



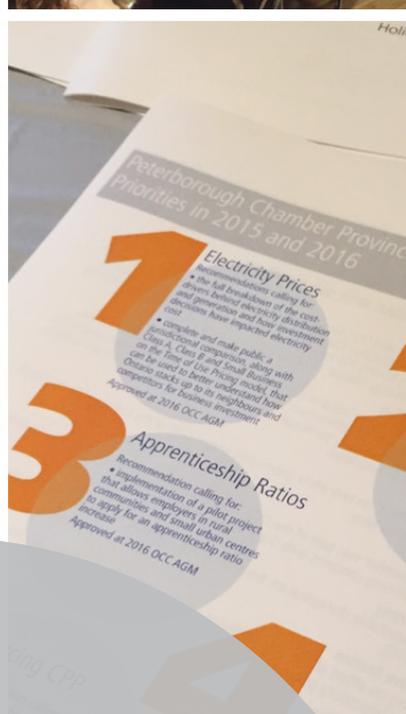
VOICE OF BUSINESS

the Business Community

Strengthening your Business

credibility
ation

promote v
ness



1 Electricity Prices

Recommendation calling for...
the full breakdown of the cost...
and pressure and low investment...
cost...
complete and make public a...
consultation session along with...
on the time of the Priority model that...
Ontario stakeholders to better understand how...
competitors for business investment...
Approved at 2016 OCC AGM

3 Apprenticeship Ratios

Recommendation calling for...
implementation of a pilot project...
that allows employers in rural...
communities and small urban...
to apply for an apprenticeship ratio...
increase...
Approved at 2016 OCC AGM

POLICY REPORT CARD 2016



YOUR ADVOCATE IN BUSINESS

YOUR CONCERNS ARE OUR CONCERNS.
THEY FORM THE BASIS FOR OUR LOBBYING
EFFORTS AT EVERY LEVEL OF GOVERNMENT.

"We focus on making sure government is aware of and considers the impact of legislation on business and the economy. This is the core work of the Chamber. We are committed to helping create the conditions for growth and to improving the competitiveness of the Peterborough business community."

Sandra Dueck
Policy Analyst
Peterborough Chamber of Commerce

VISION

Strengthening business

MISSION STATEMENT

We are recognized as the leading organization providing business advocacy, networking and education for our members and the community at large.

We act as a catalyst to enhance business growth and opportunity, innovation, partnerships, and a diverse business community.

TOP 5 REASONS TO BELONG

1

CREDIBILITY & REPUTATION

According to a study conducted by the Shapiro Group, 63% of consumers are more likely to do business with you if they know you are a Chamber member. The Chamber Code of Conduct lets your customers know what you stand for.

2

BUSINESS INFORMATION

Access to reliable, current, and relevant information takes more than "googling it". Let our team do the research, filter and sort through the results, and deliver relevant and accurate content to you.

3

PROMOTE YOUR BUSINESS

Grow your business through Chamber marketing and advertising including an enhanced directory listing, trade shows, sponsorships, annual golf tournament, and over 60 annual networking events. Use our Facebook page and other social media tools to build your brand.

4

PROTECTION & SAVINGS

Our medical, dental and disability plans are affordable - even if you are a company of one. Save on credit and debit processing fees, gasoline, email marketing and member-only access to over 60 social media training videos.

5

POLICY & ADVOCACY

We lobby for good government on your behalf and keep you informed of proposed regulations that can impact your business.

Here's what was on the advocacy agenda in 2016...

POLICY PROCESS

Each year the Peterborough Chamber is actively involved in lobbying all levels of government on behalf of its members. Recommendations are researched, written, vetted, and presented at multiple levels.

DECEMBER

- Present Peterborough Chamber Policy Committee with resolution ideas

JANUARY

- Present preliminary policy resolutions to Peterborough Chamber Policy Committee
- Policy Committee reviews resolutions and makes motion to Board of Directors
- Board of Directors makes decision on motion

FEBRUARY

- Policy resolutions approved by Peterborough Chamber submitted to Ontario Chamber of Commerce (OCC)

MARCH

- OCC Policy Committee reviews resolutions
- Presentation to OCC Policy Committee (if required)
- Canadian Chamber of Commerce (CCC) Policy Resolution Review Teleconference Call

