



ARNOLD'S COVE AREA CHAMBER OF COMMERCE

AGM

2024

November 21st

www.acachamber.ca



About ACACC

Creating Partnerships Today for a Prosperous Tomorrow!

The Arnold's Cove Area Chamber of Commerce represents and advocates for the business community in the Isthmus of Avalon region, working to improve the business environment and enhance the region's overall quality of life. Established years ago, the Chamber was revitalized in 2020 by local business and municipal leaders who recognized the need for a unified voice to support businesses and stimulate regional economic growth.

Since its revitalization, the Chamber has updated its vision, refined its mission, and rebranded to provide effective advocacy and foster collaboration among businesses, non-profits, and municipalities. The Chamber promotes regional development, exemplified by initiatives like facilitating the Isthmus Development Alliance (IDA). It also serves as a hub for networking, sharing best practices, and addressing emerging trends, including the green economy.

Looking ahead, the Chamber is preparing a strategic plan to guide its efforts through a renewed vision in 2025, ensuring it remains a vital resource for the region's businesses and communities.



Table of Contents

1	<u>Year in Review</u>
5	<u>One Voice, One Vision Project</u>
10	<u>Outlook 2025</u>
13	<u>Our Sponsors</u>
14	<u>Our Contact</u>

Year in Review



Winter 2023

The last Annual General Meeting (AGM) and Business Excellence Awards was a remarkable event that brought together the local business community to celebrate achievements and reflect on the year's progress. The AGM provided an opportunity to review the Chamber's accomplishments, share updates on ongoing initiatives, and outline plans for future growth and collaboration.

Following the meeting, the Business Excellence Awards highlighted outstanding contributions to the local economy, recognizing businesses and individuals who demonstrated innovation, leadership, and community spirit. The evening was a vibrant celebration of hard work and dedication, fostering a sense of pride and unity within the the region's business community.

Spring 2024



We co-hosted a business luncheon with the Clarendville Area Chamber of Commerce to learn about the region's potential wind energy. This event aimed to bring together industry experts, local businesses, and community stakeholders to share insights and discuss opportunities associated with wind energy. By fostering dialogue and collaboration, the luncheon highlighted the opportunities for suppliers and businesses in the upcoming projects. Partnering with the Clarendville Area Chamber of Commerce demonstrates our commitment to regional growth and sustainable innovation, paving the way for a greener future.

Year in Review



Summer 2024

The Annual Lobster Dinner was a memorable and well-attended event, filled with community spirit, delicious food, and great conversations. The evening was an informative one with highlights from keynote speakers: Minister Andrew Parsons, and Energy NL's Ken Morrisey as well as overviews from NARL Logistics and the Atlantic Chamber of Commerce. This wonderful mix of food, communication, and networking, allowed members and local business owners an opportunity to connect in a relaxed and festive atmosphere.

Fall 2024

During Small Business Week, we hosted a successful drop-in event that celebrated and supported the backbone of our local economy: small businesses. The event provided an informal yet engaging space for entrepreneurs, community members, and stakeholders to connect, share ideas, and explore opportunities. Guests enjoyed light refreshments while learning about Chamber initiatives and available resources for small businesses. . The event not only highlighted the resilience and innovation of our small business community but also reinforced the importance of shopping local to drive regional prosperity.



Year in Review

We attended the Energy NL annual conference and trade shows, the Econext Exhibition, and the Placentia Bay Industrial Showcase, which provides invaluable benefits for both our organization and our members.

These events offer a unique platform to showcase our area's strengths, promote local businesses, and network with industry leaders and potential partners. By participating, we gain insights into market trends, innovative practices, and opportunities that can benefit our members directly. Trade shows also allow us to advocate for our region, attract investment, and create new connections that support economic growth. Representing our Chamber at these events ensures that our community remains visible, competitive, and poised for future success.



We assisted with organizing an Information popup for CBDC in Arnold's Cove. The goal was to help entrepreneurs access the support that's out there to develop their business idea further and also create better awareness in the area as to the support available (and what CBDC Eastern and NLOWE can offer – both in terms of our own funding programs and the general advice/referral services they can provide).

