



2022

Annual Report to Members

Whitehorse Chamber of Commerce
Founded in 1947



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Chair's Message

I am pleased to report on our busy, productive and dynamic year as we exit the COVID-19 phase of our lives. The Whitehorse Chamber of Commerce (WCC) has seen significant changes, from staffing, to ramping up post COVID-19, to in-person programming, to continuing to advocate for our business community. This was my last year as Chair of the WCC and as my term wraps up, I can say that out of the WCC's 75 years, this has to have been one of the most unique times, as everyone pivoted to deal with the pandemic and now we pivoted back to normal life and ramp up our business.

I want to thank our new office dream team. As most people are aware, Andrei Samson, who has been with the WCC for the past 5 years, has stepped up to the Executive Director's role in April 2022. Kathleen Limpio has completed her Business Administration degree in Calgary and has come back to support Andrei in her new role as Membership and Operations Coordinator. These two are our dynamic dream team. I would also like to thank Susan Guatto for the time and passion she gave to the Chamber while she was with us.

I would also like to thank my Executive team that has supported me and the organization over the past two years as Chair. Thanks to my Past Chair, Mike Pemberton, for all his guidance, Kirk Cameron as Past 1st Vice-Chair, Jerome Casanova as Past 2nd Vice-Chair, and a big heart-felt thank you to Allison Camenzuli as incoming Chair as well as Kyle Blahy, our Treasurer/Secretary, for keeping us on track with financials. Every one of you has brought your strengths, diverse viewpoint, and strong energy to this team.

I am very excited for Allison to be taking over leadership of the WCC along with Trevor Mead-Robins as 1st Vice-Chair, Louis-R Gagnon as 2nd Vice-chair, and Joel Gaetz as Treasurer/Secretary.

Finally, I would like to thank my board, who has supported our organization daily as we weaved our way through these trying times and now as the WCC ramps up to move on. Thank you Allison Camenzuli, Andy Kaszycki, Buddie Maxfield, Carl Friesen, Dominic Larkin, Jerome Casanova, Joel Gaetz, Kyle Blahy, Louis-R. Gagnon, Marcos Castillo, Mike Pemberton and Trevor Mead-Robins.

In our annual report, you will find all the comprehensive work our organization has been doing over the past year. Some key highlights are our growth in membership, development in programs supporting our membership, and our never-ending work in advocating for our Whitehorse business community.

It has been an honour to serve our members for the past two years, and I like to think I had hopefully left the WCC in a stronger position from when I took over to allow Allison and the new board to hit the ground running.



Lars Hartling
Chair, Whitehorse Chamber of Commerce



Executive Director's Message

It is an honour to be the new Executive Director of the Whitehorse Chamber of Commerce (WCC). Being part of the Whitehorse business community, representing the many members of the WCC and having a small part of its growth through the years is a rewarding experience.

Throughout the past year, we continue to advocate for Whitehorse Chamber members and partners, working with all levels of government and other stakeholders. We are ensuring the decisions taken during the past year reflect the needs of our members, and ensure the voices of Whitehorse businesses are being represented.

We are pleased to have delivered incredibly successful, worthwhile events to celebrate the connections between Yukoners and businesses and organizations, as recently demonstrated with the 2021 City of Whitehorse Election Mayor and Councillor Forum, Yukoner Appreciation Week, Buy Local November, our in-person Business Excellence Awards event and the long-awaited Business After Hours kick-off event. It was a pleasure to gather in person to honour and celebrate our committed, hard-working business community. We offer many opportunities for our members to make new connections that help grow their businesses. These events allow our members to expand networks and meet people eager to support each other in strengthening the local economy.

We continued to share information on business relief programs as they are announced by the Federal and Territorial governments. Many of our members continue to take advantage of our cost savings benefit programs, ranging from our popular Planter Box Program, Urban Visitor Signage Program and Chamber Group Insurance Plan (Extended Dental and Health Care) to advertising through our bi-weekly e-newsletter.

We continue to strengthen programs and services, such as the Buy Local Program, Small Medium Enterprise (SME) Training and Development Program, Partnering for Success and YuWIN Job Board. We facilitate these services to better support Whitehorse and Yukon's SMEs to ensure that all businesses and organizations have the skills and training necessary to take part in the economy of today and in the future.

Over the last year, we embarked on the development of an updated Strategic Plan for 2022 to 2026. Our members continue to identify new opportunities while the staff works to modernize and improve our existing programs as part of our commitment to advancing existing businesses and attracting new economic opportunities to support a healthy private enterprise system.

