



The Chamber
The Winnipeg Chamber of Commerce

Lead. Connect. Grow.

WINNIPEG CHAMBER MEMBERSHIP

Building a Better Winnipeg Together





2000+

Valued Winnipeg Chamber members

2/3

of members feel they receive excellent to good value from their membership and benefits

88%

of members feel The Chamber has a strong reputation in the business community

90%

of members feel like they learn something new when they attend a Chamber event

*Stats from a 2022 Winnipeg Chamber Membership Survey conducted by Probe Research

“

Community involvement and brand image are important for our company, and being Winnipeg Chamber members has enhanced both for us.

Jeff Vilar, Nadia Communications

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WHY THE CHAMBER?

Member-centred and community-focused, our approach is results-driven. Empowering your business every step of the way through our advocacy, diversity and inclusion pillar, and programming focused on topics that matter to you.

For 150 years, The Winnipeg Chamber of Commerce has been the largest organization of businesses in the city. We provide a platform to help you thrive – whether 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.

“

I see The Chamber as a leader in recognizing where business and community are going and what they are needing and then jumping in full force to drive the change.

Jessica Dumas,
Jessica Dumas Coaching and Training

”



We're sure you've heard of
The Chamber, but...

After 150 years, we are changing the game.

As we celebrated our milestone birthday on March 8, 2023, we wanted to celebrate our rich history and make way for the new 150. We are igniting innovation, visionary thoughts and building a thriving Winnipeg as we help you lead, connect and grow.

We help you **LEAD**.

Through our leadership and collective impact, we are committed to being a valued resource for your business—whether leveraging our influence or connecting you with the right people in the right places. We're driven to transform and build our city to be the place to do business.

We help you **CONNECT**.

Made up of over 2,000 member companies, organizations and not-for-profits, we offer an unparalleled platform to develop your professional network and enhance your credibility. Through programming and events aligned to where you are at and the people you want to meet.

We help you **GROW**.

We want to see your business flourish. After all, a growing business is a growing city. Through our many community events, professional development opportunities and cost-saving programs, we are committed to helping you find solutions and reach your goals.



We LEAD...

through our leadership we provide a platform to support local businesses and keep government accountable.

The Chamber understands more than most the value and power of public policy and advocacy. We serve as the voice of business to promote a thriving and vibrant Winnipeg for generations to come.

As a long-standing leader in Winnipeg, we serve as a fair and balanced voice that has earned public officials' and community leaders' respect and trust.

Our advocacy efforts fall into two areas: **policy positions** that The Chamber takes on behalf of the business community, and **member support**, where The Chamber advocates for businesses with issues, typically at the local level.

Backed by real-time data and fueled by real-life business experiences, we continue to develop and implement innovative policy and advocacy activities that will increase thought leadership and impact advocacy.

[Learn more by visiting our Policy and Advocacy page.](#)



How can you get involved?

ACCESS AN ADVOCATE

Get assistance navigating government relations and raising a specific issue with politicians and officials at all levels of government.

ACCESS BUSINESS SUPPORT

Get connected to the best sources for credible business advice and information.

GET A MEETING

Is there someone you want to connect with but don't know how to get in touch? Let us do the work. We'll help create a warm connection next time you want to chat.

RECENT POLICY WIN

Regulatory changes for Manitoba's hospitality industry

For over a year, The Chamber has advocated to the provincial government to refresh outdated regulations raised by our members in Manitoba's hospitality industry. In July 2023, The Liquor, Gaming and Cannabis Authority of Manitoba (LGCA) authorized the change to liquor serving sizes, which provides our members more flexibility to enhance service to consumers.

“

Whenever we encountered obstacles related to zoning or renovations, The Chamber provided invaluable guidance and support.

Clinton Skibitzky
Across the Board

”



“

The Chamber is great at using its strong relationships to make faster progress on the issues that affect our operations which is a huge benefit of being a member.

Lynn Skromeda, former Executive Director at Folk Fest and Kevin Selch, Founder of Little Brown Jug

”

CODE

A Community Movement



CODE stands for Commitment to Opportunity, Diversity and Equity.

