



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



**2021**  
*Annual  
Report*





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# SIEMENS

# 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.

01

### INTEGRITY

- We work for the greater good in building our community
- We are transparent and make decisions that we are proud to stand behind

03

### OPENNESS

- We are an organization for the entire community
- We embrace new ideas, exemplified by a spirit of inclusiveness, diversity and transparency

02

### RESPONSIVE

- We are an action-oriented, member-centric organization
- We act with a sense of urgency to meet member needs and expectations

04

### 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.*

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# PRESIDENT'S MESSAGE

In June of 2020, three months into Covid 19, when I was sworn in as your President, I really thought that by the fall of 2020 we would be back to normal and the Chamber would continue its path representing our members as we had done for decades. Well, was I wrong!

Over the next eight months we had to change and adapt every aspect of our operations. The big hits were to our keynote events, such as Business Excellence awards, State of the Province and State of the City. And smaller events like Business over breakfast, business after hours and member run seminars had to be delayed and changed.

Your Chamber was in the middle of a storm and no one had a playbook to follow. Under the leadership of our CEO our staff planned, retooled and kept us in business. We pivoted and focused on providing information to our 1000 members on Covid Health issues, government programs and general awareness of the pandemic.

Our goals were simple, build a business model that would keep our staff, members and directors safe and continue operations following all public health guidelines. There was a focus on our financial situation and future viability depending upon the magnitude and length of the Covid storm.

Once our house was stable, we began to plan and develop virtual platforms for as many Chamber events as possible.

During the months to come I am very thankful that no Chamber employee or Board member contracted Covid 19.

I cannot say thank you enough to Krista Ross, Morgan Peters, Christine Little, Wendy Morrell and Brianne Phillips, this group of dedicated professionals made sure that our organization kept going despite all the moving parts to the pandemic.

Our number one concern was our membership, and I am pleased to report that we entered the storm with 985 members and today we are at 1001! As for our events, we held our first ever (and hopefully last) Virtual State of the Province, it was a huge undertaking and a big success. This summer we will host two golf events and I am optimistic that in the fall we might be able to have a live Business excellence Awards night.

While the past had its challenges, the future is bright, MacLean's magazine recently rated Fredericton as the number two best Canadian City to live in! And word travels fast as our local Real Estate market is very hot. And your Chamber is in a good financial position.

Despite being a great place to live we need to make sure it is a great place to be in business and our "Support Fredericton Local Business Campaign" is just getting started.

I want to thank Karen Grant for helping me in the transition to President, Krista Ross for working with me daily, the Board for their input and support, and I know this organization is in good hands with incoming President Jeff Saunders.

Stay safe, shop local and be involved in our community.



Bob Chisholm  
President 2020-2021  
Fredericton Chamber of Commerce





# CEO'S MESSAGE

2020-2021 will definitely go down in the chamber history books as the most difficult and challenging year ever experienced by our members, and by much of the business community across the globe. What started in March 2020 as what we thought would be a six or eight week.... maybe three month challenge – morphed into 15 months of our norms and expectations turned upside down daily. During this time, however, we have celebrated the resiliency of our members, we have worked together as a business community and we have all stepped up to #SupportFredLocal. We have also been saddened to learn of those businesses who could not escape the economic hardship of the pandemic.



Over the course of the past year, we have worked hard to support our members and a huge and hearty thank you goes out to the committee, board and executive members who committed volunteer time and energy to chamber work at a time when their own businesses needed their full attention. Applause also for those same dedicated volunteers who attended meeting after meeting virtually – and did not get the opportunity for in-person meetings that we all enjoy and are part of the chamber way of operating. Particular thanks to Bob Chisholm – our dedicated and insightful President during this turbulent time – his concern for our members and his focus on having our organization serve them to the best of our abilities has been outstanding. On behalf of all of the members – thank you for your service to the business community!

As an organization known for events and networking – a year like the one we have just experienced certainly changes how we do these activities. This year we transitioned to online platforms for the majority of our events – a new way of doing things – and our members rose to the occasion and ‘hopped on’ zoom workshops, networking activities and even our first-ever virtual State of the Province! One benefit of virtual events is that we had access to speakers and government officials from other regions that we would typically not have had the opportunity to have speak to and interact with our members.

This year, above any other, we have been laser focused on advocacy. We have taken every opportunity to listen to the concerns, issues and problems that our members faced from the early days of the pandemic until now and tried to help find solutions and answers. We worked collaboratively with other business support agencies and all three levels of government as well as other chambers from coast-to-coast to help to inform programs and policies. The chamber provided support to our members in ways that we had never previously been called upon or would have imagined. We regularly found information on programs, regulations and policies, sifted through it and shared the most relevant information as quickly as possible.

Your chamber team rose to the challenge and worked diligently to help our members. I couldn't be more proud of our ‘work family’ for the way that they all worked together to provide the best service possible in challenging circumstances. A HUGE shoutout to our Operations & Communications Manager Wendy Morrell, our Policy Manager Morgan Peters, our Membership Development & Marketing Manager Christine Little and our Bookkeeper Brianne Phillips for all of their work on your behalf. Also thanks to Tanya Senechal for her three years of service to the chamber – and we wish her the best in continuing her education at UNB. And a warm welcome to Jude Currie who recently joined our team as Event Manager.

The biggest accomplishments this year however... were from you – our members who dug deep, fought hard, changed up your businesses, your products and your services... and how you delivered them and you made it through the storm! Your resilience and your nimble adaptation to a tremendously challenging situation has been exceptional. As you review this annual report and the activities of the chamber for 2020-21 please know that our attention is now forward thinking, focused on recovery and here for you as needed in the coming months. We are looking forward to seeing you face-to-face again this year and we thank you for engaging with us and inspiring us this past year.