We are also pleased to announce that we were successful in putting together a comprehensive application for reaccreditation by the Canadian Chamber Accreditation Council and were awarded reaccreditation status in November 2021, marking our six-year national accreditation.

Aside from acknowledging the small but dedicated team of the WCC, I also want to thank our volunteer Board of Directors, stakeholders, and industry representatives who contribute much of their time to help our members. I continue to be impressed by the dedication of all to improving the economic well-being of those who live in this great community. I also would like to thank my predecessor Susan Guatto for her guidance and support in transitioning to this new important role.

Thank you to our members and partners who support us throughout the year, attending events, sponsoring programs, and helping us achieve our mission of supporting and advocating for member businesses and organizations; we are proud to count you among our members.

The strength of our organization lies in a committed and supportive membership base. We would not be able to offer the range of services and programming without your engagement and support – thank you for your time, effort, and partnership over the past year.



Andrei Samson
Executive Director, Whitehorse Chamber of Commerce



About Your Chamber

The Whitehorse Chamber of Commerce (WCC) strives to help support the people who power Whitehorse by providing services of value that include business advocacy, professional training and development, cost-saving benefit programs, and events that enable new business connections to be made or to strengthen.

As the pandemic crossed the threshold from 2020 to 2021, the strain on Whitehorse businesses became increasingly evident. Throughout 2021 we kept an eye on the issues which were important to our members and the business community and made sure we voiced those concerns with all levels of government.

Chamber of Commerce Accreditation

The WCC was successful in reaccreditation by the Canadian Chamber Accreditation Council and has been awarded reaccreditation status in November 2021, marking its six-year national accreditation.

Accreditation acknowledges member chambers that have been successfully evaluated against a rigorous set of national standards and have demonstrated excellence in Chamber management. The WCC is proud to be recognized as a leading organization making a difference in communities across the country – keeping ‘the voice of business’ loud and strong.

Strategic Plan 2022 - 2026

Over the last year, we embarked on the development of an updated Strategic Plan.

The summary document provides an overview of the WCC Strategic Plan for 2022 to 2026. This Plan is an update of the previous 2018-2021 Strategic Plan.

The development of the 2022-2026 Plan included a questionnaire to WCC Board Members, the preparation of a Situational Analysis Report, a half-day virtual workshop with the Board and Staff and an updated plan based on the results of these activities.

Guided by our Chamber 2022-2026 Strategic Plan, we have already started to modernize and improve our existing programs and services as part of our commitment to advancing existing businesses and attracting new economic opportunities to support a healthy private enterprise system.

2022-2026

Strategic Plan Summary Report



Mission Statement

The Whitehorse Chamber of Commerce supports and advocates for member businesses and organizations to contribute to the economic and social well being of Whitehorse.



Vision Statement

To support and promote entrepreneurship in Whitehorse to generate a diversified business environment for the benefit of members.



We value

- ✓ Sustainability
- ✓ Diversity
- ✓ Inclusivity



We are

- ✓ Responsive
- ✓ Flexible
- ✓ Collaborative

Priorities

Advocacy

- Goal 1** Consistent engagement with all levels of government, Chambers of Commerce, organizations and stakeholders.
- Goal 2** Collaborative responses to issues.
- Goal 3** Input into local procurement policies and processes.
- Goal 4** Completion of updated and/or new partnerships.

Member Benefits & Programs

- Goal 1** Annual project reporting and assessment of successes/issues/challenges.
- Goal 2** Membership Surveys to assess membership satisfaction and obtain information.
- Goal 3** Engagement with WCC members on benefits and programs.

Sustainable Operations

- Goal 1** Identify new revenue streams and improve the financial sustainability of existing programs.
- Goal 2** Ensure healthy membership retention and growth.
- Goal 3** Annual review of financial sustainability including management of expenses, liabilities and revenue trends.
- Goal 4** Annual review of Operational performance.
- Goal 5** Annual review of Board performance.

Note to Reader

This Plan is a living document and is to be updated regularly as Goals are achieved. The implementation of this Plan will be assessed through annual reporting.

Advocacy

Throughout the past year, we continue to be a tireless advocate for the Whitehorse Chamber network, consistently engaging with all levels of government, Chambers of Commerce, organizations, and stakeholders to ensure the decisions taken during this time reflect the needs of our members and ensure the voices of Whitehorse businesses are being represented, topics such as: Covid-19 Resources and Support for Businesses; Whitehorse 2040 Official Community Plan (OCP); City of Whitehorse and Yukon Government Procurement Policies and Processes; Residential Housing and Commercial Lot Development; Immigration and Labour and Downtown Property Crime concerns.