Initiated and run by The Chamber, CODE is a community movement dedicated to creating inclusive and welcoming workplaces.

CODE supports you and your team's diversity, equity and inclusion (DEI) journey (wherever you are!) through peer-learning groups, workshops and conferences, human resource support, and quality curated DEI tools and templates. Many resources are offered for free or at a reduced member price.

In our Fall 2021 membership survey conducted by Probe Research, 7 out of 10 of our members surveyed stated diversity and inclusion is a priority for their organization.

[Learn more by visiting our CODE page.](#)

“

Thank you, Chamber, for prioritizing the work of DEI in our city and for supporting businesses to create more welcoming and inclusive workplaces.

Robyn Penner Thiessen,
Robyn Penner Thiessen Consulting

”



How can you get involved?

ATTEND CODE-SPECIFIC EVENTS

Expand your knowledge through workshops, our conference and other events throughout the year. Check out page 10 to learn more.

ACCESS THE CODE RESOURCE HUB

CODE makes it easy to find reputable resources to support your organization. Specially curated based on members' needs and relevancy, the CODE hub includes reports, toolkits, templates and more.

JOIN OUR CODE COALITION

As a member, join a group of fellow organizational leaders (50 and counting!) who share your commitment to furthering DEI in the workplace. It serves as a platform for peer learning and exchange to discuss barriers and offer or receive support as we all work towards our collective goal.

DOWNLOAD THE CODE KICKSTART GUIDE

Still not sure where to start? Download our kickstart guide for a step-by-step process of starting your DEI journey.

Newcomer Employment Hub



Initiated by The Winnipeg Chamber and Immigration Partnership Winnipeg, the Newcomer Employment Hub (the Hub) brings together the business community and Manitoba newcomer community to address today's biggest challenge for businesses, talent recruitment and retention.

The Hub is an innovative online job tool that creates quality job matches between newcomer job seekers and Manitoba employers. It uses the Hub's smart AI technology to provide employers with top newcomer candidates that best match their job description and needs.

More than half of the respondents had applied for a job through the Hub, and one in five had been invited for an interview. Of those who had an interview, they were offered the job.

- CODE 2023 Annual Report

POST YOUR JOB LISTING FOR FREE ON THE HUB

“

Having access to the Newcomer Employment Hub has assisted us with meeting our needs for great humans to work with us!

Laurelle Harris,
Equitable Solutions
Consulting

”



We CONNECT...

by getting you the right information
and people at the right time.

SUBSCRIBE TO THE CHAMBER E-COMMUNICATIONS

Stay up-to-date on what The Chamber is working on, sharing updates on our advocacy work that impacts your life, leadership development opportunities, member support resources, upcoming events and community news.

ENHANCE SUPPORT WITH WORLD TRADE CENTRE WINNIPEG

As part owner of the WTC Winnipeg license, The Chamber extends exclusive benefits to members through WTC Winnipeg, including access to free seminars, discounted WTC events and additional market research support

BECOME A CHAMBER AMBASSADOR VOLUNTEER

Build your profile, exposure and relationships with The Chamber business community by helping at events and being a mentor to new members.

ACCESS DEVELOPMENT OPPORTUNITIES

Develop a new understanding of our community and yourself through our Leadership Winnipeg program, offering ten monthly experience-based sessions. Once completed, participate in our Board Connect program, matching you with a nonprofit board to serve on.



WHERE WINNIPEG'S BUSINESS COMMUNITY GATHERS

Our annual events calendar is integral to our ability to provide spaces for learning, inspiration and networking by delivering the three pillars of our mission; LEAD. CONNECT. GROW. [REGISTER FOR UPCOMING EVENTS](#)

ANNUAL GENERAL MEETING

Find out what's next for our business community and how your Chamber contributes to growth and innovation in our city.

 Annual  100+  Free, lunch included

CHAMBER 101

Get an introduction to The Chamber, meet staff and get tips to leverage your membership, access cost-saving programs, and learn about career development opportunities and business resources.

 Monthly  20+  Free, lunch included

CIVIC LEADERS DINNER

Engage in conversation with the City's elected officials and its administration's C-suite in a roundtable-style event.