We attended regular community liaison meetings with regional companies such as North Atlantic, Bull Arm, Braya, and ABO-Energy. This is a vital aspect of our commitment to fostering collaboration and addressing local needs. These meetings provide a platform to engage with various stakeholders, including businesses, residents, and municipal representatives, to discuss community concerns, opportunities, and upcoming projects. By participating, the Chamber ensures that the voice of the business community is heard and integrated into decision-making processes. These sessions also strengthen relationships, promote transparency, and encourage collective problem-solving, contributing to the overall well-being and growth of the region.

Year in Review

Our ongoing regional support

The Chamber host meeting space offering a comfortable and professional environment tailored to suit various needs. Equipped with modern amenities, including high-speed internet, presentation tools, and flexible seating arrangements, the space is perfect for business gatherings, workshops, or community discussions. Located conveniently in the heart of the region, at the Bull Arm Information Center, the venue provides easy access for attendees.

The Chamber is actively involved in creating a Regional approach to economic development through an entity such as the Isthmus Development Alliance which reflects our dedication to fostering collaboration and sustainable growth within the area. By bringing together stakeholders from various sectors, we aim to identify shared goals, leverage regional strengths, and address common challenges. This initiative focuses on promoting economic diversification, supporting local businesses, and enhancing community well-being through strategic planning and resource sharing. As a key participant, the Chamber plays a pivotal role in driving this vision forward, ensuring that the voices of businesses and residents are heard and incorporated into a unified strategy for regional success.



One Voice, One Vision Project

The following highlights the key achievements, progress, and outcomes from the Chamber's One Voice, One Vision Strategic Approach. The five core focus areas were:



Member Growth and Development

At the start of the reporting period, the Chamber set out to grow its membership base by targeting new businesses in the region and enhancing the value provided to existing members. The primary objectives included increasing the total number of members, retaining current members through added benefits, and offering professional development opportunities to strengthen member businesses and skills. The Chamber successfully increased membership by 218%, adding 48 new members over the period. The retention rate improved by 98% compared to the previous year, a testament to the value provided through enhanced member resources and consistent outreach.

Impact on the Region:

The growth in Chamber membership has positively affected the business community by fostering a stronger network of interconnected businesses. New members have brought fresh ideas and resources, which has enhanced collaboration and cross-promotion among businesses.

Next Steps and Recommendations:

To sustain and accelerate this growth, the Chamber plans to:

- **Expand Professional Development Opportunities:** Launch a series of workshops in the future to cover advanced topics, including digital marketing, insurance programs, and customer relationship management. These workshops aim to further support members in adapting to the evolving business landscape.
- **Enhance Member Benefits:** Introduce additional exclusive resources, such as marketing tools, social posts with actionable business tips, and discounts on services from other Chamber members.
- **Implement a Member Referral Program:** Encourage current members to refer new businesses by offering incentives, such as discounted renewal fees or promotional opportunities.
- **Explore Partnerships:** Build partnerships with local municipalities and educational institutions to jointly host events, potentially bringing in a wider audience and increasing the Chamber's reach.

By continuously improving our offerings and member experience, the Chamber is well-positioned to continue supporting business growth and strengthening the economic fabric of the Arnold's Cove area.

One Voice, One Vision Project



Member Engagement

The Chamber set out to deepen member engagement by creating a vibrant, connected community through various initiatives, including events, online interaction, and regular updates. The primary engagement goals included increasing event attendance, boosting participation rates in Chamber activities, enhancing online interaction, and providing more networking opportunities for members to connect and collaborate.

Progress Summary:

Engagement has significantly improved, with attendance at Chamber events rising by 100%, and online interactions on social media and newsletters seeing a significant increase. Members' participation in key initiatives, such as networking events, awards ceremonies, and digital engagement, has created a more interactive and supportive Chamber community.

Impact on Member Satisfaction:

Feedback collected through surveys and post-event evaluations has shown a significant increase in overall member satisfaction. Members have expressed appreciation for the networking opportunities, helpful resources, and promotional support provided by the Chamber. The engagement initiatives have not only fostered stronger relationships among members but also increased their sense of belonging and value within the organization.