OCTOBER - NOVEMBER

- Start developing policy resolution ideas for coming year

SEPTEMBER

- CCC policy resolutions presented and voted on at AGM
- Approved policy resolutions are the advocacy agenda for CCC

JULY - AUGUST

- Ontario Caucus Advisory Council (ON Chambers of Commerce & Boards of Trade) meets weekly to review all proposed policy resolutions
- CCC releases book of proposed policy resolutions

JUNE

- Policy resolutions approved by Peterborough Chamber submitted to CCC for review
- Presentation to CCC Policy Committees (if required)

MAY

- OCC policy resolutions presented and voted on at AGM
- Approved policy resolutions are the advocacy agenda for OCC
- Peterborough Policy Committee reviews potential policy resolutions for CCC and makes motion to the Board of Directors
- Board of Directors makes decision on motion



VOICE OF
BUSINESS

STRENGTHENING
BUSINESS

POLICY WINS & RESOLUTIONS

POLICY WINS

Municipal

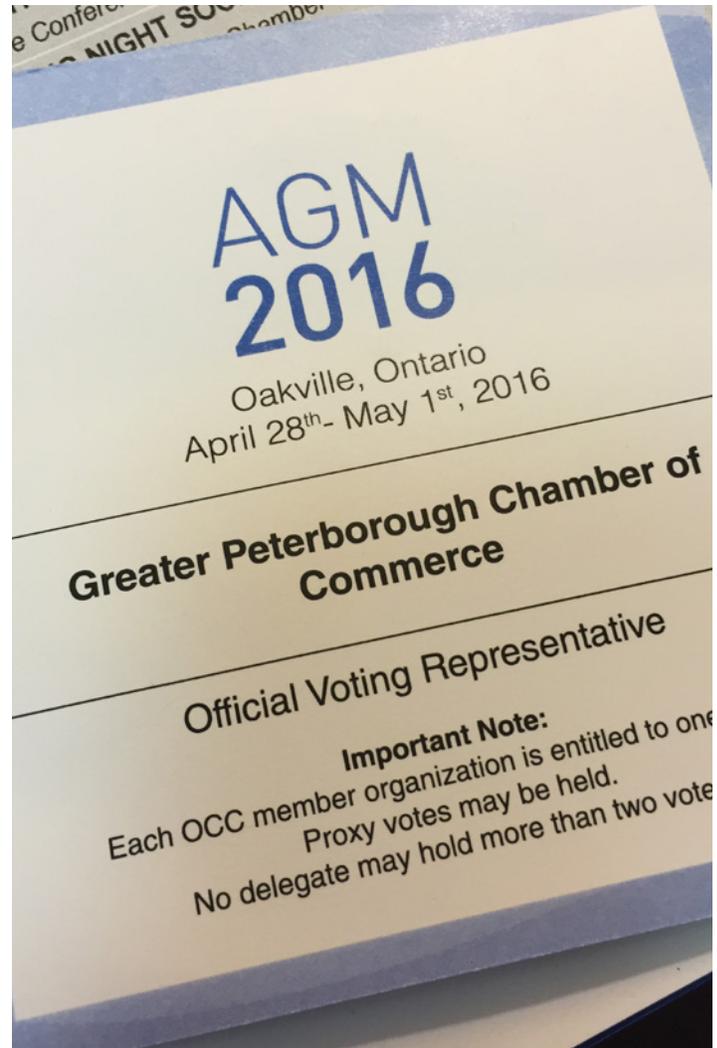
- Tax Ratio Reduction Program in municipal budget for 2017

Provincial

- Cancellation of Ontario Retirement Pension Plan by province
- Red Tape Challenge launched by province. This program was suggested by Ontario Chamber of Commerce in *Emerging Stronger 2015*.
- Electricity Pricing and Billing
 - Breakdown of cost for Class A
 - Expansion of Industrial Conservation Initiative to include 1000 more companies
 - HST rebate for small business and time-of-use residents
 - Debt Retirement Charge removed from bill by April 2018 - nine months ahead of schedule

Federal

- \$3.3 million over three years to Transport Canada to support Via Rail's proposal to create a dedicated passenger rail service in the Windsor-Quebec City corridor



RESOLUTIONS TO ONTARIO CHAMBER OF COMMERCE

Presented and Approved May 2016

Authored:

