



**FREDERICTON  
CHAMBER  
OF COMMERCE**  
*The Voice of Business*

# **ANNUAL REPORT 2020**

# VISION, MISSION AND VALUES

## VISION

“Stronger Community Through Business Prosperity”

## MISSION

“Help business improve, innovate & grow through networking, shared services, advocacy, and events”

## VALUES

The operations and decision-making processes of the Fredericton Chamber of Commerce are guided by a set of organizational values. The chamber’s board of directors and staff members are expected to exhibit each of these values while acting in their capacity as a representative of the chamber.

The enumerated values below are not to the exclusion of other values, traits, responsibilities and expectations of staff and board members. Our values are meant to provide a framework to achieve our organizational vision, mission and goals.

### INTEGRITY

*We work for the greater good in building our community*

*We are transparent and make decisions that we are proud to stand behind*

### RESPONSIVE

*We are an action-oriented, member-centric organization*

*We act with a sense of urgency to meet member needs and expectations*

### OPENNESS

*We are an organization for the entire community*

*We embrace new ideas, exemplified by a spirit of inclusiveness, diversity and transparency*

### COLLABORATIVE

*We build strategic relationships, help make connections, and actively seek new partners*

*We value the ideas and input of our members and other partners as much as our own*

*We recognize that these values may evolve over time. Changing realities may dictate new values are needed to facilitate our vision and mission.*

# BOARD AND TEAM



**Back left to right** – Lori Stickles, Lindsay Bowman, Kim Nash-McKinley, Michael Melvin, Shannon Dion, Krishna Khaitan, Lori Clarke, David Shipley, Mohamed Khirallah, Geoff Phinney, Adam Peabody  
**Front left to right** – Shawna Foster, Jill Stairs, Bob Chisholm, Karen Grant, Jeff Saunders, Ken Critchley, Ryan Boyer  
Absent: Dhirendra Shukla, Mark MacKenzie, Cassandra Blackmore

## CHAMBER STAFF



**KRISTA ROSS**  
Chief Executive Officer



**MORGAN PETERS**  
Policy & Research Manager



**CHRISTINE LITTLE**  
Membership Development & Marketing Manager



**TANYA SENECHAL**  
Event Manager



**WENDY MORRELL**  
Operations & Communications Manager



**BRIANNE PHILLIPS**  
Bookkeeper

# COLLABORATION IS KEY

## COLLABORATIVE NETWORK



### LOCAL ORGANIZATIONS

Ignite Fredericton / Planet Hatch  
Knowledge Park  
Downtown Fredericton  
Business Fredericton North  
Fredericton International Airport Authority  
Startup Fredericton  
Multicultural Association of Fredericton



### POST SECONDARY EDUCATION

New Brunswick Student Alliance  
University of Fredericton  
University of New Brunswick  
St. Thomas University  
NB Community College  
Private Colleges



### CHAMBER NETWORK

Canadian Chamber of Commerce  
Atlantic Chamber of Commerce  
Other Local Chambers



### GOVERNMENT

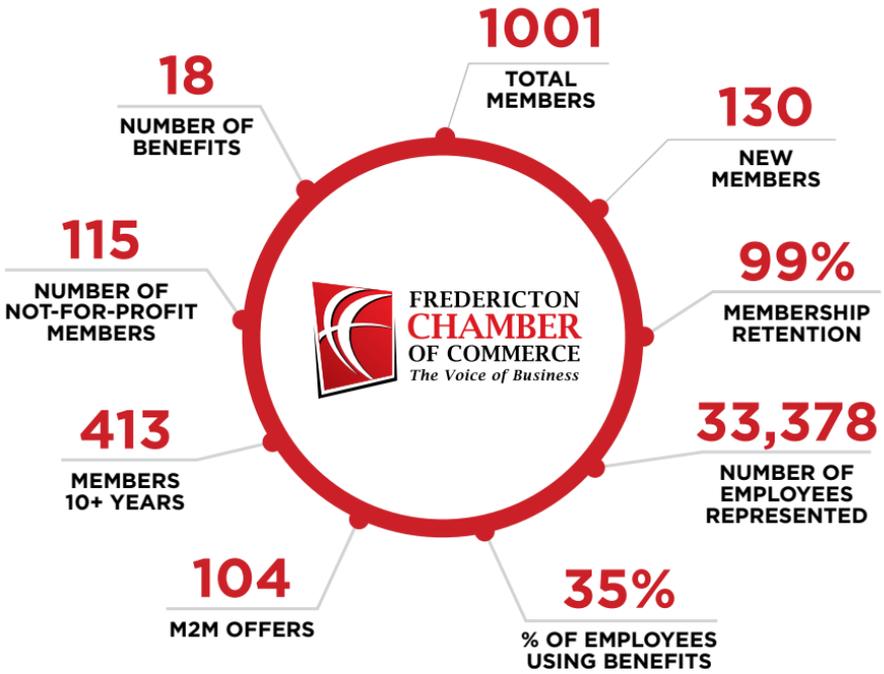
City of Fredericton  
Government of NB  
Government of Canada  
Opportunities NB  
Horizon Health Network  
Working NB