A stylized, handwritten signature in black ink, appearing to read 'Krista Ross'.

Krista Ross  
Chief Executive Officer  
Fredericton Chamber of Commerce



sarah pacini

SPRING '21

robertsimmonds.com

ROBERT  
SIMMONDS

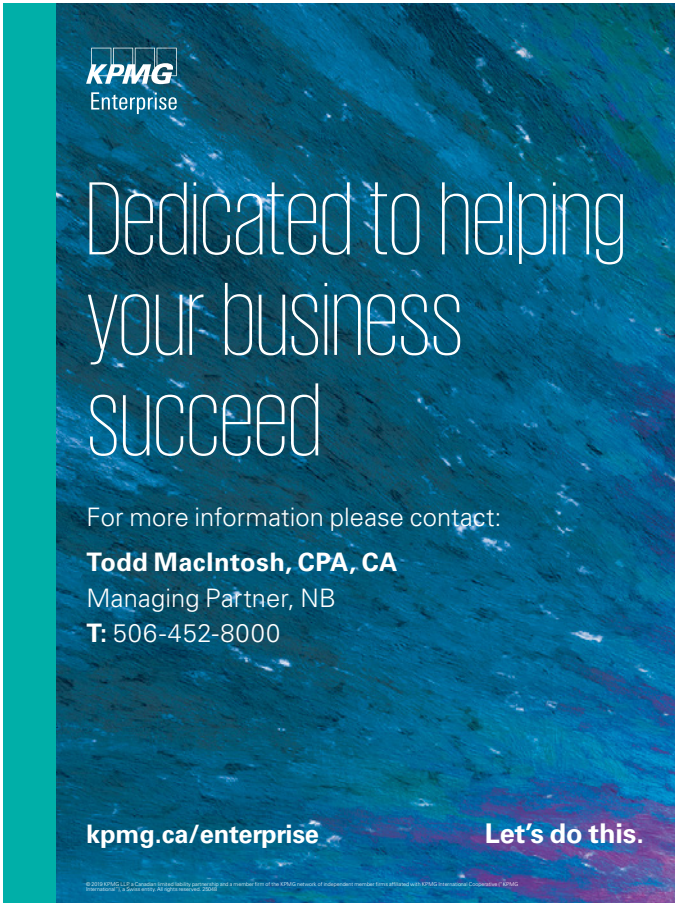
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Let's do this.

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# BOARD *and* STAFF



Bob Chisholm  
President 2020 - 2021  
McDonald's Restaurants



Karen Grant  
Past President  
Kiers Marketing  
Resigned Feb 21, 2021



Jeff Saunders  
1st Vice President  
Teed Saunders Doyle



Jill Stairs  
2nd Vice President  
Daye Kelly & Associates



Shannon Dion  
Treasurer  
Bringloe Feeney



Mike Melvin  
Executive Member  
McInnes Cooper



Mark MacKenzie  
Executive Member  
Green Imaging  
Technologies Inc.



David Shipley  
Board Member  
Beauceron Security Inc.



Geoff Phinney  
Board Member  
Fredericton Toyota



Krishna Khaitan  
Board Member  
AV Group NB Inc.



Lindsay Bowman  
Board Member  
Connors Stillwell



Shawna Foster  
Board Member  
Moco Downtown



Adam Peabody  
Board Member  
Planet Hatch



Derek Sullivan  
Board Member  
Auto City



Betty Blanchard  
Board Member  
My Closet Consignment  
My Home Consignment



Fanny Bodart  
Board Member  
The Property Ladies



Kumaran Thillainadarajah  
Board Member  
Smart Skin Technologies



Dave Milburn  
Board Member  
Focal Point Landscape  
Design and Installation



Beth Fairbairn  
Board Member  
Autism Intervention  
Services



Cassandra Blackmore  
Board Member  
Fredericton Community  
Kitchens  
Resigned Nov 4, 2020



Mohammed Khirallah  
Board Member  
Roticana Coffeee  
Company Inc.  
Resigned Mar 9, 2021



Krista Ross  
Chief Executive Officer



Morgan Peters  
Policy Manager



Christine Little  
Membership  
Development and  
Marketing Manager



Wendy Morrell  
Operations and  
Communications  
Manager



Judith Currie  
Event Manager



Brianne Phillips  
Bookkeeper



# UNDERSTANDING THE ADVOCACY PROCESS

The Fredericton chamber's advocacy and policy work relies on a two-way communication structure involving the board of directors, committees, staff members and chamber members. The board of directors has ultimate decision-making authority when it comes to policies and advocacy positions at the chamber. These decisions are informed by members, staff, our committee structure as well as our stakeholder partners.

Our advocacy committees (Government Affairs, Policy Development and Immigration Advocacy) are co-chaired by two board members and are the primary mechanism through which we develop advocacy briefs, gather information relevant to issues and carry out various advocacy-related functions. Each committee at the chamber has a staff member liaison for each of the committees above, that person is the Policy Manager. The Fredericton chamber seeks to obtain member input and feedback at every opportunity. This is the fundamental reason for our committees' existence (which comprise chamber members) as well as our surveys.



## Advocacy Submission Form

In 2020, the chamber added an advocacy submission form to our website that allows members to easily submit advocacy issues as they arise. The form also asks for background information on the issue that should make it easier for chamber staff to more fully understand the issue.