The WCC actively participated and was involved in the multiple committees working in partnership with the Chambers of Commerce and other industry organization, to ensure the voices of Whitehorse businesses are being represented.

- Quarterly Meeting with Government of Yukon Procurement Support Center
- Quarterly Meeting with City of Whitehorse Mayor and Council
- Yukon Business Definition Committee
- Yukon First Nation Procurement Policy
- Extended Producer Responsibility Advisory Committee
- Housing Action Plan Committee
- Buy Local Initiative in partnership with the Yukon Chamber of Commerce
- Engagement in the New Yukon Public Lands Act
- Engagement in Restaurant Sector for CoW Pop Up Patios Program
- Canadian Chamber of Commerce Northern Caucus Advocacy and Professional Development Committee



Events

The WCC delivered successful, worthwhile events to celebrate the connections between Yukoners and businesses and organizations, as recently demonstrated with the 2021 City of Whitehorse Election Mayor and Councillor Forum, Yukoner Appreciation Week, Buy Local November, and our recent in-person event, Business Excellence Awards and the long-awaited Business After Hours Kick-off event. It was a pleasure to gather in person to honour and celebrate our committed, hard-working business community.

We offered many opportunities for our members to make new connections that helped grow their businesses. These events allowed our members to expand networks and meet people eager to support each other in strengthening the local economy.



2022 Business Excellence Awards

From start-ups to local legends, the Whitehorse Chamber of Commerce Business Excellence Awards highlight dedicated, innovative businesses, community leaders and entrepreneurs serving Whitehorse and Yukoners in nine (9) award categories. Finalists were chosen by an independent panel of prominent business leaders who served as judges.

The WCC's 2022 Business Excellence Awards were presented at a Gala evening on April 20th at the Belly of the Bison and a Virtual Awards show on April 21st.

Meet the 2022 Winners and Finalists

Go to whitehorsechamber.ca →



BUSINESS AFTER HOURS

Business After Hours

On May 6th, we hosted the return of our long-awaited networking event, Business After Hours which allowed our members and partners to reconnect with one another after long years of navigating through the pandemic.

Learn more about our events

Go to whitehorsechamber.ca →

Programs

We continue to identify new opportunities while modernizing and improving existing programs as part of our commitment to advancing existing businesses and attracting new economic opportunities to support a healthy private enterprise system.



SME Training and Development Program

A cornerstone of the WCC's work is the facilitation of training and education programs for Whitehorse's small business community.

Through a contribution agreement with the Yukon Chamber of Commerce, we undertook an audit of our programs in 2021. The audit included a review of current programming, an assessment of current challenges/opportunities faced by businesses and recommendations for the program's future. To help the WCC meet the goals set out in the Small & Medium Enterprise Training Program Audit and Report, we embark on a curriculum redevelopment project to reimagine and redevelop our training and development program.

The Small and Medium Enterprise Training (SME) Curriculum Redevelopment project aims to develop and implement a new training curriculum to better support Yukon's SMEs. The overarching vision for this project is to ensure that all Yukon businesses and organizations have the skills and training necessary to take part in the economy of today and in the future



YuWIN Job Board

The YuWIN job board, managed day to day by the WCC team, is a crucial employment service that continues to deliver tremendous benefit to Yukon businesses, employers and job seekers and is accessed nationally and globally.



Buy Local Program

The WCC, in support and participation of over a hundred businesses and partner organizations, delivered successful Yukoner Appreciation and Buy Local November events to celebrate the connections between Yukoners and Yukon businesses and organizations.

The WCC tracks statistics and overall spending habits of Yukoners during these events. In 2021, a survey invitation was sent out to over 800 consumer participants of the event and according to the survey results:

- 80% of respondents spent more locally because of Yukoner Appreciation Week and Buy Local November event
- 96.92% of respondents participated in Yukoner Appreciation Week Buy Local November event shopped locally (in-store)
- 92% of respondents participated by dining local (both take out and dine-in)
- 85% of respondents will likely participate in next year's event

Yukoner Appreciation Week is a week dedicated to Yukoners and their support of local business in the Yukon. Participants can show appreciation to Yukoners in several different ways: for example, deals and discounts, fun prizes and contests, or even something as simple as a warm cup of coffee for shoppers who visit your space. How you engage with Yukoners during Yukoner Appreciation Week is completely up to you.

The Whitehorse Chamber of Commerce organization extends our appreciation to the Government of Yukon's Department of Economic Development for providing funding to deliver these programs to benefit our members and the Whitehorse business community.