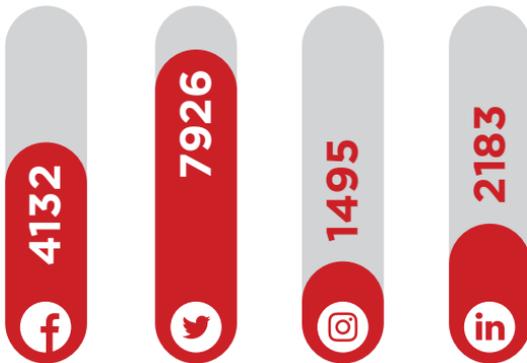
### REGIONAL/NATIONAL ORGANIZATIONS

Tourism Industry Association of NB  
Canadian Manufacturers & Exporters  
BioNB  
NB Medical Society  
Forest NB  
NB Real Estate Association  
NB Business Council  
Retail Council of Canada  
Restaurants Canada  
TechImpact  
Conseil économique du  
Nouveau-Brunswick  
CFIB  
Canadian Taxpayers Federation  
WorksafeNB  
New Brunswick Multicultural Council

# MEMBERSHIP STATS



# SOCIAL MEDIA STATS



# ADVOCACY & POLICY

With a membership comprising predominantly small and medium-sized businesses, many members rely on the chamber to represent their interests at all three levels of government. These efforts are led by our board of directors and a committee structure that attracts members from a variety of sectors and at different points in their career. This breadth and depth of knowledge from our volunteers is irreplaceable and allows the chamber to advocate in many different areas with staff assistance.

## ADVOCACY STATS:

Op-Eds published:	13
Letters sent:	35
Canadian Chamber of Commerce Policy Resolutions Passed:	2
<i>Taxation in the Digital Economy</i>	
<i>Improving Start-Up Visa Processes to Decrease Wait Times</i>	
Advocacy Committees:	3
<i>Government Affairs Committee</i>	
<i>Policy Development Committee</i>	
<i>Immigration Advocacy Committee</i>	
Advocacy Committees Member Volunteers:	34
Chamber Board and Staff External Committees:	16

## REPRESENTED MEMBERS' INTERESTS IN CONSULTATIONS REGARDING:

WorkSafeNB	•
Federal Budget	•
Provincial Budget	•
Taxation of Machinery and Equipment	•
Packaging and Paper Products Extended Producer Responsibility	•
Opportunities NB Strategic Planning	•
Taxi Service	•
Procurement	•
Labour Market	•

## COMMUNICATING TO THE MEMBERS:

Newsletter advocacy updates:	26
Insight Magazine advocacy updates:	4
Blog posts:	69

## SELECTED OTHER ISSUES WE WORKED ON IN 2019-20:

Restaurant Licensing Fees	●
Post-Graduate Work Permits	●
Destination Marketing Levy	●
Cyber Security	●
Reconciliation	●
Small Modular Reactors	●
PNP Refundable Deposits	●
Physician Billing Numbers	●

## SUPPORT FOR CYBER CENTRE IN KNOWLEDGE PARK

In July 2019, a number of community stakeholders, including the Fredericton chamber, reaffirmed our support for the Cyber Centre being constructed in Knowledge Park as the #1 infrastructure project in the area. Cyber Centre will attract new investment, new companies and skilled labour into the region. The impact this Centre of Excellence will have on our region is multi-pronged. Skills development in the education system has been developed and deployed in our school systems, talent development within the business sector is taking place and standardized through leadership by CyberNB. The opportunity for the private and public sectors in accessing emerging knowledge and commercialization of innovation are key successes to be realized from the cybersecurity initiative.