## Communications

All of the chamber's advocacy efforts can be found posted on the "Advocacy" section of our website as well as in our weekly Chamber Connections eblast. We also share our efforts via social media channels of the chamber and employees.

## The Chamber Network

- Canadian Chamber of Commerce (CCC) - Along with 450 other chamber across the country, we are members of the CCC, actively participating in their advocacy work and other activities at the federal level. Every year we participate in the CCC's policy resolution process through the work of our Policy Development Committee.
- Atlantic Chamber of Commerce (ACC) - We are also members of our regional chamber, which has more than 100 individual chambers as members. The ACC continues to grow and develop its policy work at a regional and provincial level - the New Brunswick advisory committee is very active and the ACC recently hired a second policy-focused staff member. This has helped greatly with coordinating advocacy activities and expanding the influence of the Atlantic Region and has made connections between individual chambers easier.
- Other local chambers of commerce - Outside of the CCC and ACC, we partner with other local chambers of commerce on specific issues – particularly those in New Brunswick and Atlantic Canada. Additionally, we partner with chambers from across the country on CCC policy resolutions.



# 2020-21 ADVOCACY WORK (NON-COVID-SPECIFIC)

Of course, much of our advocacy work in 2020-21 has been COVID-focused, there were pre-existing topics that we continued to work on as well as other issues that arose during the year, including pre-election work at all levels of government.

## Pre-Election Activities

### Pre-Election Activities Policy

In March 2021 the chamber's board of directors approved a draft Pre-Election Activities Policy that was presented by the Government Affairs Committee. The policy will help guide our future election activities at the provincial and federal levels.

### Provincial – September 2020

Leading up to the provincial election in September 2020, the chamber provided all candidates in the Fredericton Region with our “Questions that Count” and the responses received are posted on our website in our election page archive. The archive also contains videos from our Leaders’ series, co-hosted by the chambers of commerce and economic development agencies in Fredericton, Saint John and Moncton. CEO Krista Ross also wrote pre- and post-election commentaries which can be found in our Insight Online magazine.

### Municipal – May 2021

The chamber hosted a mayoral debate on Rogers TV on 22 April 2021 with the four Fredericton candidates – the broadcast can be viewed on our 2021 Municipal Election page on our website. Chalmers Foundation CEO Gilles Allain moderated the event. We also provided all candidates for council and mayor with “Questions that Count” and the responses received can also be found on this page. CEO Krista Ross also wrote a commentary about the election and our advocacy for permanent residents receiving the right to vote municipally.

### Federal Election

With a minority government in place and expectations of a fall 2021 election call, we have begun meeting with a number of NB chambers and other business groups with a view towards a joint pre-election effort in the style of our “We Choose Growth” campaign from the 2018 provincial election.

### Municipal Voting for Permanent Residents

The chamber has also been actively involved in a community-wide advocacy effort to for the provincial government to change the *Municipal Voting Act* to allow permanent residents to vote in NB municipal elections. We sent a letter to Minister Allain in December, met with him and the Fredericton Region caucus the following month and followed up with another support letter signed by the chamber, Ignite Fredericton, Downtown Fredericton Inc., and Business Fredericton North. CEO Krista Ross also wrote about the issue in her April 7, 2021 commentary.

## Government Consultations

The chamber participates in all government consultations that are relevant to our members. Some of the consultations in 2020-21 were:

### Extended Producer Responsibility for Packaging and Paper Products

The chamber hosted representatives of the Department of Environment and Local Government members and subsequently made a written submission to the department. That submission can be found in the “Letters” section of our website.

### GNB Minimum Wage Review

The Government of New Brunswick conducted its bi-annual review of minimum wage in the province. Currently, the minimum wage is adjusted annually on April 1 based on the Consumer Price Index, rounded to the nearest five cents. The chamber had previously advocated for the system currently in place that is tied to CPI to ensure some predictability in the system. We maintained this position in 2020.

### **Provincial Pre-Budget Consultations**

The chamber participated in multiple pre-budget consultation meetings with government and our written submission can be found on our website in the “Government Submissions” section. CEO Krista Ross also wrote a commentary about our pre-budget thoughts - that can be read in Insight Online magazine.

### **Beverages Containers Act Proposed Amendments**

We also responded to the Department of Environment and Local Government’s consultation regarding proposed changes to the *Beverages Containers Act*. Our submission can be found in the “Letters” section of our website.

### **Local Government and Health Reform Consultations**

The chamber has also been preparing to make submissions to the provincial government’s local governance and health reform consultations. Those will be submitted in May 2021.

### **Meetings with Elected Officials**

In April 2021, the chamber hosted both Deputy Prime Minister and Finance Minister Chrystia Freeland as well as Federal Official Opposition Leader Erin O’Toole for public events with our members.

### **Other Examples of Advocacy Efforts**

#### **Support for Craft Brewers**

In response to industry’s request for advocacy support regarding announced policy and process changes with ANBL, we wrote a letter of support and worked through the Atlantic Chamber to get an additional eight chambers to join as signatories.

#### **2015 Building Code**

We advocated to Public Safety Minister Ted Flemming regarding the lack of grace/notice period provided by the provincial government when they adopted and implemented the 2015 building code. The government eventually implemented a grace period to 31 December 2021.

#### **Prompt Payment Legislation**

The chamber advocated to New Brunswick Finance Minister Ernie Steeves to advocate for the Province to adopt “Prompt Payment Legislation” to assist the construction industry and bring New Brunswick in line with most other provinces.

#### **Canada Business Registries**

We wrote to Minister Responsible for Service New Brunswick, Sherry Wilson to request that New Brunswick join the federal-provincial open digital business registration service, “Canada’s Business Registries” that was launched on 29 June 2020.

