



2025 Annual Report to Members

Whitehorse Chamber of Commerce Founded in 1947

Table of Contents

- 1** About Whitehorse Chamber of Commerce
- 3** Membership Report
- 4** Chair's Report
- 6** Executive Director's Report
- 10** Board of Directors and and Administration
- 11** Advocacy and Committee Updates
- 20** Program and Event Updates
- 30** Financial Report
- 40** Acknowledgements

About Whitehorse Chamber of Commerce



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

First established as a Board of Trade in 1901, and later transitioning to a Chamber of Commerce in 1947, the WCC is a member-based organization geared toward promoting entrepreneurship in Whitehorse to generate a diversified business environment for the benefit of members. We fulfil this mandate by providing support and advisory services to Whitehorse businesses and industry, such as business advocacy, professional training and development, benefits programs, advertising/marketing support, and business-to-business connections.

The WCC is proud to represent over 500 member businesses and organizations and is an accredited Chamber of Commerce with a five-star accreditation rating.



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.

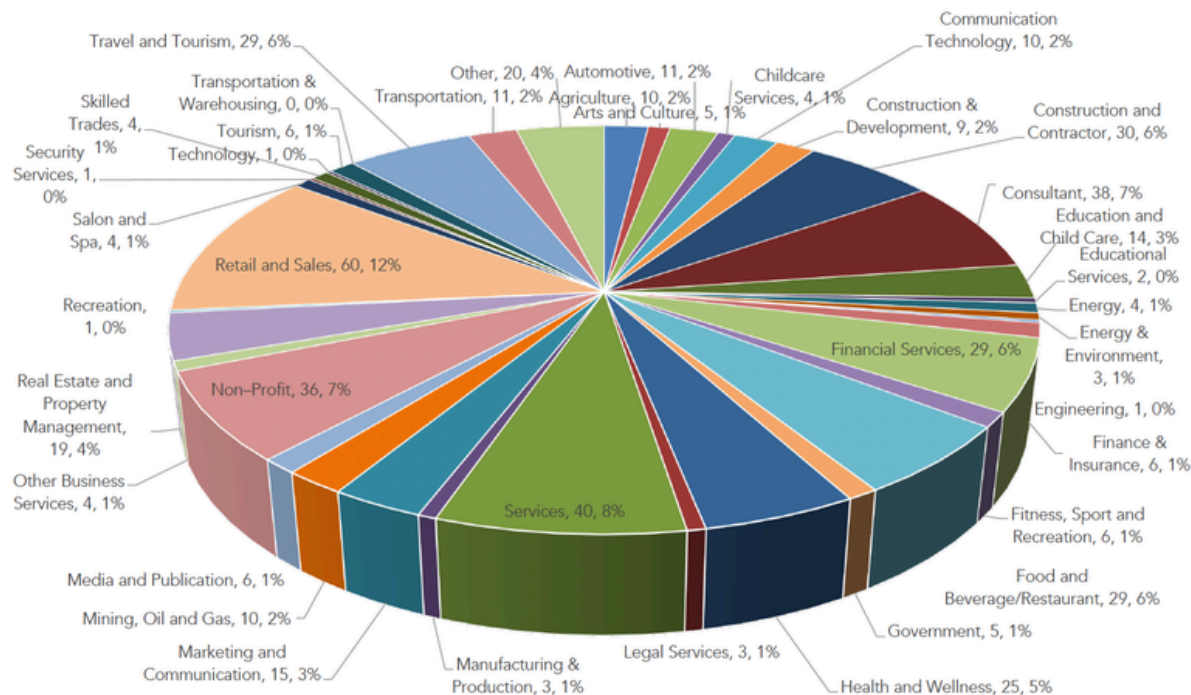
Note to Reader

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.

Membership Report

The Whitehorse Chamber of Commerce proudly represents and advocates for more than 500 businesses and organizations in Whitehorse and the Yukon.

Membership Business Sectors



WCC Membership Overview

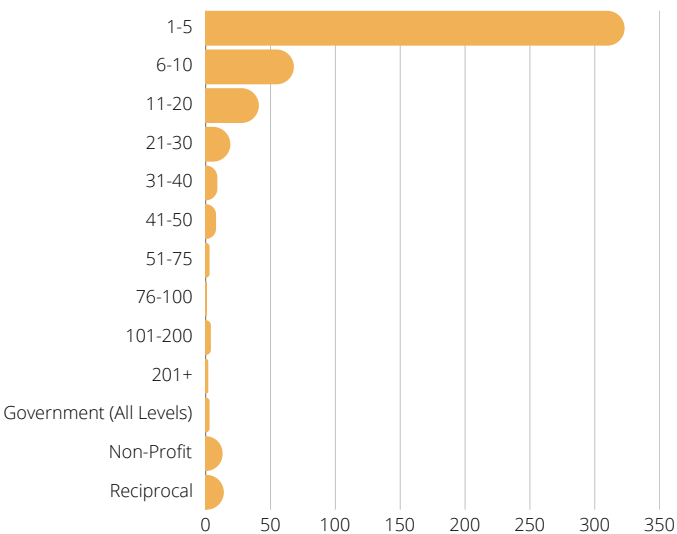
- Total Members (2023/24): 492
- Total Members (2024/25): 508
- Net Growth: +17 members

New Members

The WCC welcomed 65 new members between July 1, 2024 and June 5, 2025

Membership Drop-off

The WCC lost 49 members over the same period due to a variety of factors including economic challenges.





Chair's Message

Let me start by saying this: times are not easy. Let's not sugarcoat it—these are some of the most complicated, challenging times Yukon businesses have faced in a long while, maybe even since I've been lucky enough to call this Territory my home.

But here's the thing: every day, I'm amazed. Amazed by the resilience, the grit, and the determination I see from you—our business community. The way you show up, adapt, and push forward, even when the odds seem stacked against you. It's humbling, and it's exactly why the Whitehorse Chamber of Commerce exists.

When we face tough decisions—when we sit down and ask, what's the best path forward for our members?—I look at the wall in our Executive Director's office. On that wall, printed in big bold letters, are our Mission and Vision. They remind us why we're here: to support, advocate, and stand up for the little guy. And I'm not going to lie to you—that's what the Chamber will always be about. We're here for you, the small and medium-sized businesses that are the heart and soul of this community.

