | <b>714,111</b>      |
| COMMITMENTS (Note 6)                     |                     |                     |
| <b>NET FUND BALANCES</b>                 |                     |                     |
| Operating Fund                           | 684,923             | 676,291             |
| Capital Fund                             | 66,298              | 93,652              |
| Capital Reserve Fund                     | 250,425             | 235,990             |
| Restricted Fund                          | 150,000             | 100,000             |
|  | <b>1,151,646</b>    | <b>1,105,933</b>    |
|  | <b>\$ 1,922,329</b> | <b>\$ 1,820,044</b> |

APPROVED BY THE BOARD

  
..... Chairperson

  
..... Treasurer

**THE WINNIPEG CHAMBER OF COMMERCE**  
**Statement of Cash Flows**  
Year Ended June 30, 2022

|   | <u>2022</u>         | <u>2021</u>         |
|---|---------------------|---------------------|
| <b>OPERATING ACTIVITIES</b>                             |                     |                     |
| Excess of revenue over expenses                         | \$ 45,713           | \$ 186,390          |
| Item not affecting cash:                                |                     |                     |
| Amortization of capital assets                          | 54,059              | 55,008              |
|   | <u>99,772</u>       | <u>241,398</u>      |
| Changes in non-cash operating working capital items:    |                     |                     |
| Accounts receivable                                     | (93,021)            | 128,136             |
| Prepaid expenses  | 4,404               | 7,723               |
| Accounts payable and accrued liabilities                | 53,982              | 71,831              |
| Deferred revenue - membership fees and other            | 62,588              | 77,182              |
|   | <u>127,725</u>      | <u>526,270</u>      |
| <b>INVESTING ACTIVITIES</b>                             |                     |                     |
| Change in investments                                   | (57,313)            | (6,674)             |
| Purchase of capital assets                              | (26,703)            | (43,676)            |
|   | <u>(84,016)</u>     | <u>(50,350)</u>     |
| <b>FINANCING ACTIVITIES</b>                             |                     |                     |
| (Repayment) proceeds from loan                          | (60,000)            | 20,000              |
| <b>(DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS</b> | <b>(16,291)</b>     | <b>495,920</b>      |
| <b>CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</b>     | <b>1,077,154</b>    | <b>581,234</b>      |
| <b>CASH AND CASH EQUIVALENTS, END OF YEAR</b>           | <b>\$ 1,060,863</b> | <b>\$ 1,077,154</b> |

# THE WINNIPEG CHAMBER OF COMMERCE

## Notes to the Financial Statements

June 30, 2022

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### 1. DESCRIPTION OF BUSINESS

The Winnipeg Chamber of Commerce (The Chamber) was incorporated federally under the Board of Trade Act, Chapter 51 on February 3, 1879 and provincially as The Winnipeg Board of Trade under a Manitoba Special Act on March 8, 1873. The Chamber is a non-profit association representing business in dealing with all levels of government. The Chamber is a non-profit organization for purposes of the Income Tax Act and accordingly is exempt from income taxes.

### 2. BASIS OF ACCOUNTING AND SIGNIFICANT ACCOUNTING POLICIES

The financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations and reflect the following significant accounting policies:

a) *Fund accounting*

The Chamber follows the restricted fund method of accounting for contributions.

The Operating Fund accounts for The Chamber's program delivery and administrative activities. This fund reports unrestricted revenue and restricted operating funds.

The Capital Fund reports the assets, liabilities, revenues, and expenses related to The Chamber's capital assets.

The Capital Reserve Fund is internally restricted for the purchase of capital assets.

The Restricted Fund was set up in Fiscal 2019 for The Chamber's 150 Anniversary celebrations in 2023.

b) *Amortization of capital assets*

The Chamber records all capital asset acquisitions at their original cost and amortizes them on a straight-line basis as follows:

|                         |                   |
|-------------------------|-------------------|
| Furniture and equipment | 5 - 10 years      |
| Computer equipment      | 3 - 5 years       |
| Leasehold improvements  | Term of the lease |

c) *Revenue recognition*

Restricted contributions related to general operations are recognized as revenue of the Operating Fund in the year in which the related expenses are incurred. All other restricted contributions are recognized as revenue of the appropriate restricted fund in the year in which the related expenses are incurred.

Unrestricted contributions are recognized as revenue of the Operating Fund in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

**THE WINNIPEG CHAMBER OF COMMERCE**  
**Notes to the Financial Statements**  
**June 30, 2022**

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**2. SIGNIFICANT ACCOUNTING POLICIES (continued)**

d) *Use of estimates*

The preparation of the financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities as at the date of the financial statements and the reported amounts of revenue and expenses during the year. Significant estimates include the useful life of capital assets and the valuation of accounts receivable and the intangible asset. Actual amounts could differ from those estimates.

Management continues to assess the impact of the novel coronavirus ("COVID-19") as it has led to a period of economic uncertainty. The amounts recorded in these financial statements are based on the last reliable information available to management at the time the financial statements were prepared where that information reflects conditions as at the date of the financial statements. However, there is inherent uncertainty about these assumptions and estimates which could result in outcomes that require adjustments to the carrying amount of the affected assets or liabilities in the future.

e) *Financial instruments*

Financial assets and financial liabilities are initially recognized at fair value when The Chamber becomes a party to the contractual provisions of the financial instrument. Subsequently, all financial instruments except investments are measured at amortized cost. Investments are measured at fair value.