# EVENTS



**46**  
Events



**12**  
Educational



**15**  
Networking

**36** Free Events 

**10** Boardroom Sessions 

**11** Sold Out Events 

**127** Sponsors 

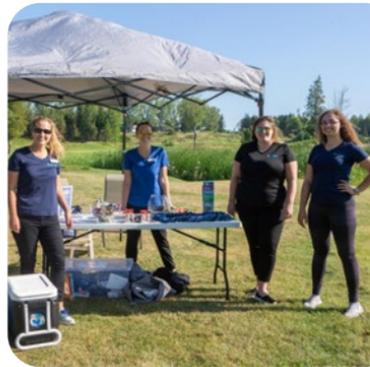
**22** Local Businesses Finalists for BEAs 

**3300+** Attendees 

**New Events** Ladies Golf Tournament - Federal Candidates Series - Membership Appreciation BBQ







# COMMUNICATION STATS

## CHAMBER MAGAZINE

4 Issues (one per season)

1100 Copies Mailed Out

2491 Subscribers

Available on our Website

Average Member Written Articles - 7.25

Average Chamber Written Articles - 5.25

## EMAIL STATS

Subscribers

2491

Open Rate

27.2%

## WEBSITE

9767

Average page views per month

3148

Average users per month

## Top Pages

Home / Event Calendar / M2M Offers / Directory / Who's Open Directory

# COVID-19

## HELPING THE BUSINESS COMMUNITY

From mid-March through the end of May, our efforts (advocacy and otherwise) were focused almost entirely on the COVID-19 crisis. Specifically, our main activities included:

- Providing resources and communicating to our members
- advocating for government support and policy changes
- answering member questions / connecting them with sources of information
- providing educational webinars and virtual networking



### RESOURCES AND COMMUNICATIONS

Our main communication vehicle was our email updates. We first sent these updates daily, then moved to twice per week as the volume of information and announcements slowed. We are also maintaining a COVID-19 Resource Page to keep the most relevant information in a centralized location.

In late March we launched a new resource on our website - a directory of businesses in the Fredericton area that are Open, Operational and/or Offering help to other businesses through the crisis. This allowed local businesses to let the community know if they were open and in what capacity. It also created a forum for businesses to offer services to other businesses to help each other through the crisis.

As the reopening process unfolded, we created two new sections in our Open, Operational and Offering Help listing:

1. Businesses that sell Personal Protective Equipment (PPE) such as masks, disposable gloves, etc.
2. Businesses that sell Business Protective Products (BPP) such as plexiglass protection, signage, floor decals etc.

This helped businesses find the PPE and BPP needed to reopen.

## **COVID-19**

### **HELPING THE BUSINESS COMMUNITY**

In partnership with the chambers in Moncton and Saint John, we developed a reopening guide for businesses in early May to help them get a jump start on the reopening process. The three CEO's were later asked to speak to the CCC national network about the document.

#### **ADVOCACY – GOVERNMENT SUPPORT; POLICY CHANGES**

Throughout the crisis, we were in close contact with both elected officials and civil servants, which gave us the opportunity to not only gather information but also to advocate for support on a near-daily basis. We worked closely with other chambers of commerce as well as regional and provincial stakeholder groups – particularly on the recovery and reopening process.

Fredericton Agencies Recovery Plan and Survey - the local agencies group of economic stakeholders developed a regional economic develop plan and survey in May. This work will continue for the foreseeable future.

#### **DIRECT CONTACT WITH MEMBERS**

We responded to inquiries from many different sectors throughout the crisis as it evolved. Broadly speaking, inquiries came in waves – first about closing, being allowed to partially open, then government support programs, then reopening procedures and plans.

#### **LOOKING FORWARD**

It is expected that COVID-19-related work will continue to directly be a large portion of our advocacy work in 2020-21 and will provide context to much of our other efforts.

# ADVOCACY PRIORITIES

## FREDERICTON'S NEW IMMIGRATION STRATEGY

One of the big headlines of our 2019-2020 advocacy work is our involvement in Fredericton's new immigration strategy.