I've been fortunate over the past year to work alongside people who care deeply about this place we call home. Former Mayor Laura Cabott—thank you for your dedication, your leadership, and your time working with the Chamber. And to our newly elected Mayor Kirk Cameron—a true friend to the Chamber—thank you for stepping into this role and for your commitment to supporting Whitehorse businesses. I also want to thank the City Council, past and present. Many of you I know personally, and I can say this with confidence: you are true Yukoners who always put the community ahead of politics. That's rare, and we're grateful.

Our partnerships go beyond the city. I want to thank Premier Ranj Pillai and the Government of Yukon for your engagement with the Chamber. We've had important conversations—some we agree on, some we don't—but your willingness to listen and work with us matters. At the federal level, thank you to MP. Brendan Hanley. We've chatted about so many issues that affect our

businesses and communities, and your openness to engage with us and our partner organizations has been invaluable.

What can I tell you about the Board of Directors? Honestly, I've been blessed—truly blessed—to have an amazing team around me. Allison Camenzuli, Richard Eden, Joel Gaetz, Trevor Mead-Robins, Louis-R Gagnon, Kim McParland, Ben Pereira, Denny Kobayashi, Taylor Pasloski, Anne Lewis and Ivan Kostyuk—thank you. If I tried to name every single thing I've learned from each of you, we'd be here for hours, and we'd run out of time at the AGM. So let me keep it simple: thank you for your time, your vision, your ideas, and for welcoming me into this role. I couldn't have asked for a better group to work alongside.

This year has also been marked by partnerships with other organizations, governments, and the community. And I'm not going to dive into all the details here—I'll leave that to Andrei, who will walk you through the specifics in her report. But I do want to say a simple, heartfelt thank you to everyone who's partnered with us, worked with us, and trusted us this past year. We couldn't do it without you.

Now, I promise—this is my last thank you. And it's the most important one. To Keara, Kathleen and Rocío, thank you. Your work, your dedication, your passion—it goes way beyond what anyone could expect, and honestly, it's unmatched in this town. You are the backbone of the Chamber, and we all know it.

And finally—Andrei. As I say every single time I get the chance: this is because of you. Your leadership, your continuity, your heart—you have built an organized, financially healthy, and mission-driven organization that makes us proud. We are lucky to have you, and I am personally grateful for all that you do.

This Chamber isn't just a boardroom or a bunch of people in suits. It's a group of people who believe in this community, who believe in you. And as long as I'm Chair, we're going to keep showing up for the little guys. That's our promise. That's our mission.

Let's keep pushing forward—together.

With respect and gratitude,



Marcos Castillo

Chair, Whitehorse Chamber of Commerce



Executive Director's Message

It is a privilege to present this report on behalf of the Whitehorse Chamber of Commerce for the 2024–2025 year. This past year was about delivering tangible value. Over the past year, the Chamber focused on measurable outcomes through targeted services, trusted advocacy, and collaborative leadership. These efforts directly supported our mission to champion and empower member businesses and organizations, enhancing the economic and social fabric of Whitehorse.

Advocacy

We continued to be a strong and trusted voice on issues that matter most to our members—economic resilience and development, procurement reforms, workforce development, housing, public safety, crime prevention, and reduction of regulatory barriers and administrative red tape that hinder business operations. These priorities were shaped by direct member input through surveys, meetings, and sector roundtables.

Key advocacy successes this year included:

- **Procurement Reform:** We co-led the Joint Procurement Committee with the Yukon Chamber of Commerce and secured three shared policy priorities for 2025 to better support local businesses. Our efforts emphasized fair, transparent processes and clear definitions that prioritize Yukon suppliers.
- **Crime Prevention and Safety:** We launched the *SafeBiz Whitehorse Community Safety Pilot Program* with \$100,000 in Yukon Government (YG) funding and secured a key stakeholder role in the City and YG jointly developed Community Safety and Well-Being Plan. We continue to collaborate with the RCMP, judicial representatives, and YG officials to strengthen community safety, especially for downtown businesses. These efforts include advocating for coordinated solutions and adding our voice to calls for bail reform to address the repeat-offender cycle impacting business confidence.

- **Immigration and Workforce Development:** We helped shape the relaunch of the Yukon Nominee Program for 2025 based on direct member feedback, and we are monitoring its implementation and advocating for updates to ensure it remains practical, responsive, and aligned with employer needs. We continue to promote complementary pathways, including the Economic Mobility Pathways Pilot, and are working to reinvigorate the Yukon Partnership Immigration Committee.
- **Economic Resilience:** We launched the Economic Resilience and Development Committee (ERDC) to strengthen Yukon's economic foundation and respond to emerging challenges. Grounded in our broader advocacy framework, the ERDC advances recommendations tied to four pillars: strategic action, effective communication, support for Yukon industries, and critical investment.
- **Municipal Advocacy:** The Chamber continues to maintain an active and ongoing dialogue with the City of Whitehorse on several key municipal priorities, including downtown safety and crime prevention, downtown vitality, alignment of strategic priorities with business needs, zoning amendments that support economic development, and community safety planning. In partnership with the Yukon Contractors Association, we also advocated for streamlining development processes and reducing red tape to improve the permitting environment and support timely project delivery. These efforts are grounded in regular engagement and formal submissions, with the shared goal of improving transparency and communication between the City and the business community.
- **National Representation:** Through our Canadian Chamber of Commerce membership, we elevated Yukon perspectives in national dialogues on interprovincial trade, labour mobility, immigration, workforce development, and economic resilience. We also engage directly with Yukon's MP Brendan Hanley, to convey member priorities and advocate for federal policies that support economic growth, workforce development, and long-term competitiveness for Northern businesses.

Partnerships and Collaboration

Collaboration has been central to our impact this year. The Chamber worked across the business support ecosystem to align programming, reduce duplication, and expand opportunities for Yukon businesses. In partnership with organizations such as Yukonstruct, Yukon University I&E, Yukon Venture Angels, and Tech Yukon, we co-delivered Innovation Day and Small Business Week events, partnered on a new mentorship program, and collaborated on ecosystem activities that support entrepreneurship.

On the advocacy front, we partnered with key industry organizations—including the Yukon Chamber of Mines, Tourism Industry Association of Yukon, Yukon First Nations Chamber of Commerce, Yukon Contractors Association and Yukon Chamber of Commerce—to amplify a unified business voice and advance shared priorities with all levels of government. We remain committed to building strategic partnerships that enhance our impact, create efficiencies, and deliver lasting value to the business community.