 Annual  200+  \$\$\$

CODE 101

Virtual CODE 101s provide an overview of The Chamber's program – Commitment to Opportunity, Diversity and Equity (CODE). Learn more about the program and how we can support you on your Diversity, Equity and Inclusion (DEI) journey.

 Five times a year  20+  Free for Members

CODE CONFERENCE

Full-day journey of learning how to take, build and create an inclusive and equitable workplace. Network with top voices in the DEI community, attend hands-on facilitated workshops and understand the need for belonging and connection in the workplace.

 Annual  300+  \$\$



CODE WORKSHOPS

Hosted virtually, covering a different DEI topic each session. These workshops further your education and encourage you to start meaningful conversations and engage with the community you operate in.

 Four times a year  30+  \$

LEAD.CONNECT.GROW WORKSHOPS

Work alongside other entrepreneurs on growing your business in a workshop-style setting. Each session will focus on one of our three pillars – lead, connect and grow – and on a specific goal shared by other small business owners.

 Three times a year  15-25  Free for Members

MEMBERSHIP LUNCHEONS

Network with the business community and hear from dynamic keynote speakers.

 Monthly (10 per year + VIPs)  300-1200  \$\$

SMALL BUSINESS FORUMS

Get involved with the small business community, network and learn something new at these dynamic and welcoming events tailored for small businesses.

 Quarterly  50-200  Free for Members

SPIRIT OF WINNIPEG AWARDS GALA

Join business and community leaders to hear the stories of organizations making our city better during our annual evening gala.

 Annual  300+  Corporate  \$\$\$

We GROW...

and help you thrive whether you're an emerging or established business.

ACCESS COST SAVINGS

Through The Chamber's affinity partners, get cost savings from providers of key business services, including merchant services, payroll and group insurance. Through your Chamber membership, small and new businesses especially can take advantage of these programs they couldn't necessarily afford on their own.

USE THE PROUD MEMBER LOGO ON YOUR MARKETING MATERIALS/WEBSITE

Let customers, suppliers and your business peers know you're a committed member of our business community.

“

We loved the ability to speak in front of an engaged audience at The Chamber event we sponsored. It was a full house and a thrill to not only speak but to be able to showcase our work in front of a room of Winnipeg decision-makers.

Varinder Brar, Argyle

”

GET EXCLUSIVE ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Promote your business by leveraging our network by sponsoring a Chamber event, advertising in our e-newsletters or sharing your story on our blog (and more). [Learn more about sponsorship opportunities.](#)



IMPROVE YOUR EXPORTS WITH WORLD TRADE CENTRE WINNIPEG

Take advantage of exclusive Chamber benefits at WTC Winnipeg, including various trade services, by leveraging the WTC global network of an estimated one-million-member companies.

ACCESS THE ONLINE MEMBER CENTRE

Log into our members-only portal to post your upcoming event to the Member Calendar, access the Member-to-Member marketplace, update your contact information and pay your next invoice.

GET DISCOUNTS ON CHAMBER EVENT TICKETS

Enjoy significant savings for Chamber event tickets, including 50% off all membership luncheons or various free workshops and events throughout the year.

ATTEND AND PURCHASE YOUR BOOTH

At many of our events during registration, we offer the opportunity for members to purchase a booth to showcase your business to 200+ prospective customers, clients and partners. Connect with us to find an event suited for your target.

INCORPORATE ENERGY-EFFICIENT UPGRADES INTO YOUR BUSINESS

Reach out to The Chamber's Energy and Climate Advocate for more information on Efficiency Manitoba programs and how you can make your business more energy efficient.



“

My Chamber membership has been instrumental in finding new clients for my accounting practice.

Darren Spurrill,
SSOC Controllership Solutions

”

CHAMBERS PLAN EMPLOYEE BENEFITS



An exclusive program only available to Chamber members

Offering group benefits is a major part of becoming an employer of choice. Most employees are more likely to seriously consider a job with benefits, sometimes even if the pay is lower.