#### **Letter to Premier Higgs, Re: Maritime Iron**

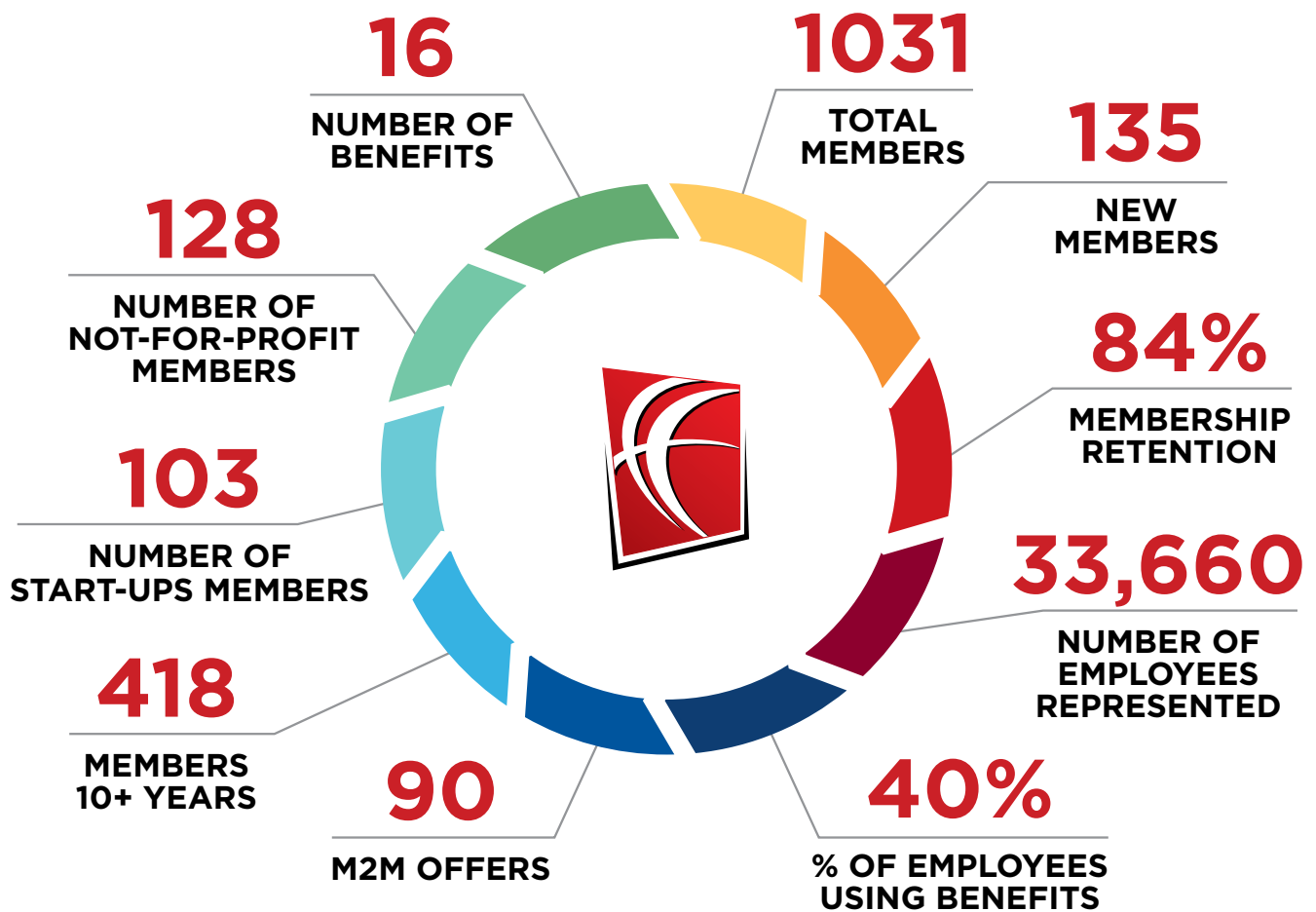
We joined the Atlantic Chamber of Commerce and chambers from across New Brunswick in writing Premier Higgs about the Maritime Iron’s proposed Belledune plant. The letter asks the premier to look at the Maritime Iron proposal (or others) not simply from an NB Power-centric perspective, but rather through a whole of Government of New Brunswick lens.

#### **Alcohol Escalator Tax**

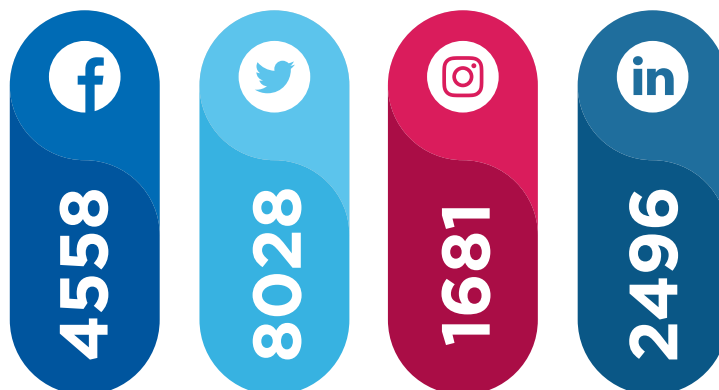
We continued to advocate to federal representatives asking the government to freeze the alcohol escalator tax that was introduced in the 2017 budget as a means to support business in a COVID-19 context.