1. Identify the Cost-Drivers behind Electricity Prices
2. Improve Workforce Competitiveness for Rural Communities and Small Urban Centres by Creating a Flexible Apprenticeship Program

Co-Sponsored:

1. Moving the Ontario College of Trades from Regulator to Promoter
2. Addressing Local Labour Market Needs through the Ontario Provincial Nominee Program

RESOLUTIONS TO CANADIAN CHAMBER OF COMMERCE

Presented and Approved September 2016

Authored:

1. Advancing Canadian Competitiveness Using Shortline Rail
2. Restoring Canada's Innovation Competitiveness

Co-Sponsored:

1. Enabling More Canadian Firms to Scale Up

POLICY EVENTS & INITIATIVES

CAMPAIGN 2016

In 2016, the Peterborough Chamber of Commerce and the Kawartha Chamber of Commerce and Tourism partnered with the Ontario Chamber of Commerce to bring the Small Business Too Big To Ignore campaign to our members.

This campaign highlighted the important contributions of small business to our economy and communities, and actively engaged small businesses in investigating the top barriers to small business growth - and identified solutions to overcome those challenges.

Challenges:

1. Lack of Access to the Workers We Need
2. Key Infrastructure Gaps
3. The Rising Cost of Doing Business

From May to November 2016:

- Two roundtable sessions with 28 businesses in:
 - Peterborough
 - Lakefield
- Six *Voice of Business* articles
- Three reports: May, June, October 2016

SMALL BUSINESS

TOO BIG TO IGNORE



As a direct result of these consultations with our members a policy resolution on the needs of Small Business was submitted to the Ontario Chamber of Commerce for consideration at the 2017 AGM in Sarnia.

More:
peterboroughchamber.ca/small-business-too-big-to-ignore

93% of Peterborough Chamber Members are small business. We launched this campaign to engage both government and business leaders in our communities to the answer the question 'what exactly is ailing small business?'

**Stuart Harrison, President & CEO
Peterborough Chamber
of Commerce**



ROUNDTABLES

- Workplace Safety and Insurance Board - January 2016
- Minister Maryam Monsef - January 2016
- NDP Leader Andrea Horwath - January 2016
- Ontario Chamber of Commerce - February 2016
 - Electricity Prices
 - Sharing Economy
- Nuclear Refurbishment and the Economy - June 2016
- Small Business Too Big To Ignore - June 2016
 - Lakefield session
 - Peterborough session
- VIA Rail Passenger Service Proposal Announcement - November 2016

POLICY AT THE PROVINCIAL LEVEL

- Your Peterborough Chamber participated on several taskforces through the Ontario Chamber of Commerce including:
 - Scaling Up (Report released: April 2016)
 - Agriculture (Report released: October 2016)
 - Tourism (Report released: December 2016)
 - LeadON (Resulted in new Ontario Economic Report released in January 2017)
- Queen's Park Advocacy Day with Ontario Chamber - April 2016
- Peterborough Day at Queen's Park with Minister & MPP Jeff Leal - May 2016
- Policy Analyst Sandra Dueck co-chaired the Ontario Caucus to the Canadian Chamber of Commerce - June - September 2016
- Attended Ontario Economic Summit - November 2016

POLICY IN OUR COMMUNITY

- Member of MP's Jobs and Economic Development Council
- Steering Committee Member of the Mid-Size Cities Project
- Participated in the Sustainable Peterborough Climate Change Action Plan
- Participated in the discussion on the new provincial framework for Tourism
- Participated in the Peterborough Aerospace Summit
- Member of the Industry & Business Engagement Working Group for the Local Employment Planning Council Pilot Project
- Presentation to the Economic Development Council of Ontario Board
- Board Members of Greater Peterborough Innovation Cluster and Peterborough Economic Development

ELECTRICITY

Without a doubt, the cost of electricity to business was the most significant advocacy concern. But pricing wasn't the only area to have an impact. How the electricity system is managed, the ownership of the system and the relation to the cap and trade program that came into effect on January 1, 2017 are all of concern.