Many of our members also took advantage of our numerous programs ranging from our popular Planter Box and Urban Visitor Signage Programs, Chamber Group Insurance (Extended Dental and Health Care) benefits Plan to our advertising opportunities through our bi-weekly e-newsletters.



Chamber Plan

The Chambers Plan is the simple, stable, smart choice for business; combining accessibility, flexibility and the stability of pooled benefits. Firms choose the Chambers Plan year after year because it offers unsurpassed value and customer service. The Chambers Plan – it's for your benefit.



Urban Visitor Signage Program

The Urban Visitor Signage Program is a project that was spearheaded in 2006 by the Whitehorse Chamber of Commerce, in partnership with the Government of Yukon – Department of Highways and Public Works. The goal of this program is to share information about Yukon businesses and services with visitors traveling through and within Whitehorse city limits.



Planter Box Program

In partnership with the City of Whitehorse, the WCC manages and facilitates the Planter Box Program, a popular program that operates annually from June until the middle of September. The Planter Boxes help to beautify the City of Whitehorse by greatly adding to the aesthetic value of our city and they are appreciated by residents and visitors alike. This is also an opportunity for our members to advertise their businesses by placing their signs on the boxes.



Chamber Business Services Program

Members of the Whitehorse Chamber of Commerce are able to access the Canadian Chamber of Commerce Chamber Business Services (CBS) program. Designed for members by members, Chamber Business Services provide the tools you need to boost your productivity, save money and achieve your goals.

Whitehorse Chamber of Commerce
Financial Information
Year Ended March 31, 2022

Whitehorse Chamber of Commerce
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Year Ended March 31, 2022

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Ben Robinson, CPA

Chartered Professional Accountant



COMPILATION ENGAGEMENT REPORT

To the Members of Whitehorse Chamber of Commerce

On the basis of information provided by management, I have compiled the statement of financial position of Whitehorse Chamber of Commerce as at March 31, 2022, and the statements of revenues and expenditures and changes in net assets for the year then ended, and Note 1, which describes the basis of accounting applied in the preparation of the compiled financial information ("financial information").

Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

I performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, *Compilation Engagements*, which requires me to comply with relevant ethical requirements. My responsibility is to assist management in the preparation of the financial information.

I have not performed an audit engagement or a review engagement, nor was I required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, I do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

Readers are cautioned that the financial information may not be appropriate for their purposes.

Whitehorse, Yukon
June 14, 2022

A handwritten signature in blue ink, appearing to read "Ben Robinson".

Ben Robinson Professional Corporation
Chartered Professional Accountant

WHITEHORSE CHAMBER OF COMMERCE
Statement of Revenues and Expenditures
Year Ended March 31, 2022

	2022	2021
REVENUES		
Memberships	\$ 116,910	\$ 108,808
Yukon Government - Economic Development	114,857	189,953
Yukon Chamber of Commerce	88,099	-
Highway signs	72,222	58,853
Group insurance	41,956	34,113
Donations and sponsorships	41,500	2,857
Advertising	25,662	4,200
Programs and special events	10,600	12,476
In-kind donations	5,000	-
Government of Canada - CANNOR	-	116,620
Interest and other	-	3,078
	516,806	530,958
EXPENSES		
Advertising and promotion	30,171	8,863
Amortization	3,244	3,097
Bookkeeping fees	13,940	11,957
Contracted services	13,956	67,500
Highway signs	4,934	1,849
Insurance	1,664	2,161
Interest and bank charges	4,860	4,251
Meetings	4,271	1,361
Membership and subscriptions	10,179	8,130
Office	10,910	11,593
Planter boxes	3,106	13,309
Professional fees	2,000	4,857
Programs and special events	160,451	169,540
Rent	4,810	3,000
Salaries and wages	262,252	115,386
Supplies	1,312	1,427
Training	999	1,995
Travel	1,638	648
Utilities	7,439	6,810
Venue and catering	14,087	2,596
	556,223	440,330
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ (39,417)	\$ 90,628

WHITEHORSE CHAMBER OF COMMERCE
Statement of Changes in Net Assets
Year Ended March 31, 2022

	Unrestricted	Internally Restricted for Capital Assets	Internally Restricted for Reserve	2022	2021
NET ASSETS - BEGINNING OF YEAR					
As previously reported	\$ 269,050	\$ 15,000	\$ 85,000	\$ 369,050	\$ 268,422
Prior period adjustment	(10,000)	-	-	(10,000)	-
As restated	259,050	15,000	85,000	359,050	268,422
DEFICIENCY OF REVENUES OVER EXPENSES	(39,417)	-	-	(39,417)	90,628
Transfer to restricted fund	(150,000)	-	150,000	-	-
NET ASSETS - END OF YEAR					
	\$ 69,633	\$ 15,000	\$ 235,000	\$ 319,633	\$ 359,050