## MEMBERSHIP STATS



## SOCIAL MEDIA STATS



# EVENTS

33	Webinars	State of the Province Address	1
10	Virtual Networking Events	Virtual Parliamentary Update	1
2	In-Person Networking Events	Virtual Conversation with Erin O'Toole	1
2	Golf Tournaments	Fredericton Mayoral Debate	1
1	Provincial Leadership Series	Federal Budget Conversation with the Hon. Chrystia Freeland	1

**NEW THIS YEAR**  
Sizzlin' Summer Scavenger Hunt









# SCHOLARSHIPS



Congratulations to the recipients of the Fredericton Chamber of Commerce annual post-secondary scholarship for 2020-2021: Regan Barry, Katelyn Horsman and Alexander Comfort. The Fredericton Chamber of Commerce awards this scholarship to a full or part time employee of a member in good standing of the chamber; or to the child, spouse or partner of a member or their employee. Administered by the Fredericton Community Foundation, recipients of the scholarship are selected by a panel of Fredericton chamber past-presidents.

The Fredericton Chamber of Commerce Scholarship was created in 2013 to recognize a deserving student or students who have made a positive contribution to the betterment of their school and community, while demonstrating sound academic achievement.

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**Dr. Jeff Steeves**  
President, 2020-2021



# GETTING *the* MESSAGE?

## Chamber Connections

We've combined our bi-weekly Chamber Connections and Members Around Town and our weekly upcoming events email all into one weekly Chamber Connections email that is distributed each Thursday to keep you informed on everything chamber related. From our advocacy updates, to the latest information on COVID-19, to member news and upcoming events, find what you need to know all in one place.

## Insight Magazine

Our biggest change this year is to our Insight Magazine. We've moved from our bi-monthly hard copy magazine to Insight Online. Our new Insight Online allows the chamber to add articles as they are ready to be published to give you the most up-to-date information available. We've moved from our traditional ads to advertorials to allow advertisers to showcase their products and services while giving information about their business. All articles and advertorials are shareable to help you share our articles with your friends and colleagues.

## INSIGHT ONLINE

## Chamber Website & Member App

Everything you need to know about the chamber can be found on [frederictonchamber.ca](http://frederictonchamber.ca). Lots of advertising options available for a month at a time.

## Annual Magazine

This year, we've turned our Annual Report into the Annual Magazine you are reading that highlights what the chamber has been working on over the past year while featuring the ads of our major sponsors.

## Social Media

Our growing social media followers make the chamber's Facebook, Twitter, LinkedIn, Instagram and YouTube a great vehicle for the chamber to be able to share our member's posts. How? Just tag the chamber in your post, it's as easy as that.

## ARE YOU TAKING ADVANTAGE OF THE BENEFITS OF YOUR MEMBERSHIP?

- Chambers of Commerce Group Insurance Plan
- First Data Merchant Services
- Group Home and Auto Insurance Discounts
- Flagship Discount Shipping
- Food & Beverage Service - Caribbean Flavas
- CIRA Cybersecurity Awareness Training
- Online Training - Learnsphere
- Advocacy - Your Voice of Business
- Advertising with the chamber
- Esso Fuel Discounts
- Rental Car Discounts
- UPS - Ship & Save
- Pragmatic Conferencing
- Social Media Management - MDMS
- InUnison - Health & Safety Solution
- M2M Program
- Education
- Networking

To learn more or enroll in any of these benefits please contact Christine Little at

[membership@frederictonchamber.ca](mailto:membership@frederictonchamber.ca)



# WORKING COLLABORATIVELY

## COLLABORATIVE NETWORK



### LOCAL ORGANIZATIONS

Business Fredericton North  
Downtown Fredericton  
Fredericton Community Foundation  
Fredericton International Airport Authority  
Ignite Fredericton / Planet Hatch  
Immigration Fredericton  
Knowledge Park  
Multicultural Association of Fredericton  
Newcomer Partnership Council  
Startup Fredericton



### CHAMBER NETWORK

Atlantic Chamber of Commerce  
Canadian Chamber of Commerce  
Chamber of Commerce Executives of Canada  
Other Local Chambers



### POST SECONDARY EDUCATION

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



### GOVERNMENT

ACOA  
City of Fredericton  
Cyber NB  
Horizon Health Network  
Government of New Brunswick  
Government of Canada  
Opportunities NB  
WorkSafe NB



### PROVINCIAL/ REGIONAL/NATIONAL ORGANIZATIONS

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

## SECTORAL BUSINESS FORUMS

As part of the Fredericton Region Agencies "Reignite Economic Development Recovery Plan," Ignite Fredericton and the Fredericton Chamber of Commerce partnered to host three sector-specific business forums this week to gain insight from local businesses from sectors most affected by the COVID-19 pandemic. Our organizations also partnered with UNB's Faculty of Management MBA program for this initiative – with the students preparing go-forward plans for each of the sectors identified – hospitality, retail and arts/entertainment/recreation.

Building on the success of these initial forums, the chamber and Ignite subsequently hosted six more during the year and plan to keep going in 2021-2022, re-visiting those sectors from the first round. The forums allow for business owners and organizational leaders to talk about their experience over the past year in more depth. This type of conversation supplemented survey data and let both Chamber and Ignite staff to gain a deeper and more nuanced understanding of the challenges faced locally.