PETERBOROUGH

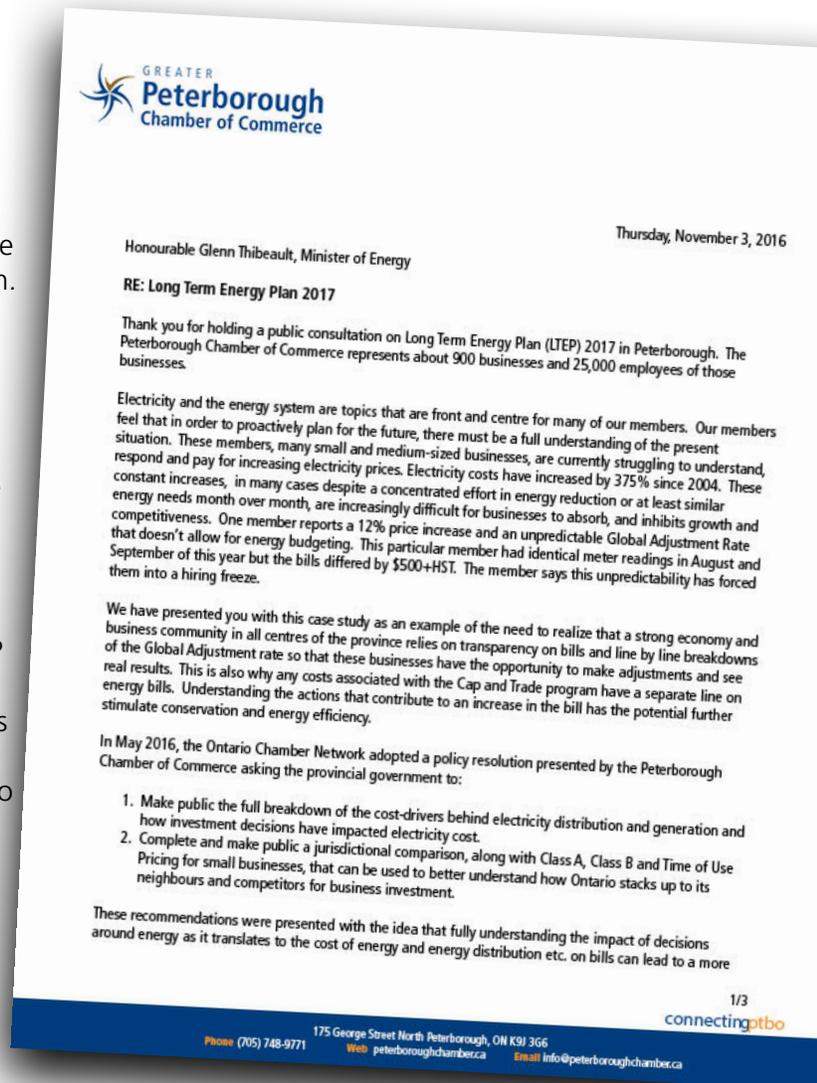
The issue of electricity pricing and the negative impact on business was highlighted in an in-person presentation to the then Associate Minister of Finance Mitzie Hunter during 2016 pre-budget consultations in January.

The Peterborough Chamber of Commerce also hosted the Ontario Chamber of Commerce's VP of Government & Public Relations Karl Baldauf for a roundtable on the issue of electricity prices on February 23, 2016. Peterborough Distribution Inc. (PDI) joined us for the session to talk about energy saving programs for business and answered questions about the recently announced potential sale to Hydro One.

A policy resolution asking the provincial government to identify the cost-drivers behind electricity prices authored by the Peterborough Chamber of Commerce was passed at the Ontario Chamber of Commerce AGM in May 2016.

Over the past 13 years, my business has lost hydro service 17 times. That translates into \$17-20K in lost revenue and \$5-10K in lost product.

***Participant,
Small Business Too Big
To Ignore Roundtable***



In November, a letter (above) was handed to the Ministry of Energy during provincial consultations on the Long Term Energy Plan (LTEP).

The Peterborough Chamber of Commerce also co-released a LTEP submission with the OCC in December.

At the Ontario Economic Summit (OES), Chamber President & CEO Stuart Harrison asked the premier directly via a video question about how the provincial government would be addressing the concerns of business around electricity. View the video on the Peterborough Chamber YouTube channel.

REGULATORY BURDEN

THE COST OF BEING IN BUSINESS

Ontario businesses are increasingly being asked to absorb new and higher input costs - costs that were unforeseen just a few years ago. We are concerned that these new costs will put Ontario businesses at a disadvantage relative to their counterparts in other provinces and around the world (Pre-Budget Submission 2016, Ontario Chamber of Commerce).

