

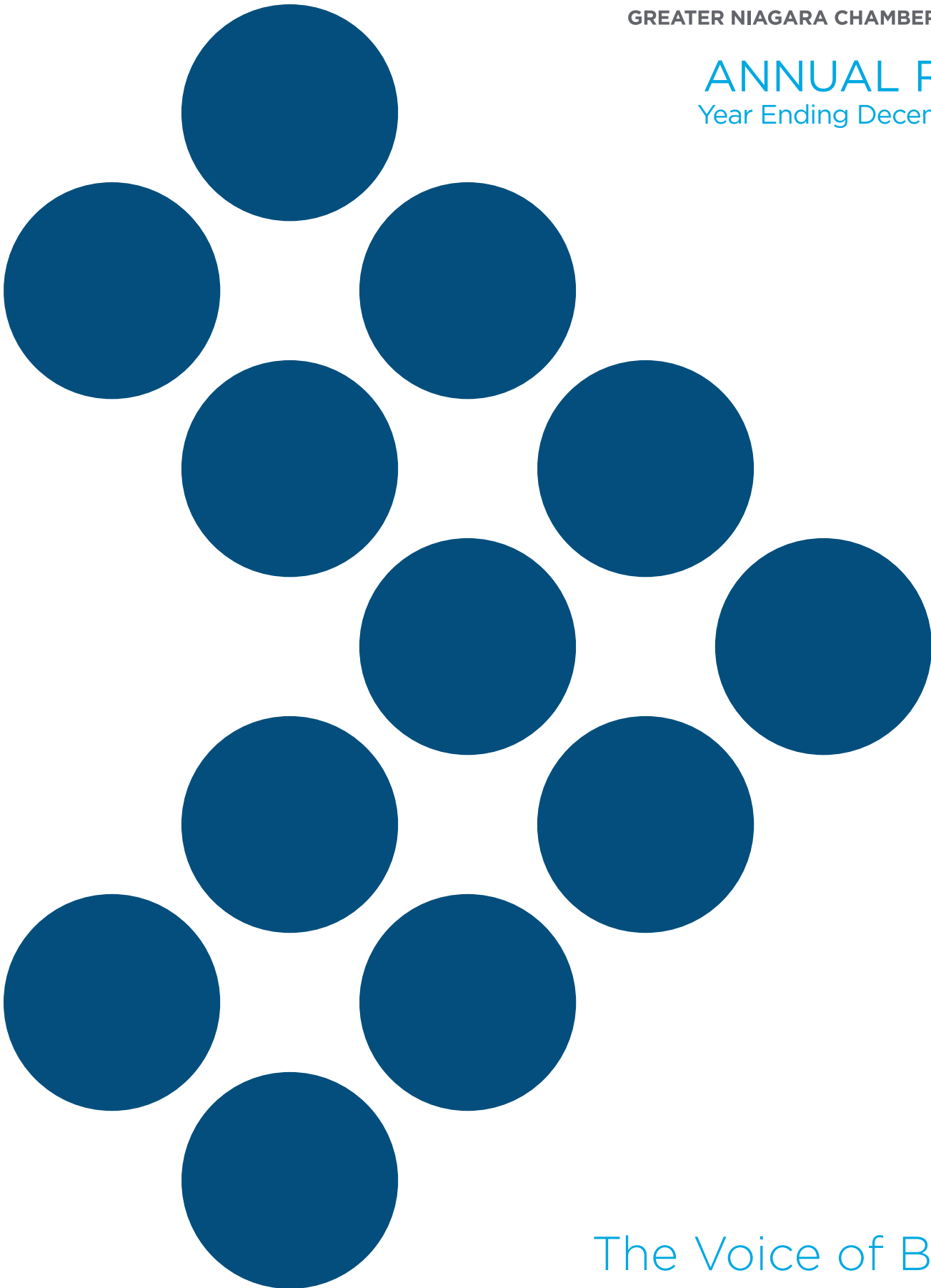


GNCC

GREATER NIAGARA CHAMBER OF COMMERCE

ANNUAL REPORT

Year Ending December 31, 2020



The Voice of Business

VISION, MISSION & VALUES

Vision The region to be at its economic and social best.

Mission To power commerce through advocacy, winning connections and world-class communication.

Values Collaborative Accountable
Non-partisan Forward-Thinking
Inclusive Passionate
Respectful

“ This heartfelt message comes from Rozie, Rick and kids—and we want to say THANK YOU for your daily messages and all the webinars, etc. which have been an invaluable source of information, inspiration and steadfastness in these last few months. I know we are not back to normal yet, but today is a big step for Niagara Region.

I am so proud that we are members of one of the greatest Chambers in our country—THANK YOU ALL once again! ”

Rozie Stodulski, Rozie's Breakfast Café

STRATEGIC PRIORITIES

Grow

Broaden reach & services to transform into a business service organization.

Connect

Be a broker to build a more sustainable & prosperous community.

Influence

Power commerce & community through education & advocacy.