The sectors covered in 2020-21 were:

- Hospitality
- Retail
- Arts/entertainment/recreation
- Professional services / insurance
- ICT
- Construction/ commercial real estate
- Not-for-profit organizations
- Personal services/ non-regulated health
- Business services/ trades



# FREDERICTON CHAMBER *2021* POLICY PRIORITIES

In the fall, our board of directors discusses and updates our policy priorities. These draft priorities are then put to the membership in our annual member survey. Our policy priorities in 2021 are:

## **Competitive Business Environment**

Traditionally, cost competitiveness has been an advantage that we have had in New Brunswick, but this has eroded over the past five years (pre-pandemic). We are also concerning with government debt as the primary driver of increased costs through taxes. But the business environment is about more than just costs. It also includes the regulatory environment (red tape, roadblocks to development, overlapping jurisdictions, etc.) and now the COVID-19 environment (Public Health restrictions, government support programs and support-local movements).

## **Workforce Development**

New Brunswick's declining population is one of the greatest threats to sustained economic growth moving forward and the Fredericton chamber addresses this issue primarily through working closely with New Canadians and post-secondary students/institutions. The chamber advocates on the provincial nominee program, express entry program, startup visa and others. We also actively work to connect post-secondary students with local businesses and the community generally by working with businesses, our economic development organizations, post-secondary institutions and students themselves.

## **Natural Resources and Energy**

Natural resources are, by far, Canada's largest export sector and as a key part of Canada's and New Brunswick's economic mix, the chamber believes that any serious plan for creating jobs, greening our economy and reaching out to new markets has to place the competitiveness of the resources sector at its core. Our advocacy work in this area is focused on barriers to development such as: overlapping federal/provincial rules, unclear consultation requirements, the lack of skilled labour, the lack of political will / priorities, and lack of public buy-in for both renewable and non-renewable projects / resources.

## **Innovation, Digitization and the Knowledge Economy**

Particularly in Fredericton, a healthy knowledge sector is critical to our role in creating wealth for New Brunswick. Our post-secondary institutions are some of our most valuable economic development assets - they drive research and innovation, draw international students to the province, propel the technology sector and the startup community - in addition to providing highly-skilled training for our future employees. The Cyber Centre in Fredericton can be a path to being a worldwide leader focused on critical infrastructure and from there we can expand New Brunswick's cyber security footprint.

## **Access to Primary Health Care**

Easy and efficient access to primary health care continues to be an issue for our members, particularly in relation to attracting skilled employees. That is why we established a Physician Recruitment & Retention Committee in 2009 and are still actively assisting efforts of Horizon Health and the NB Medical Society to attract and welcome physicians to our community, while seeking other ways to expand easy and efficient access to primary care.

# COVID-19 RESPONSE

## Early Days

Like most organizations, COVID-19 and the policy response dominated 2020-21 for the Fredericton chamber. The first few months we were primarily focused on getting clarity on information from government to our members, advocating for business supports and helping getting members back up and running after exiting the initial lockdown phase of the pandemic. Some of the highlights from this period were:

- Developed a reopening guide for businesses in partnership with the Moncton and Saint John chambers.
  - The three CEOs were later asked to speak to the CCC network about the document.
- Provided daily updates and then 2-3 COVID-19 updates per week (or on an as-needed basis) as information slowed.
- Maintained COVID-19 Resource Page with links to government programs, Public Health / WorkSafeNB resources, helpful resources and the chamber's webinar archive.
- Maintained a webpage that provide information on local vendors that provided personal protective equipment and/or business protective products such as protective Plexiglas, signage, etc.
- Responded to inquiries from members and non-members in many different sectors.
- Contributed to Fredericton Agencies Regional Recovery Plan and Survey
- We participated in a number of meetings on a weekly basis, including:
  - Fredericton Community Agencies meeting
  - Provincial stakeholder group
  - Local caucus meeting (Elected officials and economic development agencies)

## Assessing the Economic Impact

Early in the pandemic, the chamber and our partners needed to better understand the different ways the pandemic and Public Health restrictions were impacting businesses and the local economy. It soon became clear that the effects and recovery was taking a "K" shape, where some sectors were doing quite well while others have continued to struggle throughout the pandemic.

## Turning Point

The chamber contributed to the development of the Turning Point webinar series with other provincial business associations. The series consisted of eight distinct policy areas with the aim to gather information to help set priorities and goals for a provincial economic recovery plan.

## Regional Recovery Plan

The chamber also contributed to the Fredericton Agencies "Re-Ignite" regional economic recovery plan. To gather information for the strategy, we surveyed the local business community and hosted sector-specific business forums with the hardest hit sectors: Retail; Food & Accommodation; Arts, Entertainment, Recreation. We partnered with a strategic management class in the UNB MBA program for this purpose to host the forums – the students subsequently prepared recovery/mitigation plans for the sectors. Due to the success of these forums, the chamber and Ignite have since hosted six more of these sector-specific forums and plan to continue.

## Atlantic Impressions Intelligence Community

The Atlantic Chamber of Commerce's Insight Community, Atlantic Impressions, which is a cloud-based community dedicated to gathering and sharing Atlantic Canadian's views on key business issues is live. This will be a valuable tool to help the business community gather information and opinions that can be used for more effective government advocacy. In addition to a host of valuable information, Atlantic Impressions will produce two (2) surveys per month that will take between four (4) and eight (8) minutes to complete.

If you have not done so, please consider signing up to the community and respond to the surveys. The initiative is not limited to chamber members or even the business community (although the issues and insights will be business-focused) - so please encourage all of your colleagues, friends and family to register as well!



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# COVID-19: SPECIFIC ADVOCACY EFFORTS

Most of our specific advocacy efforts related to Public Health measures, government support programs and help for the hardest hit sectors. We have also stressed that as we look forward to reopening, the economic impacts of the pandemic will last well beyond the health effects. The road to recovery will be much longer for some sectors than others and support and policy should reflect that expectation.