Programs and Events

The Chamber delivered a wide range of impactful programs this year, each designed to address member priorities and produce tangible outcomes.

Our **SME Training and Development Program** supported over 120 business professionals through targeted workshops on marketing, financial management, customer service and project management. Participants reported increased confidence and practical application of new skills in their operations.

Through our **SafeBiz Pilot Program**—an initiative launched to strengthen business safety in response to growing downtown crime—we trained 86 individuals from 56 businesses, completed 17 security assessments, and delivered four sessions with 100% positive feedback. A modernized security checklist was also prepared for city-wide distribution. Phase II will launch with a rebate program for safety upgrades.

Our **Buy Local Program** strengthened both B2C and B2B engagement. The *Yukoner Appreciation Week* drew over 4,500 consumers and supported 150 storefronts through our digital passport campaign, Buy Local App, and promotional initiatives that drove local spending. The *Small Business Week* event focused on B2B engagement, connecting over 195 businesses through interactive events, workshops, and a business showcase designed to foster collaboration and visibility within the business community. The program also included the launch of the *You Can in the Yukon* video series, celebrating local entrepreneurship and promoting Yukon-made products and services.

We continued to expand the **YuWIN Job Board**, enhancing access to local hiring opportunities and supporting workforce development. We also maintained the **Urban Visitor Signage** and **Planter Box Program**, which offers valuable marketing exposure for over 150 businesses each year. In addition, we provided core member benefits such as the **Chamber Plan**, delivering health and dental coverage that supports employee retention and overall well-being.

We also delivered meaningful networking and promotional opportunities, hosting 12 **Business After Hours** events and hosted a reimagined **Business Excellence Awards**. The event drew over 150 nominations and celebrated 50 finalists—highlighting excellence across all sectors—and welcomed over 200 attendees who came together to celebrate local business achievement.

As an Innovation Ecosystem Partner, we contributed to Yukon Innovation Week through our Solve-It Sessions event, which connected entrepreneurs with experts in law, AI, bookkeeping, and marketing. These 1:1 consultations enabled immediate action and strengthened business capacity.

This year, we delivered strong results across advocacy, programming, and member services. Every win was made possible by you—our members—and the many partners who collaborate with us.

To our exceptional team, thank you for your unwavering professionalism, adaptability, and the care you bring to every fast-moving and complex file. To our Board of Directors, your strategic leadership, thoughtful oversight, and steady guidance have been invaluable. And to our volunteers, community partners, and event sponsors, your continued support and collaboration amplify our impact and make everything we do possible.

As we look ahead, our commitment remains strong to fostering business resilience, enhancing service delivery, and ensuring that the voice of Whitehorse's business community continues to shape a vibrant and inclusive economic future for Yukon.

Sincerely,

A handwritten signature in black ink, appearing to read 'Asf'.

Andrei Samson

Executive Director

Whitehorse Chamber of Commerce



Board Directors & Administration

Executive Committee

Chair
Marcos Castillo
CEO | Bizont

1st Vice-Chair
Richard Eden
General Manager |
Yukon News

2nd Vice-Chair
Trevor Mead-Robins
Owner | MEADIAolutions

Treasurer & Secretary
Joel Gatez
Managing Director | Gray
Management Group

Past Chair
Allison Camenzuli
Chief Collaborator |
Snapdragon Co.

Directors

Kim McParland
Branch Manager
Whitehorse Money Mart

Louis-R Gagnon
Store Manager | The Herbary

Denny Kobayashi
Principal & Managing Director
Kennedy Communications

Anne Lewis
Owner | Decora Inc.

Taylor Pasloski
Project Engineer
Castle Rock Enterprises

Ivan Kostyuk
Investment & Wealth
Advisor | RBC Dominion
Securities Inc.

Ben Pereira
President | Neighbourly North

Administration

Executive Director
Andrei Samson

Director of Programs
Keara Hlewka

Marketing Coordinator
Kathleen Limpio

Office Administrator
Rocío Pérez

Bookkeeper
Corinna Warren

Advocacy and Committee Updates

As *The Voice of Whitehorse Business*, the Whitehorse Chamber of Commerce has been committed to advancing existing businesses, attracting new economic opportunities, and constructively influencing policies and programs to support a healthy private enterprise system.

Joint Procurement Committee Report

The Whitehorse Chamber of Commerce, in collaboration with the Yukon Chamber of Commerce, continued to co-lead the Joint Procurement Committee, which exists to advocate for meaningful, measurable improvements to public procurement policies and practices that support Yukon businesses, as outlined in the committee's Terms of Reference. Our efforts this year focused on improving access, ensuring fairness, and strengthening the role of local and Indigenous-owned businesses in the Yukon procurement landscape.

Mandate

The committee works to ensure procurement policy reflects the realities and priorities of the local economy, and to create clear, enforceable standards that allow Yukon-based businesses to compete equitably in public contracting. This includes identifying policy gaps, advocating for improved systems, and ensuring accountability through structured engagement with the Government of Yukon and other public bodies.

Committee Members

Eri Boye, Core Geoscience Services Inc. (Co-Chair)
Marcos Castillo, Bizont (Co-Chair)
Jennifer Byram, Pelly Construction Ltd.
Taylor Pasloski, Castle Rock Enterprises
Phil Willoughby, Inland Truck & Equipment Ltd.

Monitor and Review Committee Representative
Mike Pemberton, Erik's Audio Video Unlimited

Staff Lead: Andrei Samson, Executive Director,
Whitehorse Chamber of Commerce

"It's been encouraging to see meaningful dialogue and policy movement as a result of our collective advocacy. Yukon businesses deserve procurement systems that reflect their realities and reward their contributions to our economy."

— Procurement Committee
Chair, Eri Boye, Core
Geoscience Services Inc.



Key Priorities and Actions

1. Strengthen Market Research & Local Business Integration

- Recommended improved supplier directories and access to pre-tender opportunities through early market engagement.
- Requested departments apply “northern experience” and service-value criteria to reduce overreliance on low-cost scoring.
- Advocated for increased outreach by government project managers to gauge Yukon capacity before finalizing scope.