The Fredericton chamber first became formally involved in the immigration sphere with the launch of the Business Immigrant Mentorship Program in 2009. That program was focused on the introduction of newcomers to local businesspeople as mentors and instructors – helping to bridge the gap that existed between doing business in Canada and their home countries. This model has since been rolled out across New Brunswick and in several other western provinces.

In 2014 we rolled out Phase 2, with the Hive Incubator. This immersive business environment provided our city's entrepreneurial newcomers office space and access to valuable resources – most importantly the other businesspeople in the ecosystem. It has been near or at capacity since it opened.

In 2016, we added Succession Connect – a program with a mandate to match newcomers and existing business owners. In short, the program worked to connect existing 'for sale' businesses with newcomer entrepreneurs looking to buy.

During the time we were running these entrepreneurial programs, many other groups in the community were also doing great work supporting our newest citizens – these include Ignite Fredericton, the Multicultural Association of Fredericton, our post-secondary institutions, the Multicultural Council of NB, and many more. We were having success and doing some good work together, the local population has been rising but it became clear it wasn't going to be enough. We at the chamber of commerce, nor our partners, nor the City of Fredericton are content with being sustainable if that just means the status quo – hence a new coordinated strategy.

Moving forward, we handed off the three programs mentioned to the stewardship of Ignite Fredericton, while increasing our advocacy role with all three levels of governments on issues relating to entrepreneurial immigrants as well as maintaining our role as a key connector for newcomers to the business community.

# ADVOCACY PRIORITIES

## 2020-21 NEW BRUNSWICK PRE-BUDGET ACTIVITIES

The chamber submitted its 2020-21 pre-budget brief to Finance Minister Ernie Steeves late last year. Representatives of the Fredericton Chamber of Commerce met with the Minister Ernie Steeves to discuss our submission, which focused on the government's six priority areas: Affordable and responsive government, Dependable public health care, World-class education, Energized private sector, Vibrant and sustainable communities and High-performing organization.

Overall, the brief encouraged the government to continue responsible fiscal management in order to hold the line on costs to business while maintaining the flexibility to make timely, key investments – such as the construction of the Cyber Centre in Knowledge Park. Members of the chamber staff also participated in a business-focused consultation session in Saint John on 5 February 2020.

We expanded our post-budget breakfast with the finance minister this year – there were 10 stakeholder groups in attendance to meet with Minister Steeves at the Crowne Plaza Lord Beaverbrook Hotel on the morning after the budget was presented.

## ANNUAL SURVEY RESULTS

Each year the Fredericton Chamber of Commerce surveys our members to get feedback on our activities, learn how we can better serve our members, and to understand how we can best advocate to governments on their behalf. The results of the survey shape our activities for the coming year, help focus our advocacy efforts and develop a set of annual policy priorities. It's also a good look into the concerns, anxieties and pain points for the local business community.



In 2019, the top concerns of our members are consistent with what we have been hearing from other chambers across New Brunswick and Canada and from our members in previous years: costs of operating their business, slow economic growth, access to skilled labour, red tape and an aging population (relative to both workforce and customer base).

Because of this consistency in concerns, we have aligned our current policy priorities to address these issues: competitive business environment, workforce development & population growth, and natural resource development.

## ADVOCACY PRIORITIES

Perhaps there was a more fundamental theme that came from the survey, particularly when asked open-endedly ‘What problem regularly frustrates you the most when dealing with any government department or entity?’

### COMMITTEES

As a key piece of the Immigration Strategy, in August we launched our newest committee – the **Immigration Advocacy Committee**. The committee, populated by newcomers, local businesspeople and other stakeholders is the lead advocacy vehicle for immigration issues in the Fredericton area.



The **Government Affairs Committee** took the lead on government-related initiatives such as pre-budget consultations and our work leading up to the 2019 federal election.

Our **Policy Development Committee** sponsored or co-sponsored three policy resolutions that were passed by delegates at the conference:

- “Improving Start-Up Visa Processes to Decrease Wait Times” calls on the federal government to accelerate processing times of the Startup Visa Program – administered locally by Planet Hatch – and improve communication with applicants and designated institutions. (99% voted in favour)
- “Taxation of the Digital Economy” asks the federal government to prepare for pending OECD recommendations so Canadian businesses do not become less competitive. (97.3% voted in favour)
- “The Risks of Cyber Crime – Electronic and Digital Issues” calls for increased tools and communication to enhance cyber security in Canada. (99.3% voted in favour)

## ADVOCACY PRIORITIES

### NB CHAMBERS PLACE 2ND IN NATIONAL COMPETITION

At the same conference, a consortium of chambers of commerce in New Brunswick placed 2nd in the national Influence in Action Competition. The Fredericton, Moncton, Saint John, and Atlantic Chambers of Commerce provided over 400 delegates with an overview of the 2018 provincial election advocacy program entitled We Choose Growth.