## Government Support Programs

Overall, our advocacy regarding government support programs involved pressing for (a) information and clarity; (b) greater access to programs; and (c) more relief where it was needed most.

## Advocacy to Cap Delivery App Fees

The chamber advocated that the province limit the fee percentage that delivery app fees can charge to local restaurants. The provinces of Ontario, Quebec and British Columbia had previously implemented the measure.

## Food Premise and Liquor Licenses

We also advocated to Health Minister Dorothy Shephard and Justice and Public Safety Minister Ted Flemming, requesting that the Province waive renewal fees for food premise and liquor licenses for 2020-21 as a means to provide some relief to this sector.

## Small Business Reopening Program

The chambers in Fredericton, Moncton and Saint John jointly advocated to the provincial government to introduce a grant program to help businesses mitigate the costs of reopening, including PPE and BPP. We suggested the government look at the Nova Scotia model, which provided up to \$5,000 per business.

## Recovery Plan Phase Reclassification Mechanism

We advocated to the provincial government to create an appeals mechanism that would allow a business/industry/subsector to request a change of their placement within NB's colour-coded phased recovery plan. The broad nature of the initial plan meant that some members had to remain closed longer than necessary within Public Health recommendations.

## Air Access

The chamber has worked throughout the pandemic with local, regional and national partners to advocate for support for the Fredericton airport. Local airports facilitate economic growth in a number of ways for a region focused on the global economy and increasing our population through immigration. Easy air access and a strong and modern airport is central to our economy, continuing to develop growth, and welcoming newcomers.





# #SUPPORTFREDLOCAL CAMPAIGN UPDATE

## MAY 2021

By Laurie Guthrie – City of Fredericton

It is more important now than ever to continue to show your support for local! That means sourcing **LOCAL** options **FIRST** before shopping externally online.

With Father's Day coming up – just think about how much money we could collectively drive into our local economy by purchasing gifts and certificates here – in Fredericton!

Since the partnership launch on April 30, 2020, the City of Fredericton/Fredericton Tourism, Fredericton Chamber of Commerce, Downtown Fredericton Inc, Business Fredericton North, and Ignite Fredericton have been touting #SupportFredLocal messaging to encourage residents to buy from local businesses.



Hopefully, you have noticed familiar faces being profiled in various advertisements, and the #SupportFredLocal logo peppered on the back of transit buses, on street lamp banners, window decals, shopping bags, and signage.

As an extension of #SFL, the al fresco outdoor dining experience made its debut last summer, and will be offered again this year to help restaurants offset restricted seating capacity due to COVID-19 and social distancing. Watch for it in front of City Hall and on lower Carleton Street by the Sports Hall of Fame.

In January 2021, the City of Fredericton passed the baton to Ignite Fredericton, the community's economic development agency, to continue the good #SupportFredLocal work to drive economic development. Ignite has led the partnership in a recent brand refresh exercise and secured new #SFL funding through the Atlantic Canada Opportunities Agency. Stay tuned for the debut of the new look and #SFL feel coming to you shortly.

**Please Remember:** *Small businesses are the heartbeat of Fredericton's vibrant community. Put your money where your heart is!*

**Reminder:** here are some ideas on how you can help spread #SupportFredLocal awareness:

- Order take-out or delivery once a week from local restaurants.
- Use the hashtags #SupportFredLocal / #SoutenirFredLocalement where possible, and repost/share social media messages.
- Display a #SupportFredLocal window cling in your place of business (to get yours - contact: Fredericton Chamber of Commerce, Business Fredericton North, Downtown Fredericton, Fredericton Tourism, or Ignite Fredericton).
- Adhere a #SupportFredLocal sticker on your customers' shopping bags.
- Incorporate a message in your email signature line i.e. Find out who's open and how you can #SupportFredLocal business! Thank your customers for supporting local business to keep the message top of mind.
- Be creative with your #SupportFredLocal approach i.e. Hold a contest to drive patron traffic or use trivia to inform your customers about the jobs your business creates.



# Thank You VOLUNTEERS

## **Communications & Marketing Taskforce**

Jill Stairs – Daye Kelly & Associates  
Doug Daley – Kiers Marketing  
Noel Eustace – Instant Imprints  
Lori Wheeler – Canadian Mental Health Association  
Marc Gauvin – University of Fredericton  
Mitch Poirier – MDMS Managed Digital Media Services Inc.  
Elizabeth McArthur – NB Association for Community Living

## **New Member Committee**

Fanny Bodart – The Property Ladies  
Derek Sullivan – AutoCity  
Laura Eliaba – Priority  
Charlotte Burhoe – Corked Wine Bar  
Jennifer Phillips – Fredericton Convention Centre  
Haridas Patel – UNB (student)  
Andrew Byrne – BioNB  
Traci Demmons – Scotiabank  
Abdul Samad – Enterprise Holdings  
Senelda Rodrigues – Scotiabank

## **Government Affairs Committee**

Betty Blanchard – My Closet Consignment / My Home Consignment  
Michael Melvin – McInnes Cooper  
Roger Duval – Learning Disabilities Association of NB  
Dr. Bedarul Alum – Perfect Driving Institute  
Wasiimah Joomun – NB Student Alliance  
Adam Peabody – Ignite Fredericton  
Larry Shaw – Ignite Fredericton  
David Emerson – UNB  
Rick McGaw – UNB (retired)  
Jamie Ryan – NB Real Estate Association  
Dan Coleman – UNB  
Greg Toole – BMO Nesbitt Burns  
Corinne Arseneau – NB Association for Community Living  
Andy Clark – Clarkie Consulting  
Lesley Hillier – Thermtest  
Folusho Iyaniwura – Royal Bank of Canada  
Xu Bai – Henry Global  
Claudia Simmons – NB Home Builders Association  
Darcy Kelly – TD Canada Trust  
Jenna Evans – Think Stiletto