Next Steps and Recommendations:

To maintain and enhance engagement, the Chamber plans to:

1. Further promote the Online Member Portal: This platform will streamline event registrations, host discussion forums, and provide resource sharing among members, creating a more integrated digital experience for members.
2. Expand Event Formats: We aim to introduce new event formats, such as industry-specific roundtables, professional development webinars, and community service days, to offer members a wider variety of engagement opportunities.
3. Implement Regular Feedback Mechanisms: Establish quarterly surveys or focus groups to gather ongoing feedback on member engagement and satisfaction, enabling us to continuously refine our engagement strategies based on real-time input.

Through these planned initiatives, the Chamber seeks to continue building a vibrant, engaged community that supports the success of its members and strengthens the local business network.

One Voice, One Vision Project



Marketing and Communications

The Chamber's primary marketing and communications goals focused on enhancing the visibility of the organization, strengthening connections with the local business community, and promoting members. Specific objectives included increasing digital reach, growing our audience, and executing campaigns that would highlight Chamber initiatives and support for local businesses.

Progress Summary:

Our marketing efforts have led to a 100% increase in social media followers, reflecting growing interest and engagement within the community. The implementation of our website was especially effective, expanding digital reach and engaging both members and the public in supporting local businesses.

Impact on Visibility:

These marketing efforts have significantly increased public awareness of the Chamber's initiatives, particularly around supporting local businesses. Social media engagement and website traffic metrics have shown a steady rise, indicating that more community members are becoming familiar with Chamber activities. The visibility gained through the Awards Banquet and Lobster Dinner has reinforced the Chamber's role as a vital supporter of regional economic growth.

Next Steps and Recommendations:

1. Launch "Meet Our Members" Series: The Chamber plans to introduce a "Meet Our Members" series on digital platforms, spotlighting individual businesses with a deeper focus on their unique stories, services, and contributions to the community. This will strengthen member connections and foster greater community support.
2. Refine Brand Messaging: A project to further refine the Chamber's brand messaging is underway to emphasize its role as an advocate for local businesses. This messaging will focus on the Chamber's community impact, value to members, and commitment to economic development.

These strategies aim to build on the momentum of our marketing achievements and ensure the Chamber's continued visibility and support for local businesses. Through ongoing improvement in our marketing approach, we hope to keep fostering a vibrant and interconnected business community.

One Voice, One Vision Project



Sustainability of the Organization

The Chamber aimed to secure financial and operational sustainability by increasing revenue, securing additional funding sources, and improving operational efficiency. These goals were set to ensure the long-term stability of the Chamber and to continue delivering value to members without compromising financial health.

Progress Summary:

New revenue streams, such as paid sponsorships, were successfully introduced, and operational expenses were managed through targeted cost-saving measures. Membership benefits were also enhanced to support the incremental increase in membership dues, contributing to overall financial health.

Impact on Organizational Stability:

The combination of increased revenue streams and careful expense management has strengthened the Chamber's financial foundation, allowing for more predictable cash flow and budget flexibility. As a result, the Chamber is better positioned to maintain and enhance its services, fostering a sense of reliability and trust among members.

Next Steps and Recommendations:

1. **Explore Additional Grant Opportunities:** The Chamber will seek grant opportunities in the coming year, particularly those focused on regional economic growth, community development, and small business support, to fund new initiatives without straining core resources.
2. **Develop Partnerships for Shared Resources:** Building partnerships with local chambers to reduce costs for events and programs by sharing resources, venues, and promotional efforts. Collaborative efforts will also expand the Chamber's reach and potential audience.
3. **Enhance Budget Tracking and Forecasting:** A comprehensive budgeting review is planned to ensure financial goals are met and to allocate additional resources for key member benefits. Improved forecasting methods will be implemented to help anticipate future financial needs and better manage resources.

By continuing to diversify revenue sources, manage expenses, and explore strategic partnerships, the Chamber is set to maintain financial stability and operational efficiency. These measures will support long-term sustainability, enabling the Chamber to remain a strong, dependable resource for the business community

One Voice, One Vision Project



Regional Leadership

The Chamber aimed to strengthen its role as a regional leader by advocating for local business interests, participating in regional discussions, and forming partnerships that support economic development. Key objectives included actively engaging in policy discussions, establishing influential relationships, and positioning the Chamber as a vital voice for regional growth.

Progress Summary:

Throughout the reporting period, the Chamber expanded its leadership presence by participating in regional forums, community liaison meetings, advocating on policy issues, and collaborating with local organizations and nearby Chambers. These efforts have helped position the Chamber as a key stakeholder in regional decision-making processes and have allowed it to represent the interests of the business community more effectively.