This multi-stakeholder program coordinated the interests and influence of business organizations across the province in efforts to promote increased investment, jobs and growth in the provincial economy. The model was subsequently used in the 2019 provincial election in Prince Edward Island by the Greater Charlottetown Chamber of Commerce and their partners and stakeholders. Chambers from across Canada expressed interest in learning more to implement in their jurisdictions.

### LEGISLATIVE LAW AMENDMENTS COMMITTEE - MOTION 31

On 5 September 2019, our CEO Krista Ross presented to the legislature's law amendments committee regarding Motion 31 – which seeks to explore including the value of machinery and equipment into property tax assessments for 'heavy industry'.

### LESSONS IN RECONCILIATION: FREDERICTON ROUNDTABLE

On June 25, 2019, the Canadian Chamber of Commerce sat down with business and Indigenous leaders in Fredericton to hear what they had to say regarding reconciliation, what it means to them, their communities and their businesses. The report, Lessons in Reconciliation: What we Heard in Fredericton, is now available at [www.chamber.ca](http://www.chamber.ca).

### WORKSAFENB

Escalating WorkSafeNB rates have been a top concern for members for several years and has been a big part of our advocacy efforts as a result. We started to see results of that advocacy in 2019 when WSNB announced that the average 2020 assessment rate for NB businesses will be \$2.40 per \$100 of payroll, a reduction of \$0.25 from the 2019 rate. These reductions were a direct result of government implemented recommendations of the Workers' Compensation Task Force.

# ADVOCACY PRIORITIES

## DAYS OF REST ACT

In 2019-20, the Department of Environment and Local Government put forward a bill implementing our recommendations regarding signing property contracts on Sunday.

## RESTAURANT LICENSING FEES

In spring 2019, we communicated to government that the annual payment of registration fees under the Public Health Act should be prorated as in extreme cases a restaurant opening in early March was required to the entire \$265 registration fee upon opening and again at the end of the month when annual registrations are due. We asked that the fees be prorated. In October, the government agreed to make the change to quarterly amounts, rather than annual.

## 2019 FEDERAL ELECTION

Leading up to the federal election in October, we had two major initiatives to introduce the candidates, their parties and their policies.

**Candidate Presentation Series** - we hosted the following candidates for presentations and Q & A sessions at Planet Hatch: Jenica Atwin, Green Party of Canada; Matt DeCoursey, Liberal Party of Canada; Jason Paull, People's Party of Canada; Andrea Johnson, Conservative Party of Canada. These were the four officially declared candidates at the time we booked the series. We also posted recordings of each session.

**Questions That Count** - As with each election at all levels of government since 2012, we sent candidates written questions as part of our Questions that Count series. Five of the eight local candidates participated. They were posted unedited and shared in an Eblast along with candidate series videos.

CPAC highlighted Fredericton as a Riding to Watch and spent a couple days recording. They interviewed Krista prior to one of our candidate series sessions.