## **Policy Committee**

Adam Peabody – Ignite Fredericton  
Dave Milburn – Focal Point Landscaping Design and Installation  
Karen Grant – Kiers Marketing  
Andrew Lockhart – Ignite Fredericton  
Candace Sears – KPMG  
Doug Motty – Doug Motty Consultant  
Bill Chuong – Maple Smart Control

Mark Scaplen – Biometrics Strength & Conditioning  
Wasiimah Joomun – NB Student Alliance  
Jordan O'Brien – Porter O'Brien

## **Immigration Advocacy Committee**

Mohamed Khirallah – Roticana Coffee  
Mark MacKenzie – Green Imaging Technologies  
Nausheen Ali – Ignite Fredericton  
Fanny Bodart – Property Ladies  
Xu Bai – Henry Global Consulting  
Joseph O'Donnell – National Bank Financial  
Amir Akbari – Anessa  
Michael Shin – Gen Ink Toner  
Haridas Patel – UNB (student)  
Andrew Byrne – BioNB  
Folusho Iyaniwura – Royal Bank of Canada  
Silvia Moreno – BioNB  
Alex Scholten – Victory Meat Market  
Janet Thompson-Price – Atlantic Fusion Law Group  
Roxanne Reeves – UNB  
Mohamad El Chami – BSICONS Software Consulting Inc.  
Ali Allauddin – SyntecX Global Corporation  
Asif Hasan – SimpTek Technologies Inc.  
Sarah Corey-Hollohan – Ignite Fredericton  
Doyin Somorin – Ignite Fredericton

## **Events & Networking Committee**

Silvia Moreno – BioNB  
Ellen Ahas – Disinfectre Electrostatic Services Inc.  
Fanny Bodart – The Property Ladies  
Kimothy Stewart – NB Real Estate Association  
Erica Brewer – The Ville Cooperative Ltd.  
Jenna Evans – Stiletto  
Judith Currie – UNB  
Lori Wheeler – Canadian Mental Health Association NB

## **Physician Recruitment and Retention**

Erica Brewer – The Ville Cooperative Ltd.  
Darcy Kelly – TD Canada Trust  
Germain Pataki-Therriault – Gallery 78 Inc. Fine Art  
Ann Swinamer – Northwest Heatcare Properties  
Denise Coulombe – Horizon Health  
Mark Lancaster – Scotiabank  
Stephen Hill – Elliott McCrea Hill  
Jeff Saunders – Teed Saunders Doyle  
Gilles Allain – Horizon Health  
Nora Lacey – New Brunswick Medical Society  
Melissa Ketch – New Brunswick Medical Society  
Cameron Clark – Scotia Wealth Management  
Charlotte Burhoe – Corked Wine Bar  
Lief Salonius – Science East Science Centre



# INCOMING PRESIDENT'S MESSAGE

I am writing this message in mid-May, just over one month before I begin my term as president. In looking forward to the coming year, I can't help but also look back at the past year. I believe that unlike any other year in recent memory, this past year has taught us just how much can happen (or stop happening) within any twelve-month period and how utterly unpredictable that seemingly short period of time can be. Having said that, I am looking forward to the coming year with a renewed sense of optimism. The weather is now turning warmer, people are beginning to get outdoors to work in their gardens, golf courses and patios are opening up (with appropriate Covid protection protocols in place) and our vaccination rate is increasing every day.



It is the vaccinations in particular that are giving me hope. I am hopeful that as more and more people in New Brunswick, Canada and around the world receive their vaccinations, travel will again be possible in the not-too-distant future. And as travel resumes, I am hopeful that we will soon see out-of-province license plates on cars parked outside of local businesses and see tourists and locals alike returning to our parks, restaurants, museums and art galleries. I am also hopeful for the return of in-person chamber events like State of the City Address, State of the Province Address and the Business Excellence Awards, as well as non-chamber events like festivals and concerts.

Even with this optimism for the future, I know that there are immense challenges facing our members. Many businesses, and even entire industries, have been impacted in ways that were inconceivable just over a year ago. I look forward to working with Krista, the board and the chamber staff to do whatever we can to assist these businesses and to advocating on behalf of our members. I look forward to learning all that I can about the needs and concerns of these businesses and to making sure that our federal, provincial and municipal elected representatives hear their collective voices. In my time with the chamber it has always amazed me how the voice of over 1,000 members speaks so much louder than the voice of any individual local business.

I am excited for the opportunity to connect virtually and in person with as many of the members as I can in the coming year. I truly believe that the work of the chamber has greater impact when we hear the feedback from all areas of our diverse membership – from the small tech startup to the local office of large, multinational corporations. So I encourage you to reach out and let us know what you're thinking, what challenges you are facing, and what ways you think the chamber can help. The chamber vision is, "Stronger community through business prosperity". I have always liked how the focus in this vision is on stronger community. And with the input from all areas of the community, we can continue to work towards achieving this vision.

Finally, I would like to take the opportunity to thank the amazing chamber staff and the countless volunteers who make the chamber board, committees, advocacy and events possible. Without the help of all of these concerned Fredericton area residents from the business community, not-for-profits, charities and academic institutions, the chamber's work would simply not be possible.

*Jeff Saunders*

Jeff Saunders  
President 2021-2022  
Fredericton Chamber of Commerce

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