Some of these input costs include:

- Energy costs
- Licensing (business and trades)
- Cap and Trade
- WSIB, Changing Workplaces Review
- Ontario Retirement Pension Plan (ORPP) (before it was scrapped mid-year 2016)
- Compliance with changing building codes, health and safety, AODA, Ministry of Transportation

In our *Small Business Too Big To Ignore* roundtables employers stressed that regulatory change and/or compliance does have a cost and that cost does have an impact on business. The challenge is to streamline the number of government ministries dipping into a business and have a plan in place for legislation.

We need to convey to [Ontario] government, and the general public, that the costs of growing a business in any industry are significant.

***Participant,
Small Business Too Big
To Ignore Roundtable***

THE RED TAPE CHALLENGE

In response to a Chamber Network call to follow a red tape challenge model from the UK, the Ontario Government started a provincial program in 2016. Over the course of the next two years, six sectors will be on the table and employers will have the chance to comment on the regulations that are impacting their competitiveness.

The Ontario Chamber of Commerce has been consistent in its message that business would like to see any new regulations:

- Be subject to a public cost-benefit analysis
- Be adopted based on evidence and consultation
- Be streamlined between levels of government
- Be supportive of outcomes-based and voluntary models of regulation

A policy resolution on the needs of Small Business was submitted to the Ontario Chamber of Commerce for consideration at 2017 AGM in Sarnia.



INFRASTRUCTURE

2016 was the year of infrastructure with federal and provincial funding on the table. For business, infrastructure is the backbone for getting their products to market, whether it's down the street, across the province or around the world.

PLANES, TRAINS, AND AUTOMOBILES

- Peterborough Municipal Airport identified by the Chamber of Commerce as one of the Top 10 Opportunities for Peterborough
- 407 completion will be a major event for the area
 - **Did you know?** The Peterborough Chamber of Commerce lobbied to have the highway connect to the 35/115 in an Ontario Chamber of Commerce policy resolution that was passed in 2004
- VIA Rail Passenger Service Proposal & Peterborough Chamber of Commerce:
 - Led letter of support campaign on behalf of Shining Waters Railway
 - Hosted VIA Rail President Yves Desjardins-Siciliano
 - Submitted policy resolution on short-line rail to Canadian Chamber of Commerce AGM (Passed)

BROADBAND

- Ontario Chamber Network advocated for improved broadband access:
 - Policy Resolution in 2016 asking broadband be considered an essential piece of infrastructure
 - Letter to Premier Kathleen Wynne in July encouraging investment in broadband infrastructure

BUILT INFRASTRUCTURE

- Maintaining built infrastructure in our communities falls to municipalities
 - Peterborough County has identified the need for \$135 million over the next 10 years to maintain the current built infrastructure and the City of Peterborough sites an infrastructure need of \$1.194 billion
- Peterborough is also impacted by nation-building infrastructure projects
 - GE Peterborough holds the contract to build motors for the Energy East pipeline project which would create 250 jobs in our community

PETERBOROUGH

Peterborough has historical connections to the environment, but has also been very industrial in its growth.

In 2016, three Voice of Business articles were written exploring the cooperation and strategy needed to find balance between the economy and the environment.

The Peterborough Chamber of Commerce participated in the Climate Change Action Plan (CCAP) process spearheaded by Sustainable Ptbo:

- Your Chamber was part of the Economy & Business Working Group
- On behalf of a Chamber Member, brought forward to the Economy & Business Working Group of the CCAP the idea of including the greenhouse gas (GHG) emissions of a bidder in local procurement policies in order to help municipalities achieve their reduction targets
- The group encouraged the development of an online toolbox for business that highlights the programs, supports, and opportunities to learn about sustainability

CAP AND TRADE

Cap and Trade is a program that came into effect January 1, 2017, but dominated much of the policy discussion in 2016.