Transaction costs related to financial instruments measured at fair value are expensed as incurred. Transaction costs related to the other financial instruments are added to the carrying value of the asset or netted against the carrying value of the liability and are then recognized over the expected life of the instrument using the straight-line method. Any premium or discount related to an instrument measured at amortized cost is amortized over the expected life of the item using the straight-line method and recognized in the statement of operations.

With respect to financial assets measured at cost or amortized cost, The Chamber recognizes in the statement of operations of the respective fund, an impairment loss, if any, when it determines that a significant adverse change has occurred during the period in the expected timing or amount of future cash flows. When the extent of impairment of a previously written-down asset decreases and the decrease can be related to an event occurring after the impairment was recognized, the previously recognized impairment loss shall be reversed in the statement of operations of the respective fund in the period the reversal occurs.

**THE WINNIPEG CHAMBER OF COMMERCE**  
**Notes to the Financial Statements**  
June 30, 2022

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**2. SIGNIFICANT ACCOUNTING POLICIES (continued)**

*f) Impairment of long-lived assets*

Long-lived assets, such as capital assets and the intangible asset are tested for recoverability whenever events or changes in circumstances indicate that their carrying amount may not be recoverable. An impairment loss is recognized when their carrying value exceeds the total undiscounted cash flows expected from the use and eventual disposition of the item. The amount of the impairment loss is determined as the excess of the carrying value of the asset over its fair value at the date of impairment.

*g) Government assistance*

Government assistance is recorded in the financial statements when there is reasonable assurance that The Chamber has complied with, and will continue to comply with, all conditions necessary to obtain the assistance. During the year, The Chamber has recorded \$118,897 (2021 - \$258,278) as a reduction of salaries expense in Administration (\$87,984; 2021 - \$191,126) and Membership (\$30,913; 2021 - \$67,152), under the Canada Emergency Wage Subsidy program, \$nil (2021 - \$36,003) of which is included in accounts receivable at June 30, 2022. During the year, The Chamber has recorded \$21,617 (2021 - \$27,866) as a reduction of rent expense in Occupancy under the Canada Emergency Rent Subsidy program, \$nil (2021 - \$13,016) of which is included in accounts receivable at June 30, 2022.

**3. INVESTMENTS**

The investment balance includes GIC's with maturity dates ranging from July 2022 to April 2023 (2021 - July 2021 to October 2022) and bearing interest between 0.95 - 3.28% (2021 - 2.01 - 2.71%). GIC's maturing in the next fiscal year total \$421,264 (2021 - \$368,877).

**4. INTANGIBLE ASSET**

During the year ended June 30, 2012, The Chamber acquired a 50% share of the license to operate a World Trade Centre in Winnipeg. The intangible asset is recorded at cost and is not being amortized as it has no expiry date. Under the terms of the license, The Chamber is responsible for annual membership dues of \$5,000 USD for each year in which the agreement is in effect.

**5. CAPITAL ASSETS**

|                         | 2022                |                          |                  | 2021             |
|-------------------------|---------------------|--------------------------|------------------|------------------|
|                         | Cost                | Accumulated Depreciation | Net Book Value   | Net Book Value   |
| Furniture and equipment | \$ 219,075          | \$ 213,766               | \$ 5,309         | \$ 7,555         |
| Computer equipment      | 370,660             | 320,971                  | 49,689           | 60,191           |
| Leasehold improvements  | 447,227             | 435,927                  | 11,300           | 25,906           |
|                         | <b>\$ 1,036,962</b> | <b>\$ 970,664</b>        | <b>\$ 66,298</b> | <b>\$ 93,652</b> |

**THE WINNIPEG CHAMBER OF COMMERCE**  
**Notes to the Financial Statements**  
**June 30, 2022**

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**6. LEASE COMMITMENTS**

The Chamber is committed to lease payments for premises and for office equipment until December 31, 2023, for an aggregate amount of \$123,219. The minimum amounts payable for the next two years are as follows:

|      |            |
|------|------------|
| 2023 | \$ 122,419 |
| 2024 | 800        |

**7. MANAGED PROGRAM**

On March 26, 2020, The Chamber entered into an Agreement with the Province of Manitoba to administer an Early Childhood Educators (ECE) Initiative, as part of Manitoba's COVID-19 response. The sum of \$12 million was transferred to The Chamber to establish the ECE Fund. Throughout fiscal 2021 The Chamber transferred payments as prescribed in the Agreement to each of the participating ECE's. The program ended on March 31, 2021. The Chamber held a total of \$1,249,750 in committed funds which were distributed to approved grant recipients up to June 30, 2021. The Chamber also retained \$4,535,265 in trust, as an additional agreement is in the process of being negotiated which will establish a grant focusing on newcomers in Manitoba. All remaining funds were transferred to the Winnipeg Foundation for the Child Care Sustainability Trust. The ECE Fund has not been reflected as an asset of The Chamber as The Chamber has no access to the ECE Fund or discretion in how funds are expended for purposes other than those prescribed with the Agreement.

**8. FINANCIAL INSTRUMENTS**

*a) Liquidity Risk*

Liquidity risk is the risk that the Chamber cannot meet a demand for cash or fund its obligations as they come due. Liquidity risk is managed by investing some of the Chamber's assets in investments that are traded in an active market and can be readily liquidated. In addition, the Chamber aims to retain sufficient cash positions to maintain liquidity. The Chamber's contractual liabilities are all due within one year, with the exception of lease commitments as set out in Note 6.

*b) Credit risk*

Credit risk arises from the potential that counter-parties will fail to perform its obligations. In addition, the Chamber is exposed to credit risk from its customers. However, the Chamber's business has a large number of customers which minimizes concentration of credit risk.