# CHAMBER IN THE COMMUNITY





# CHAMBER IN THE COMMUNITY



# Thank you VOLUNTEERS!

Karen Grant – Kiers Marketing  
Ryan Boyer – Cain Boyer Benefits Group  
Bob Chisholm – McDonald's Restaurants  
Jeff Saunders – Teed Saunders Doyle  
Jill Stairs – Daye Kelly & Associates  
Mark MacKenzie – Green Imaging Technologies Inc.  
Ken Critchley – Morneau Shepell  
Adam Peabody – Ignite Fredericton  
Lori Clarke – Lori Clarke Interior Design Inc.  
Kim Nash McKinley – Saint Mary's First Nations Economic Development Office  
Lori Stickle – New Brunswick Liquor Corp.  
Mike Melvin – McInnes Cooper  
Dhirendra Shukla – University of New Brunswick  
Krishna Khaitan – AV Group NB Inc.  
Cassandra Blackmore – Fredericton Community Kitchens Inc.  
Geoff Phinney – Fredericton Toyota  
Shannon Dion – Bringloe Feeney, LLP  
David Shipley – Beauceron Security Inc.  
Mohamed Khirallah – Roticana Coffee Company Inc.  
Lindsay Bowman – Connors Stilwell  
Shawna Foster – Moco Downtown  
Doug Daley – Kiers Marketing  
Noel Eustace – Instant Imprints  
Lori Wheeler – Canadian Mental Health Association NB  
Marc Gauvin – University of Fredericton  
Elizabeth McArthur – New Brunswick Association for Community Living  
Rosemary Gong – Rosieskin Beauty SPA and Health Studio  
Jaime Watson – Capital Winter Club  
Christo Loots  
Mitch Poirier – MDMS Managed Digital Media Services Inc.  
Jeffrey Guiler – Air Canada  
Roger Duval – Learning Disabilities Association of NB  
Bedarul Alam – Perfect Humanitarian World Foundation  
Sheri McKillop – University of Fredericton  
Kjeld-Mizpah (KJ) Conyers-Steede – NB Student Alliance  
Larry Shaw – Knowledge Park  
David Emerson – UNB  
Rick McGaw – UNB (retired)  
Robert Johnson – Alan Marshall & Associates  
Jamie Ryan – NB Real Estate Association  
Dan Coleman – UNB  
Greg Toole – BMO Nesbitt Burns  
Trevor Parly – Vertical Ascent  
Claudia Simmonds – NB Home Builders Association  
Hannah Classen – UNB  
Janet Moser – Ignite Fredericton  
Xu Bai – Henry Global  
Mohamad El Chami – BSICONS Software Consulting Inc.  
Ali Allauddin – SyntecX  
Chris McGinn – Planet Hatch  
Amgad Zaky – Ignite Fredericton  
Nausheen Ali – Ignite Fredericton  
Fanny Bodart – Property Ladies  
Joseph O'Donnell – National Bank Financial  
Amir Akbari – Anessa  
Michael Shin – GenInk  
Alex Scholten – Village of New Maryland  
Roxanne Reeves – UNB  
Janet Thompson-Price – Atlantic Fusion Law Group  
Asif Hassan – Simptek  
Andrew Lockhart – Ignite Fredericton  
Bill Chuong – Maple Smart Control  
Doug Motty – Doug Motty Consulting  
Heather MacLean – APEGNB  
Mark Scaplen – Dillon Consulting  
Biometrics Strength & Conditioning  
Laura Eliaba – Priority  
Tammy Ward – TLW Yoga  
Malcolm Appleby – RBC Royal Bank  
Katie Gillingham – Office Interiors  
Abdul Samad – Enterprise Car Rentals  
Traci Demmons – Scotiabank  
Charlotte Burhoe – Corked Wine Bar  
Randy Desjardins – Taylor Printing Group  
Travis Branscombe – Life Stages Financial Group  
Judith Currie – UNB Conference Services  
Kelly Gilbey – Bell Media  
Germaine Pataki-Therault – Gallery 78  
Cameron Clark – Scotia Wealth Management  
Nora Lacey – New Brunswick Medical Society  
Ann Swinamer – Northwest Healthcare Properties  
Denise Coulombe – Horizon Health  
Grant Furlotte – IG Wealth Management  
Stephen Hill – Elliott McCrea Hill  
Mark Lancaster – Scotiabank  
Lief Saloni – Science East  
Gilles Allain – The Chalmers Foundation  
Denis Lagace – The Chalmers Foundation  
Adam Clawson – Red Rover Brewing Company  
Christina Nicoll – The Fredericton Playhouse  
Folusho Iyaniwura – RBC  
Kerry Atkinson – Wilson Insurance  
Marilyn Wilson – MayDay Fine Print Inc  
Seth Black – Scotiabank  
Sarah Corey Hollohan – Ignite Fredericton  
Sharon Watts – Real Estate Board of the Fredericton Area  
Valerie MacFarlane – UNB  
Leslie Pardy – Vertical Ascent  
Shaun Delong – Rogers  
Tanya Chapman – The Chapman Group  
Jordan O'Brien – Porter O'Brien  
Tim Porter – Porter O'Brien  
Andrew Bedford – The Ginger Agency  
Matt Symes – Symplicity Designs  
Rachel Clarke – UNB  
Matthew MacLean – UNB



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