WHITEHORSE CHAMBER OF COMMERCE
Statement of Financial Position
March 31, 2022

	2022	2021
ASSETS		
CURRENT		
Cash	\$ 100,312	\$ 224,818
Accounts receivable	74,330	77,024
GST recoverable	1,001	5,556
	175,643	307,398
CAPITAL ASSETS <i>(Net of accumulated amortization)</i>	11,113	4,239
LONG TERM INVESTMENTS	22,146	22,146
INTERNALLY RESTRICTED CASH	250,000	100,000
TOTAL ASSETS	\$ 458,902	\$ 433,783
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 81,907	\$ 31,692
DEFERRED INCOME	57,362	43,041
TOTAL LIABILITIES	139,269	74,733
NET ASSETS		
Unrestricted	69,633	259,050
Internally restricted for capital assets	15,000	15,000
Internally restricted for reserve	235,000	85,000
	319,633	359,050
TOTAL LIABILITIES AND NET ASSETS	\$ 458,902	\$ 433,783

ON BEHALF OF THE BOARD


 _____ Director

 _____ Director

WHITEHORSE CHAMBER OF COMMERCE
Notes to Financial Information
Year Ended March 31, 2022

1. BASIS OF ACCOUNTING

The basis of accounting applied in the preparation of the statement of financial position of Whitehorse Chamber of Commerce as at March 31, 2022, and the statements of revenues and expenditures and changes in net assets for the year then ended is the historical cost basis and reflects cash transactions with the addition of:

- accounts receivable
- prepaid expenses
- investments recorded at cost
- capital assets amortized over their useful lives
- accounts payable and accrued liabilities
- deferred revenue and contributions

Acknowledgement

We are honoured to have our Board members, committee members and stakeholder partners play such a key role during our year of transformative thinking. Throughout 2021, these talented businesspeople took time away from their already-busy lives to help create a Whitehorse Chamber of Commerce that is future-focused. Our thanks go to:

Board of Directors

Chair

Lars Hartling - Hartling & Hartling Real Estate Holdings, President

1st Vice-Chair

Jerome Casanova - Northern Vision Development LP, President of Real Estate

2nd Vice-Chair

Allison Camenzuli - Air North, Director of Communications

Treasurer/Secretary

Kyle Blahy - CIBC, Senior Manager & Team Lead, Commercial Banking

Past Chair

Mike Pemberton
Erikco Holdings, General Manager

Andy Kaszycki
Northwestel, Senior Director | Network & Field Operations

Buddie-Lynn Maxfield
Frostbite Books, Owner

Carl Friesen
Underhill Geomatics Ltd. Senior Partner

Dominic Larkin
Yukon Nissan, General Manager

Joel Gaetz
Gray Management Services, CFO

Louis-R Gagnon
Garlic a Gogo, Owner/ Operator

Marcos Castillo
Bizont, General Manager

Ex-Officio Members

Blake Rogers, Executive Director
Tourism Industry Association of Yukon

Brianne Warner, Executive Director
Yukon Chamber of Mines

Denny Kobayashi, Executive Director
Yukon Chamber of Commerce

Dan Boyd, Councillor
City of Whitehorse

Lana Selbee, Executive Director
YukonStruct

Luke Pantin, Economic Development
Coordinator
City of Whitehorse

TeamChamber

We could not do what we do without a solid team to perform our day-to-day work. Over the course of the pandemic, Chamber staff served our members and stakeholders in exceptional ways, and we consider ourselves lucky to work with a dedicated team. We all look forward to a renewed purpose and focus in 2022.

Andrei Samson
Executive Director

Kathleen Limpio
Membership and Operations Coordinator

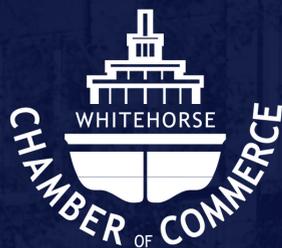
Acknowledgement

Our partners and sponsors have generously supported our network over the last 12 months. Their support has enabled us to deliver on our commitment to the Whitehorse business community throughout 2021. Your confidence in our organization has made a real difference. Thank you!



Finally, last but certainly not least, is the incredible support that you — our network of businesses and organizations — have shown to us over the last year.

You are resilient. You are champions. We are inspired by you and your strength through these challenging times.



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