Chambers Plan is Canada's #1 employee benefits plan for small to medium-sized businesses. It covers over 33,000 businesses with more than 175,000 workers across the country.

PLAN HIGHLIGHTS:

- Free access to HR, accounting and legal professionals
- Affordable, stable rates far below the industry average
- #1 leading telehealth, travel coverage, and customer service

If you're thinking of adding employee benefits to your company — or replacing your current provider — see why Chambers Plan is chosen by many businesses just like yours:

- Ideal for 1-50 employees
- No industry restrictions
- Guaranteed renewal
- Fast, accurate payments
- Customizable coverage
- Easy administration

PLAN FEATURE: BUSINESS ASSISTANCE SERVICE

Many small businesses have legal, accounting or human resources needs that can't be solved by a Google search but don't require hiring a new employee or contractor. One-on-one consultation is often financially out of reach for many businesses. Through the Chambers Plan BAS, you have access, free of charge, to expert advisors who can help your business grow.

BAS gives you free access to:

- Legal advice
- Accounting advice
- Human resources advice
- Employment forms & contracts
- Absenteeism management
- And much more!

Go to chamberplan.ca to get a free quote from one of our exclusive local advisors.

What do our members think of Chambers Plan?



The Chambers Plan is a valuable partner to Diversity Food Services in caring for our employees. Our Chamber Plan and health savings account offer our employees great coverage and confidence to deal with regular health issues and unexpected crises. The Chamber Plan has been right by our side through 14+ years of growth.

Kirsten Godbout, Executive Manager of Operations, Diversity Foods



MEMBER ROADMAP

Not sure where to start?

Here are some quick ways to start seeing value in your membership.

1

GET STARTED

- [Attend a Chamber 101 meeting](#)
- [Add a 'Proud Member' logo to your website](#)
- [Visit our cost-savings page to get member-exclusive savings](#)

2

GET PLUGGED IN

- [Subscribe to our e-newsletter](#)
- [Read our blog to hear more about members and what we are up to](#)
- [Follow us on social media](#)

3

GET ACQUAINTED

- [Find new connections on our membership directory](#)
- [Cost compare your current insurance plan with our Chambers plan](#)

4

GET ENGAGED

- [Volunteer through our Ambassador Program](#)
- [Register for upcoming networking events on our event calendar](#)
- [Visit our CODE page for quality curated DEI tools and resources](#)
- [Post a job on our Newcomer Employment Hub](#)

5

GET CONTINUED VALUE

- [Encourage your team to attend and network at our events](#)
- [Tag and DM us to share your events and announcements through social media](#)
- [View The Winnipeg Chamber's website to stay updated](#)



OUR COMMITMENT TO YOU

Join our collective vision

Together we are a community of like-minded people who collaborate and support each other.

Being a Chamber member means actively participating in the community. It involves contributing to a greater cause and fostering a better Winnipeg where businesses and communities thrive and flourish.

The more you put into your Chamber membership, the more you get out of it. There is never a shortage of benefits that don't require you to leave the office to reap the rewards (but considering all the stellar events we host throughout the year, it's worth the time to get involved!).

We're committed to Winnipeg for 150 years to make it a great place to live, work and play—and we lead in striving to make it even better. We leverage our deep-rooted position as a community leader, business supporter and public policy influencer to build, ignite and connect a city where industry prosperity and community wellness grow.

Simply put: **LEAD. CONNECT. GROW.**

“

“Winnipeg is “small” but very well connected globally if you want to grow or even be part of the conversations; The Chamber is where you need to start. But hey, not everyone likes to shape the future... Right?”

Wilfred Sam-King, Manitoba Rising Stars Foundation

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204.944.8484

info@winnipeg-chamber.com

winnipeg-chamber.com



The Winnipeg Chamber of Commerce is located on Treaty 1 territory, the home and traditional lands of the Anishinaabe (Ojibwe), Ininew (Cree), Oji-Cree, Dakota and Dene Nations, and in the National Homeland of the Red River Métis. Our clean drinking water comes from Shoal Lake 40 First Nation in Treaty 3 territory.

Scan the QR
to learn more ways
The Chamber
can help you.