2. Prioritize Yukon Business Access

- Submitted a formal recommendation to review and raise direct award thresholds, now under the Government of Yukon Highways and Public Works (HPW) consideration.
- Called for refinements to the definition of a “Local Business or Yukon Business” within Yukon Government’s Procurement Policy, in support of Local and Yukon Businesses.
- Presented a recommendation to HPW to look at updating the Business Registry, including looking at refining the system to allow Businesses to provide added information on their services and if they are Locally or Yukon owned. This is intended to inform YG project manager’s, and YG’s procurement process, in selecting procurement goods and service provider options that provide the most direct benefit to Yukon’s economy.
- Emphasized more equitable application of Bid Value Reductions and eligibility checks for statutory declarations.

3. Strengthen Procurement Policy for Yukon First Nations and Local Businesses

- Provided structured feedback during implementation discussions of the Yukon First Nations Procurement Policy, sharing specific concerns on subcontracting, declaration enforcement, and project reporting.
- Supported the upcoming 2026 formal review by collecting business feedback to support improvements.

Strategic Submission and Government Engagement - Eagle Gold Mine

- Submitted a joint letter to Premier Ranj Pillai regarding transparency and local economic participation in the Eagle Gold mine remediation, focusing on using Yukon owned and local businesses.
- Offered implementation feedback through meetings and formal submissions, including on direct award thresholds, definitions, and strategic reporting.

Outcomes and Impact

- The Government of Yukon Highways and Public Works (HPW) committed to updating the territorial's goods and services supplier directory to improve visibility and usability for procurement staff and project managers, in response to the Joint Procurement Committee feedback.
- Quarterly meetings between HPW and the Joint Procurement Committee are now routine.
- HPW confirmed it is reviewing the direct award policy, thresholds, and definitions ahead of the scheduled 2026 Procurement Policy review.
- YG's Vendor Performance Reviews (VPRs) are confirmed to be issued. The procurement committee continues to advocate for consistent application, increased transparency, and ensuring accountability for all parties within the project scope. Further discussion is underway to refine the VPRs towards a project based review with recommendations for improvement for future projects, rather than the review of an individual goods or services provider.
- The Chamber has initiated dialogue with the City of Whitehorse to explore opportunities for greater transparency and local business inclusion in municipal procurement processes, including potential improvements to invitational tendering.

Looking Ahead

Committee Priority Focus for 2025: As reaffirmed at the first meeting of the year, the Joint Procurement Committee will prioritize the following goals:

- **Goal 1: Strengthen Market Research & Local Business Integration**

Continue working with HPW to improve supplier directory functionality, encourage early market engagement, and ensure local vendors are aware of procurement opportunities.

- **Goal 2: Prioritize and Strengthen Support for Yukon & Local Businesses**

Release a formal discussion paper on the Yukon business definition and advocate for changes to direct award thresholds. Engage members in consultation on local and Yukon owned business first policies.

- **Goal 3: Evaluate and Strengthen the Effectiveness of Procurement Policies Supporting Yukon First Nations and Local Businesses.**

Advocate for regular independent procurement reviews to improve efficiency and ensure procurement policies remain effective, inclusive, and responsive to business needs, particularly Yukon First Nations and locally owned businesses

In addition to these three pillars, the Committee will:

- Continue quarterly briefings with HPW, and issue public summaries for transparency.
- Continue to work with HPW on the tracking and reporting of all contracts awarded, including the values and relative percentage to Yukon owned and local businesses.
- Advocate for improved public procurement reporting at both municipal and territorial levels, including breakdowns of local vs. non-local suppliers of good and services.

The Chamber Joint Procurement Committee, remain committed to ensuring that Yukon businesses can fairly access, compete in, and benefit from government procurement opportunities.

Economic Resilience and Development Committee Report

To strengthen our territory's economic foundation amid rapid changes, the Chamber, alongside partners and stakeholders, established the Economic Resilience and Development Committee (ERDC). The committee was initially formed in response to the economic uncertainty and supply chain disruption resulting from the Eagle Gold Mine receivership in 2024. It has since evolved into a platform for proactive planning and policy collaboration on a broad range of economic development and resilience issues. This committee brings together Chamber members, industry experts, and government liaisons to develop forward-looking strategies for economic stability and growth.

By gathering real-time feedback from businesses across sectors, the ERDC allows the Chamber to advocate for policies that are responsive to on-the-ground challenges. We meet monthly with the Government of Yukon Department of Economic Development to relay member concerns—including supply chain issues, inflation, and policy delays—and work collaboratively to shape solutions. This direct line of communication ensures that government decision-makers hear the business perspective early and often when economic issues arise.

Over the past year, the ERDC supported Yukon's business community by promoting Buy Local initiatives, advancing strategic communications, and fostering partnerships across the North.

The Chamber closely tracked and responded to evolving international trade disputes that affected Yukon businesses, particularly the escalating U.S.- Canada tariff measures introduced between March and April 2025.



We:

- Organized a strategic roundtable with Yukon businesses to gather input on tariff impacts and shape our advocacy priorities.
- Coordinated and attended a meeting with Premier Ranj Pillai and MP Brendan Hanley to present member concerns and policy requests related to trade disruptions.
- Collaborated with the Government of Yukon and the Trade Commissioner Service to support an information session on navigating U.S. tariffs under CUSMA.
- Shared updates from the Canadian Chamber of Commerce's tariff tracker, along with briefings and key resources to support members navigating trade impacts.
- Submitted position recommendations to both territorial and federal officials.
- Called for mitigation measures and local supplier protection in affected sectors.

Looking Ahead

In the year ahead, the Chamber—through the ERDC—will continue to advance initiatives that strengthen Yukon's economic resilience. Priorities include enhancing local procurement strategies, supporting cross-border trade opportunities, and promoting regional infrastructure and investment readiness.

The Chamber will continue to engage industry leaders and all levels of government to improve market access and remove barriers. Our collaborative approach remains focused on advancing policy and program improvements that reflect the needs of Yukon's business community.

The Chamber thank ERDC members and partners for their leadership and input over the past year.