- In May 2016, at the Ontario Chamber of Commerce AGM, the Chamber Network passed a policy resolution on Cap and Trade that resulted in the Ontario Chamber of Commerce sending a letter to the Minister of the Environment asking for a one year delay in the program
- Policy Analyst Sandra Dueck moderated a discussion between the Deputy Minister of the Environment and Ontario businesses at the Ontario Economic Summit in November 2016
- On December 20, 2016 a group of 20+ chambers, including Peterborough, reiterated the call for a one year delay on the Cap and Trade program because:
 - the province has not done a sector-by-sector analysis of the economic impact
 - the federal government program will start in 2018
 - the US administration has changed

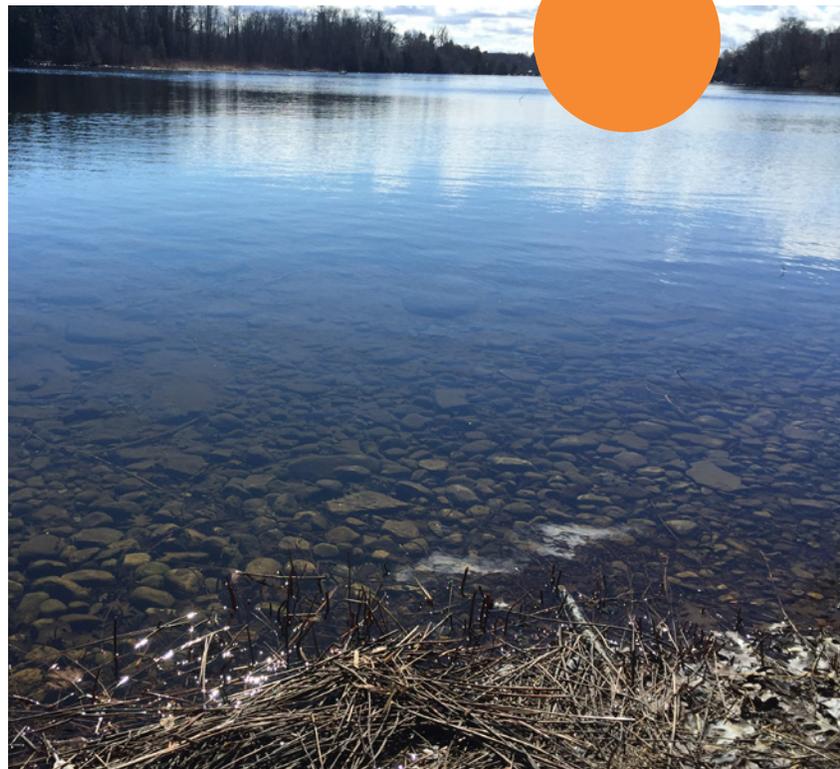


STRENGTHENING
BUSINESS

GREEN BUSINESS GROUP

The Greater Peterborough Chamber of Commerce and GreenUP are the proud sponsors of the Green Business Peterborough Program. The program will recognize businesses that have pledged to and have implemented strategies to reduce waste, save energy, and adopt sustainable business practices.

Check out the members who have made this pledge through the Green Business Directory at peterboroughchamber.ca under Directory.



ENGAGE IN ADVOCACY

POLICY COMMITTEE

The Policy Committee meets once a month. This group advises how the Chamber should proceed on issues of concern to our membership.

"The committee is a great group of over a dozen individuals looking out for the interest of the Peterborough business community and discussing the issues that impact it."

**Dawn Hennessey,
Business Centre Manager, BDC
2016 Chair, Policy Committee**

TOP 10 OPPORTUNITIES FOR PETERBOROUGH

Based on the Canadian Chamber of Commerce program around identifying the areas of challenge and opportunity for Canada, the Peterborough Chamber took on the task of identifying a top 10 list for Peterborough.

1. #TeamPtbo
2. Airport
3. Trent Research and Innovation Park
4. Manufacturing
5. Agriculture & Rural Economic Development
6. Nuclear
7. Tourism & Culture
8. Entrepreneurship
9. Harmonious Councils
10. Our First Nations

STAY IN THE LOOP

Keeping our Greater Chamber members informed of the policy and advocacy work is crucial.

- **Voice of Business:** Weekly page in the Thursday Peterborough Examiner; online at peterboroughchamber.ca/voice-of-business
- **Business 911:** Weekly 2-3 minute segment on CHEX DAILY (Note: Business 911 will take on a new form in 2017). Channel 2 or 702.
- **Videos:** Subscribe to the Chamber YouTube Channel to ensure you get the latest video: youtube.com/user/PeterboroughChamber
- **LinkedIn Policy Discussion Group:** Engage with this group and add your voice to the discussion about issues impacting your business community: linkedin.com/company/peterborough-chamber-of-commerce