Invest

Ensure financial health & long-term viability.

Communicate

Transform the conversation & accelerate growth.

“ Walker is a proud member of the GNCC because of its powerful voice and advocacy on behalf of Niagara’s business community, its lobbying to all levels of government, and its promotion of local business interests and growth. The GNCC supports its members at every level and every opportunity, including events, member-to-member services, advocacy, promotions and advertising. ”

Mike Watt, Executive VP, Walker Industries

EXECUTIVE



CHAIR
Colleen Fleming
C. Fleming & Associates



VICE CHAIR
Scott Glover
Meridian Credit Union



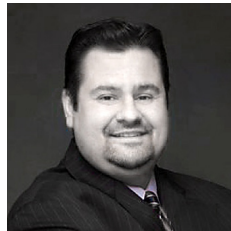
DIRECTOR AT LARGE
Noel Buckley
Scotiabank Convention
Centre



PAST CHAIR
Neil Thornton
The Thornton Group



HONORARY
TREASURER
Rob DePetris
WMKLCA



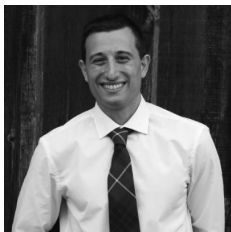
HONORARY
SOLICITOR
Harry Korosis
Chown Cairns Lawyers



Janice Arnoldi
Janice & Robin
Digital Communications



Lisa Benger
Walker Industries



Mohamad El-Kayed
BDC



Dr. Andrew Gaudes
Goodman School of
Business,
Brock University



Kevin Hooiveld
Book Depot



Ron Hurst
Nitec Energy
Services



Emily Kovacs
Niagara Folk Arts
Multicultural Centre



Clayton Letourneau
NEXT Niagara



Dr. Marc Nantel
Niagara College



Taylor Wilson
Colliers International
Niagara Ltd.

BOARD



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Amy Lloyd
Member Program Manager
on short-term leave
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905-684-2362 ext. 231

BUSINESS COUNCILS



The Greater Niagara Chamber of Commerce, in an effort to continuously improve its effectiveness, has specialized councils. The overall goal is to stay leading-edge in membership services and policy-focused work.

We will harness the experience, credibility, as well as the intellectual and leadership capacities of our council members to mobilize community stakeholders to support businesses and Niagara's prosperity.



Government Affairs Council

The Government Affairs Council supports the GNCC's mission of influencing government and public institutions on behalf of business by monitoring, anticipating, and advising on governmental and political matters at all levels wherever and whenever they affect Niagara business.

Chair: Michael Ras, Meridian Credit Union

Staff Liaison: Hugo Chesshire, hugo@gncc.ca

Social Media:  @GNCCadvocacy







NEXTNiagara Council

VISION: Seeing Niagara grow as a vibrant, inclusive, and prosperous community where the NEXT generation can create, connect, collaborate and call home.

MISSION: To represent and amplify the voice of the NEXT generation in Niagara by creating opportunities for community engagement and empowerment.

Chair: Clayton Letourneau, Custom Sign Lab

Staff Liaison: Corrina Massicotte, corrina@gncc.ca

Social Media:  @NEXTNiagara  NEXTNiagara
 /NEXTNiagara  @NEXTNiagara



Non-Profit Niagara

The mission of the Non-Profit Council is to be a champion for Niagara's non-profit and charity sector by raising awareness of their economic and social impact on our community, cultivating stronger partnerships between the non-profit and for-profit sectors, and advancing policies impacting community wellbeing.

Chair: Lori Beech, Bethlehem Housing and Support Services

Staff Liaison: Hugo Chesshire, hugo@gncc.ca



Women in Niagara (WIN) Council

Mission: To foster the growth and success of women in business in Niagara

Purpose: To provide strategic and tactical direction to support the Council's mission and strategic priorities. Responsibilities include identifying issues relevant to women in Niagara and providing strategic guidance to address these challenges and opportunities.

Chair: Julie Rorison, Mayor's Office, City of St. Catharines

Staff Liaison: Corrina Massicotte, corrina@gncc.ca

Social Media:  @GNCC_WIN  Women in Niagara
 /WomenInNiagara  womeninniagara

GROW

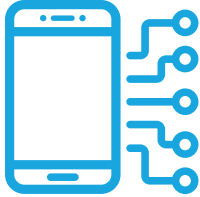
Broaden reach & services to transform into a business service organization.



GNCC Daily Update - A daily email and website roundup for Niagara businesses with curated news, government updates, market information, reading recommendations, and local COVID-19 stats.



GNCC Shop Local - A Facebook Group and Instagram account that acts as a community directory, made by Niagara locals for Niagara locals, where you can find any and all things locally owned and made from retailers to eateries and bars, from professional services to beauty salons, and everything in between.



Digital Marketing Packages - Digital marketing is critical for your business, now more than ever. Whether you're looking to promote your new unique offerings, increase brand awareness or fill a webinar, we can help you tap into the local business community through our unique advertising opportunities.