Committee Chair

Anne Lewis, CSR Management

Housing Committee Report

The Housing Committee was temporarily paused in 2024 to reassess focus and strengthen strategic alignment with industry partners. During this time, the Whitehorse Chamber of Commerce developed a collaborative working relationship with the Yukon Contractors Association (YCA) to amplify industry-led advocacy and address ongoing housing and development challenges impacting the business community. The YCA collaborated with more than 20 Whitehorse homebuilders to strike a Homebuilders Caucus with an appointed seat on the YCA Board, the Homebuilders Caucus provides leadership and functions as an advisory committee to the YCA on homebuilding issues.

Key areas of collaboration included:

- **Permitting Delays & Building Code Reform:** Supported YCA in their leadership on advocacy related to delays in development approvals and concerns around automatic adoption of National Building Code updates.
- **Land Availability & Transparency:** In discussions to improve the City of Whitehorse's land lottery system and explore new models such as a proposed Builder's Lottery to increase access to affordable residential lots.
- **Working to remove inefficient process** to transfer title, onerous requirements to pay for land 30 days in advance of closing and promoting staged release of holdbacks.
- **Consultation & Policy Input:** Jointly emphasized the need for improved transparency, earlier consultation, and stakeholder engagement in housing-related policy changes.
- While the Chamber did not lead direct committee meetings during this period, our role remained active in supporting business-focused housing advocacy, ensuring alignment with our membership and reducing duplication of efforts across the sector.

Looking Ahead

The Chamber will continue working in partnership with YCA, City of Whitehorse, and Government of Yukon to address housing affordability, workforce accommodation shortages, and permitting barriers that directly impact employers and economic growth.

Our advocacy will remain focused on practical solutions that support private sector development, reduce red tape, and promote an efficient, transparent, and responsive housing system in Whitehorse and the broader Yukon region.

Safety Committee Report

Community safety and crime prevention remain top priorities for the Whitehorse Chamber of Commerce as businesses continue to face challenges related to theft, property damage, and repeat offenders. In 2024–2025, our advocacy focused on elevating business concerns, strengthening cross-sector partnerships, and securing tangible outcomes for impacted members.

Advocacy and Engagement Highlights

- Elevated safety as a top Chamber priority through the 2024 Whitehorse Safety & Crime Survey, with feedback from over 70 businesses across sectors.
- Conducted outreach to dozens of affected businesses beyond our membership base, ensuring they received timely safety updates and access to new supports.
- Held multiple advocacy meetings with Yukon Government (Justice, Economic Development, Community Services), City of Whitehorse officials, judiciary representatives, and RCMP leadership to discuss repeat offending, victimization, and business impact.
- Advocated for bail reforms and changes to the Canadian Criminal Code to restore faith in our justice system.
- Presented findings to the Department of Justice's Community Safety Committee, reinforcing the need for immediate and long-term safety measures.
- Developed and launched the *SafeBiz: Whitehorse Community Safety Pilot Program*, delivering 17 in-person safety assessments, De-escalation training for 86 individuals from 56 organizations, A self-assessment tool distributed as the "Who's Minding Your Business?" checklist
- Secured multi-year support for the program through the Yukon Government Crime Prevention Grant Program
- Collaborated with the Department of Justice to distribute programs and initiatives to members and affected businesses—highlighting services such as restorative justice, victim supports, and the SCAN unit.
- Actively contributed to the Community Safety and Well-Being Plan, co-led by the City of Whitehorse and Yukon Government with partners including Health and Justice departments, Kwanlin Dün First Nation and Ta'an Kwäch'än Council, Council of Yukon First Nations, Nonprofit sector and Canadian Centre for Safer Communities
- Supported community education and advocacy around the use of Victim and Community Impact Statements, encouraging businesses to articulate the broader consequences of crime for judicial consideration.
- Shared safety-focused updates via direct communications, member bulletins, City Council delegations, and stakeholder briefings.

"This past year has shown what's possible when businesses, governments, and community partners come together to solve real problems. The safety of our members is not a side issue—it's essential to their success."

— Joel Gaetz, Chair, Safety Committee

Looking Ahead

The Chamber will continue to advocate for a coordinated, sustained response to business-related crime and safety concerns. Our efforts have already helped shape programs, inform policy, and build a foundation for collective action. A full SafeBiz program report will be released separately.

Committee Chair

Joel Gaetz
WCC Treasurer & Secretary
Managing Director | Gray Management Group



Buy Local Committee

The Buy Local Committee continues to guide the Chamber's efforts to embed local support into everything we do—whether through retail programming, community events, procurement advocacy, or digital engagement. This committee plays a key role in reinforcing the message that supporting Yukon businesses is essential to economic resilience.

The Buy Local Program is an initiative that supports Small and Medium sized Enterprises (SMEs) and helps stimulate economic activity in Whitehorse through marketing and promotional campaigns. These campaigns highlight the economic and social benefits of supporting local businesses—contributing to a stronger, more connected community.

Throughout the past year, Buy Local principles were integrated into a range of activities including:

- The *You Can in the Yukon* campaign, celebrating local entrepreneurship and community spirit.
- A holiday-themed Shop Local social media reel campaign that featured member businesses.
- Ongoing updates and engagement through the Buy Local App and Digital Passport Contest.

In addition to core programming like ***Yukoner Appreciation Week***, ***Small Business Week***, and the ***Buy Local App***, the committee supported messaging that aligns local purchasing with broader business priorities—from construction to services to professional sectors. A full summary of this year's Buy Local campaigns, events, and engagement metrics can be found in the standalone 2025 Buy Local Report.

Looking Ahead

The Whitehorse Chamber of Commerce remains committed to fostering a culture where choosing local is not just seasonal—but systemic.

Committee Chair

Richard Eden, WCC 1st Vice Chair

Program and Events Update



BUSINESS AFTER HOURS

Business After Hours

Over the past year, we have hosted 12 Business After Hours (BAH) events and have seen an increase in attendance and sponsorship inquiries, demonstrating the value and importance of these networking opportunities.

Using the BAH platform each event is themed around the messaging or promotion specific to the sponsoring business or organization. These BAH events have provided our members with many benefits, including building professional relationships, promoting their shared knowledge and expertise, expanding their networks and strengthening local business connections.

Our BAH events have been a great success, connecting local businesses and professionals and providing a valuable platform for networking and growth. The Chamber continues to grow BAH opportunities for the business community and we encourage all of our members to attend these free events.







Yukoner Appreciation Week

2024 was our first ever year combining Yukoner Appreciation Week events with National Small Business Week as part of our Buy Local programming.