Impact on Regional Development:

The Chamber's increased involvement has had a positive impact on local and regional development. Through its influence, the Chamber has played a part in shaping a more supportive business environment, which has fostered growth opportunities and improved resources for local enterprises.

Next Steps and Recommendations:

1. Moving forward, the Chamber plans to formalize strategic partnerships with nearby Chambers, municipal bodies, and economic development organizations. Regular meetings and shared action plans will help ensure sustained collaboration on regional issues.
2. To foster continued dialogue and collaboration across sectors, the Chamber is planning a Regional Conference to bring together key stakeholders from business, government, and community organizations to discuss common challenges and opportunities for growth in the region.
3. The Chamber will draft a strategic plan that outlines key priorities for economic development, infrastructure improvements, and business support programs. This plan will serve as a guiding document in discussions with policymakers and regional leaders, solidifying the Chamber's position as a dedicated advocate for local business interests.

These strategic initiatives will enhance the Chamber's reputation as a proactive and committed leader, benefiting members and the region.

Outlook 2025



Initiative 1:

Advocate for Regulated Child Care Facility in the Region:

Efforts to establish a daycare in the region are driven by the recognition of its critical role in supporting families and fostering regional development. Access to quality childcare enables parents to participate fully in the workforce, helping to address labor shortages and boost local economies. A daycare also attracts young families to the area, contributing to population growth and community sustainability. Furthermore, it creates job opportunities and supports early childhood development, laying a strong foundation for the next generation. By advocating for this vital resource, we aim to enhance the region's attractiveness as a place to live, work, and grow.

Initiative 2:

Support Regional Growth:

The Arnold's Cove Area Chamber of Commerce is committed to supporting regional growth by continuing to facilitate the development of the Isthmus Development Alliance (IDA). As a key driver of collaboration among businesses, municipalities, and stakeholders, the IDA fosters innovative approaches to economic development in the Isthmus of Avalon region. Where opportunities arise, the Chamber will actively engage in a collaborative role, leveraging its network and resources to ensure the alliance achieves meaningful progress toward shared goals. Through this partnership, we aim to strengthen the region's economic foundation and create sustainable opportunities for growth and prosperity.

www.acachamber.ca

Outlook 2025



Initiative 3:

Promote the region as a Green Energy Hub:

The Arnold's Cove Area Chamber of Commerce is dedicated to advocating for the development of the green energy transition in the Isthmus of Avalon region. With its strategic location and skilled workforce, the region is well-positioned to become a leader in sustainable energy initiatives. We are committed to working with stakeholders to designate the area as a green energy hub, fostering innovation, attracting investment, and creating opportunities for businesses and communities. By championing this transition, we aim to solidify the Isthmus of Avalon's role in shaping a cleaner, more sustainable future while driving economic growth and resilience.

Initiative 4:

Support Supplier Development:

We are also eager to take on a proactive role in fostering local supplier development. Our goal is to help enhance the capabilities of our regional suppliers, fostering relationships that will contribute to economic growth and mutual success. By leveraging our knowledge of local businesses and the unique needs of our region, we hope to provide the necessary support and guidance that will allow suppliers to innovate, improve efficiencies, and meet the standards required for expanded business opportunities. We envision this project as a collaborative effort that will build stronger, more resilient supply chains and ultimately boost the economic vitality of our area.

Outlook 2025

Initiative 5:

Building a healthier, stronger Isthmus:

The Arnold's Cove Area Chamber of Commerce is dedicated to advocating for essential services that enhance the quality of life for residents in the Isthmus of Avalon region. We actively support the establishment of a family medical clinic, expanded recreational facilities, and improved access to health and community services. By prioritizing social well-being, we aim to create a healthier, more connected community where individuals and families can thrive. These efforts are vital to fostering a strong, vibrant region that supports the needs of its people while attracting new residents and businesses to contribute to its growth.



www.acachamber.ca

Our ¹ Sponsors

Gold Sponsors



Silver Sponsors



Premium Membership





Our Contact



info@acachamber.ca



www.acachamber.ca



*Bull Arm Fabrication Site -
Information Center*