CONNECT

Be a broker to build a more sustainable & prosperous community.

DIGITAL PIVOT

GNCC Espresso Live Webinars - providing relevant and up-to-the-minute information with industry experts.

Signature Events - all returned in a digital format. Created new partnerships for production and increased engagement.

Monthly Programing - created virtual Business After 5, Lunch and Learn, events for young professionals and hosted many elected officials on a monthly basis.

Members - created specialized events in partnership with our members to help them tell their stories.



INFLUENCE

Power commerce & community through education & advocacy.



TRADE AND TRAVEL

- Bi-national calls with other chambers for free trade and a border re-opening plan
- A coordinated effort with Niagara Region for more rapid testing at borders
- Championing liberalized inter-provincial trade with provincial leaders
- Greater tourism support and relief from provincial and federal governments
- Reinforcing supply chains and tackling resource and goods shortages

SUPPORTING MEMBERS AND COMMUNITY

- Projects in support of increased housing in Niagara
- Exploring new partnerships for private-sector solutions to the affordable housing crisis including incentives for affordable development and mixed-income development
- Reforming the social safety net to support entrepreneurship
- Cutting red tape for small businesses
- Calling for forgiveness of financial assistance loans made to hard-hit businesses and for repayment periods to be extended
- Making the business case for investment in infrastructure
- Supporting the digital needs of small- and medium-sized enterprises and their transition to online models
- Harmonizing municipal government for better service delivery and lower cost to taxpayers
- Championing the plan to merge and reform Niagara public transit to meet the needs of people and business



SUPPORTING INDUSTRY

- Supporting initiatives to make VQA and Ontario-grown wine tax-exempt
- Including new and and seasonal businesses in federal COVID relief
- Calling on municipalities to waive business fees as a demonstration of support for the business community
- Offering financial support for COVID business safety materials and measures
- Requesting additional funding for destination marketing to regrow the tourism sector

INVEST

Ensure financial health & long-term viability.

GREATER NIAGARA CHAMBER OF COMMERCE

STATEMENT OF FINANCIAL POSITION

December 31, 2020

Assets	2020	2019
	\$	\$
Current Assets		
Cash - note 2	433,708	316,024
Accounts receivable	119,314	143,825
Prepaid expenses	10,522	12,471
	563,544	472,320
Fixed Assets	18,576	15,031
Rent Deposit	4,413	4,413
	586,533	491,764
Liabilities and Net Assets		
Current Liabilities		
Accounts payable and accrued liabilities	14,125	22,561
Government remittances payable	18,243	19,531
Deferred revenue	144,231	102,281
	176,599	144,373
CEBA loan	40,000	
	216,599	144,373
Net Assets		
Unrestricted	196,201	120,938
Internally restricted		
Operating reserve	150,000	150,000
Capital asset reserve	18,576	15,031
Opportunity reserve	5,157	61,422
	173,733	226,453
	369,934	347,391
	586,533	491,764

COMMUNICATE

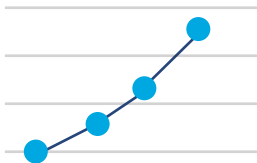
Transform the conversation & accelerate growth.



Open Rate
33%
(Industry Average 20%)

EMAIL

When a member's message is sent through the GNCC network, they can be sure it is seen. Open rate remains above industry average and subscriber numbers continue to grow.



Subscribers
+9%

WEBSITE

Average monthly sessions, users and direct traffic are all on the rise for the website, showing that gncc.ca is Niagara's trusted source for business news.

SOCIAL MEDIA

Social Media Followers

+25%

Social Interactions

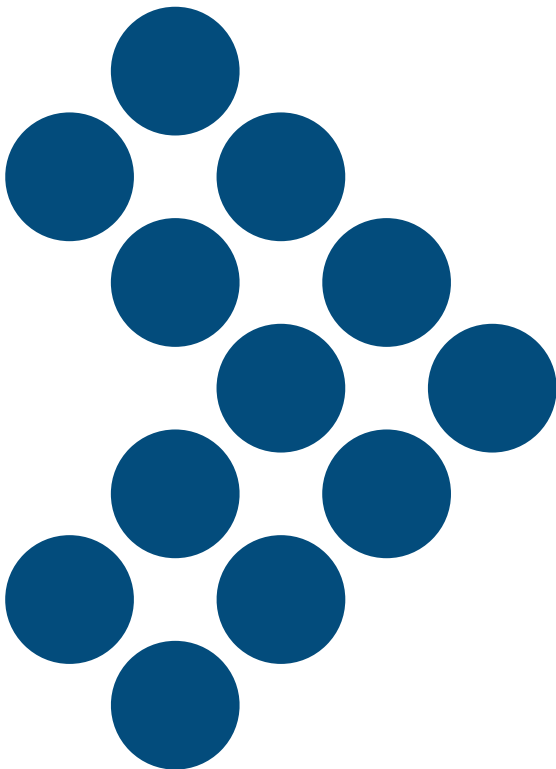
+1664%





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