This change was made in response to the local business community feedback and the Chamber's alignment with national efforts for supports to local small businesses. The combination was a success and received significant interest and participation from Whitehorse businesses for the Small Business Week programming and Yukon consumers through the Yukoner Appreciation Week programming.

More than 150 local businesses, participated in last years event, and the Whitehorse Chamber partnered with 11 different businesses and organizations for collaborative event delivery. In addition to raising awareness of the diverse range of services and products available, the campaign saw an increase in Yukoners supporting local businesses with 80% of participating locations reporting a measurable increase in sales during the event.







Business Excellence Awards

From start-ups to local legends, the WCC's Business Excellence Awards shines a spotlight on the many businesses that make Whitehorse and the Yukon a great place to live, work, play and do business. This is one of the premiere annual business events hosted in Whitehorse each year.

This year we re-imagined the event into a more immersive and interactive celebration. Changes were implemented throughout all aspects of the event and designed to enhance public awareness and increase business involvement.

The re-imagined event was a success and this years awards process received an amazing 150 nominations across 59 businesses and business leaders. We announced 11 finalists and presented 6 awards at the April 17th Premiere at the Yukon Arts Centre theatre.





PROFESSIONAL DEVELOPMENT OPPORTUNITIES

SME Training & Development Program



THE WHITEHORSE CHAMBER OF COMMERCE



The WCC continues to offer custom professional development opportunities through our recently refreshed SME Training and Development Program.

In fulfilling our mission and purpose for this programming, we use a partnered approach to training and development for Yukon businesses. This partnered and collaborative approach facilitates impactful development opportunities while avoiding duplication. Over the past year we offered 8 courses, all facilitated by experts in their field for areas of professional development the business community identified as a need.

Each facilitator curated the curriculum and actively engaged the learners by cultivating collaboration, inclusivity, innovative thinking, business agility, complex problem-solving and strategic analysis while providing tools to empower leaders and enhance customer service skills all within a Yukon context.

As part of the Yukon's business support ecosystem, we aim to provide SME businesses a hub for affordable training and development solutions that support organizations with their customer service, human resources, recruitment & retention, engagement and communications needs.



SafeBiz

Whitehorse Community Safety Pilot Program

This program was developed with industry partners and through engagement with impacted businesses and was designed to address concerns about crime, theft and the escalation of workplace violence impacting the local business community. Using the funding from phase 1 of the *Yukon Government Crime Prevention Grant Program*, the program provided:

SECURITY ASSESSMENTS

Comprehensive Security Assessment for your Business

A security professional contracted from a local security business visited each business location and provided an assessment of the physical space to identify areas where safety and security needed to be improved to help mitigate crime and theft.

SAFETY TRAINING

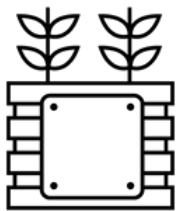
Workplace Violence Prevention & De-escalation

This training provided employees with the practical skills needed to effectively respond to and safely manage a full continuum of client/public behaviours, from low-level agitation, and verbal abuse through to escalated behaviours, threats, thefts and acts of violence.

SECURITY CHECKLIST

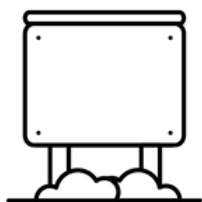
A modernized resource document to assist businesses and organizations identify and mitigate potential security risks.

This security document was been developed specifically for the Yukon business community as a practical self-assessment tool, designed to help identify and address security vulnerabilities within businesses and organizations. Digital copies are available through the Chamber and printed copies will be available soon.



Planter Box Program

The WCC, in partnership with the City of Whitehorse, continues to offer the popular Planter Box Program. This program continues to enhance downtown Whitehorse beautification efforts and provide unique advertising opportunities by utilizing aesthetically pleasing planter boxes placed throughout downtown Whitehorse. Each year, over sixty (60) businesses take advantage of this affordable advertising opportunity to reach wider demographics with their products and services. This, in turn, encourages the creation of new businesses and products, which contributes to the boost of the local economy.



Urban Visitors Signage Program

The Urban Visitor Signage Program is another long-running program administered by the WCC. This program continues to provide a low-cost advertising opportunity that annually benefits over 150 businesses and organizations.

With a goal to share information and engage visitors who are exploring Whitehorse, this program brings extensive benefits to our members, ensuring maximum visibility and exposure for their businesses and services.



YuWIN Job Board

The YuWIN Job Board, administered by the Whitehorse Chamber of Commerce with funding from the Government of Yukon, is a vital employment service that continues to provide substantial benefits to Yukon businesses, employers and job seekers. The website is accessible nationally and is the first choice for Yukoners posting or seeking employment opportunities.



Chambers Plan

Our Chambers Group Insurance plan saw an increase in subscriptions. The WCC is proud to offer members with access to a nationally pooled health benefits program with competitive rates and a customizable range of insurance products.

The Chamber Plan is a simple, stable and smart choice for small businesses. Businesses continue choosing the Chambers Plan because it offers real value and local in-person customer service support.



Website and Social Media

The Whitehorse Chamber of Commerce continues to implement its successful branding in all our communications across various platforms. Looking to the future we are planning to develop a new website and further develop our Yukoner Appreciation Week App into a robust Buy Local platform for our member businesses.

During the previous fiscal year, the WCC had seen an increase in social engagement, across its primary social media platforms: Facebook, Instagram, LinkedIn, and MailChimp. Also in the past year, the WCC Buy Local Whitehorse Facebook and Instagram pages have gained new followers resulting in a combined total reach of over 8,000 active users and 165,000 content views.

Averaging about 2000 interactions for new content posts, our social media platforms are important avenues for effective communication, and we aim to continue the progress towards growing our engagement between the Chamber, our members and the business community.

Financial Report

Whitehorse Chamber of Commerce
Index to Financial Information
Year Ended March 31, 2025

31	Independent Practitioner's Review
32	Statement of Revenues and Expenditures
33	Statement of Changes in Net Assets
34	Statement of Financial Position
35	Statement of Cash Flows
36	Notes to Financial Statements

INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT

To the Management of Whitehorse Chamber of Commerce

I have reviewed the accompanying financial statements of Whitehorse Chamber of Commerce (the society) that comprise the statement of financial position as at March 31, 2025, and the statements of revenues and expenditures, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO), and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioner's Responsibility

My responsibility is to express a conclusion on the accompanying financial statements based on my review. I conducted my review in accordance with Canadian generally accepted standards for review engagements, which require me to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, I do not express an audit opinion on these financial statements.

Conclusion

Based on my review, nothing has come to my attention that causes me to believe that the financial statements do not present fairly, in all material respects, the financial position of Whitehorse Chamber of Commerce as at March 31, 2025, and the results of its operations and its cash flows for the year then ended in accordance with ASNPO.

Whitehorse, Yukon
June 6, 2025



Ben Robinson Professional Corporation
Chartered Professional Accountant

WHITEHORSE CHAMBER OF COMMERCE
Statement of Revenues and Expenditures
Year Ended March 31, 2025

	2025	2024
REVENUES		
Yukon Government - Economic Development	\$ 269,732	\$ 179,953
Government of Canada - CanNor	115,000	115,000
Highway signs and planter boxes	103,436	99,879
Memberships	103,039	121,406
Group insurance	57,791	59,244
Donations and sponsorships	54,262	38,557
Programs and special events	31,776	25,909
Interest	19,223	10,541
Business after hours	18,051	9,720
Advertising	10,135	5,631
In-kind donations	-	11,600
	782,445	677,440
EXPENSES		
Salaries and wages (Note 6)	227,050	266,297
Programs and special events	205,509	150,000
Venue and catering	54,410	59,776
Contracted services	50,042	17,256
Advertising and promotion	42,200	52,043
Membership and subscriptions	20,109	8,987
Office	17,431	11,787
Bookkeeping fees	12,995	12,950
Professional fees	11,562	5,775
Highway signs	10,896	14,780
Business after hours	9,068	2,653
Utilities	7,967	6,296
Interest and bank charges	7,798	7,717
Meetings	6,068	2,592
Planter boxes	5,216	6,158
Rent	4,702	3,918
Travel	2,640	8,362
Supplies	2,635	1,173
Amortization	2,104	2,213
Insurance	1,910	1,790
Training	629	1,063
	702,941	643,586
EXCESS OF REVENUES OVER EXPENSES	\$ 79,504	\$ 33,854

WHITEHORSE CHAMBER OF COMMERCE
Statement of Changes in Net Assets
Year Ended March 31, 2025

	Unrestricted	Internally restricted for capital assets	Internally restricted reserve	2025	2024
NET ASSETS - BEGINNING OF YEAR	\$ 187,429	\$ 15,000	\$ 235,000	\$ 437,429	\$ 403,575
EXCESS OF REVENUES OVER EXPENSES	79,504	-	-	79,504	33,854
Transfer to reserve	(50,000)	-	50,000	-	-
NET ASSETS - END OF YEAR	\$ 216,933	\$ 15,000	\$ 285,000	\$ 516,933	\$ 437,429

WHITEHORSE CHAMBER OF COMMERCE
Statement of Financial Position
March 31, 2025

	2025	2024
ASSETS		
CURRENT		
Cash	\$ 254,930	\$ 244,463
Term deposits (Note 3)	305,250	250,000
Accounts receivable	52,700	28,750
Interest receivable	6,500	4,272
Goods and services tax recoverable	2,042	-
	621,422	527,485
CAPITAL ASSETS (Net) (Note 4)	6,637	6,441
TOTAL ASSETS	\$ 628,059	\$ 533,926
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 76,780	\$ 72,165
Goods and services tax payable	-	3,268
	76,780	75,433
DEFERRED REVENUE (Note 5)	34,346	21,064
TOTAL LIABILITIES	111,126	96,497
NET ASSETS		
Unrestricted	216,933	187,429
Internally restricted reserve	285,000	235,000
Internally restricted for capital assets	15,000	15,000
	516,933	437,429
TOTAL LIABILITIES AND NET ASSETS	\$ 628,059	\$ 533,926

ON BEHALF OF THE BOARD

 Director

 Director

WHITEHORSE CHAMBER OF COMMERCE
Statement of Cash Flows
Year Ended March 31, 2025

	2025	2024
OPERATING ACTIVITIES		
Excess of revenues over expenses	\$ 79,504	\$ 33,854
Item not affecting cash:		
Amortization of capital assets	2,104	2,213
	81,608	36,067
Changes in non-cash working capital:		
Accounts receivable	(23,950)	61,795
Interest receivable	(2,228)	(4,272)
Accounts payable and accrued liabilities	4,615	1,842
Prepaid expenses	-	726
Goods and services tax payable	(5,310)	16,407
Deferred income	13,282	(5,603)
	(13,591)	70,895
Cash flow from operating activities	68,017	106,962
INVESTING ACTIVITIES		
Purchase of guaranteed investment certificates (net of redemption proceeds)	(55,250)	(250,000)
Purchase of capital assets	(2,300)	-
Cash flow used by investing activities	(57,550)	(250,000)
INCREASE (DECREASE) IN CASH FLOW	10,467	(143,038)
Cash - beginning of year	244,463	387,501
CASH - END OF YEAR	\$ 254,930	\$ 244,463
CASH CONSISTS OF:		
Cash	\$ 254,930	\$ 244,463

WHITEHORSE CHAMBER OF COMMERCE
Notes to Financial Statements
Year Ended March 31, 2025

1. PURPOSE OF THE SOCIETY

Whitehorse Chamber of Commerce (the "society") is a not-for-profit organization registered in the Yukon. Management has determined that they are exempt from payment of income tax under Section 149(1) of the Income Tax Act.

The society operates to promote trade and commerce to contribute to the economic, civic and social well-being of Whitehorse. The head office is located at 302 Steele Street, Whitehorse, Yukon.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

Cash

Cash consists of cash balances held in Canadian financial institutions.

Investments and term deposits

Long-term investments, which consists primarily of guaranteed investment certificates with original maturities at date of purchase greater than twelve months, are carried at amortized cost. Term deposits with original maturity dates of twelve months or less are classified as short-term and are carried at amortized cost. Interest and other investment income from investments and term deposits is accrued annually.

Revenue recognition

Whitehorse Chamber of Commerce follows the deferral method of accounting for contributions.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Endowment contributions are recognized as direct increases in net assets.

Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Unrestricted investment income is recognized as revenue when earned.

Membership fees are collected up-front in July and are recognized on a pro-rata basis over the course of the fiscal year. All other service revenues are recognized when the service has been delivered, the amount to be received can be reasonably estimated, and collection is reasonably assured.

Government grants

Government grants are recorded when there is a reasonable assurance that the society had complied with and will continue to comply with, all the necessary conditions to obtain the grants.

Contributed services

The operations of the society depend on both the contribution of time by volunteers and donated materials from various sources. Where the society would have otherwise purchased the contributed materials or services and the fair market value can be reasonably determined, the contributions are recognized in these financial statements measured at the determined fair market value. Materials and services that would not otherwise be purchased or the fair market value cannot be reasonably determined are excluded.

(continues)

WHITEHORSE CHAMBER OF COMMERCE
Notes to Financial Statements
Year Ended March 31, 2025

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Capital assets

Capital assets are stated at cost or deemed cost less accumulated amortization and are amortized over their estimated useful lives on a declining balance basis at the following rates and methods:

Computer equipment	50% declining balance method
Furniture and fixtures	20% declining balance method

The society regularly reviews its capital assets to eliminate obsolete items. Government grants are treated as a reduction of capital assets cost.

Capital assets acquired during the year but not placed into use are not amortized until they are placed into use.

Net assets

- a) Internally restricted net assets are funds which have been designated for a specific purpose by the organization's Board of Directors.
- b) Unrestricted net assets comprise the excess of revenue over expenses accumulated by the organization each year, net of transfers, and are available for general purposes.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

Financial instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses reported in income. All other financial instruments are reported at amortized cost, and tested for impairment at each reporting date. Transaction costs on the acquisition, sale, or issue of financial instruments are expensed when incurred.

Financial assets measured at amortized cost include accounts receivable. Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

WHITEHORSE CHAMBER OF COMMERCE
Notes to Financial Statements
Year Ended March 31, 2025

3. TERM DEPOSITS

Term deposits consist of Guaranteed Investment Certificates (GICs) held with Canadian financial institutions. Interest is accrued annually and paid on maturity. The principal portion of these GICs was purchased with internally restricted cash.

	Interest rate	2025	2024
BMO, cashable	4.10%	\$ 100,000	\$ 50,000
CIBC, cashable	3.80%	105,250	100,000
RBC, non-cashable	3.65%	100,000	100,000
		\$ 305,250	\$ 250,000

4. CAPITAL ASSETS

	Cost	Accumulated amortization	2025 Net book value	2024 Net book value
Computer equipment	\$ 23,773	\$ 21,647	\$ 2,126	\$ 803
Furniture and fixtures	20,000	15,489	4,511	5,638
	\$ 43,773	\$ 37,136	\$ 6,637	\$ 6,441

5. DEFERRED REVENUE

	2025	2024
Membership fees	\$ 34,346	\$ 21,064

6. REPORTING ON REMUNERATION OF DIRECTORS, EMPLOYEES, AND CONTRACTORS

As per the Societies Act and Regulations, the society must disclose the remuneration, if any, paid to directors and persons associated with a director. The society must also disclose remuneration paid to employees and contractors in the year where such remuneration was at least the prescribed amount of \$75,000 (rounded to the nearest \$5,000). The persons need not be listed by name, but must be identified by their position or title, or in the case of a person who is under contract for services, the nature of services provided by the person.

Remuneration paid to directors and associated persons was \$nil in 2025.

There was no other remuneration in the year to individual employees or contractors that exceeded the prescribed amount.

7. ECONOMIC DEPENDENCE

The society has various contribution agreements with the Yukon Government and other federal, provincial, and municipal agencies and is dependant on this funding for continued operations.

WHITEHORSE CHAMBER OF COMMERCE
Notes to Financial Statements
Year Ended March 31, 2025

8. FINANCIAL INSTRUMENTS

The society is exposed to various risks through its financial instruments and has a risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the society's risk exposure and concentration as of March 31, 2025.

Credit risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The society is exposed to credit risk from customers. In order to reduce its credit risk, the society enters into contribution agreements for large contributions and only deals with reputable customers and government bodies. The society has a significant number of customers which minimizes concentration of credit risk.

Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities as they become due. The society is exposed to this risk mainly in respect of its receipt of funds from its customers and other related sources and the timing of accounts payable and other financial liabilities. The society reduces this risk by preparing and maintaining an annual operating budget and projected cashflows. The society also maintains an internally restricted reserve of funds that can be used in case liquidity issues arise.

Unless otherwise noted, it is management's opinion that the society is not exposed to significant other price risks arising from these financial instruments.

9. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.

Acknowledgements

Our partners and sponsors have supported our network generously over the past year. Your support has allowed us to fulfill our commitments to the Whitehorse business community throughout the entire year. Your trust in our organization has made a significant difference. Thank you!

Sponsors & Supporters

Air North, Yukon's Airline
Association franco-yukonnaise
BDO Canada LLP
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Bizont
Casino Mining Corporation
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La Cara
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Northwestel
North of Ordinary
Northern Vision Development
RBC Dominion Securities Inc.
RK Consulting
Snapdragon
Storybrand Communications
Tony's Pasta & Seafood House
TRINITI Technology

Warren Bookkeeping Services
What's Up Yukon
Yukon Brewing
Yukon Convention Bureau
Yukon Driving Academy
Yukon Learn Society
Yukon Liberal Caucus
Yukon Moto Gear & Apparel
Yukon News
Yukon Party Caucus
YXY Immigration Consultant Inc

Ex-Officio Members

City of Whitehorse
Tourism Industry Association
of Yukon
Yukon Chamber of Mines
Yukon Chamber of Commerce
Yukon First Nations Chamber
of Commerce

Collaborators

Yukon Contractors Association
Yukonconstruct Society
Yukon Venture Angels
Yukon Hospital Foundation
Yukon Convention Bureau
Inclusion Yukon
Yukon Learn
Tech Yukon
Yukon University
Go2HR

Funding Partners

Canadian Northern
Economic Development

Government of Yukon
Economic Development

We extend our heartfelt gratitude to all our members for your unwavering support and continued membership in our organization. Your commitment to collaboration, and community highlights what the Yukon is all about, partnerships and people. Thank you for helping us fulfill our mandate to support and promote entrepreneurship in Whitehorse and for generating a diversified business environment that benefits our members.





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