



The Dufferin Board of Trade (DBOT) builds our community up by helping the local businesses within it thrive.

We:

**Connect | Promote | Save | Advocate**

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**We connect businesses** – with resources and with other businesses.

CONNECT WITH RESOURCES:

- Covid-19 Rapid Antigen Tests
  - Distributed 29,250 free tests
  - 266 local businesses participated
- Dufferin Biz Hub
  - Close to 40 different local businesses and organizations used the Dufferin Biz Hub last year. Close to 40 different local businesses used the Dufferin Biz Hub last year.
  - We had 7 virtual tenants
  - 9 long-term (1 month+) renters
  - 70 day use rentals of the Hub, to 20 different businesses
  - 72.5 hours of shared administrative services
  - Launched the Outdoor Space at the Biz Hub – was rented 20 times over the summer months
  - *The Biz Hub was closed or operating at reduced capacities for several months due to Covid.*

CONNECT WITH OTHER BUSINESSES

- 14 events (virtual and in person)
- Over 500 combined business people attended
- New “Think Local Market” outdoor market event with close to 50 vendors selling made in Dufferin items
- Held our first Golf Tournament since 2019, with 97 attendees

**We promote local business** – with our online directory, and the “Think Local. Think Dufferin” campaigns.

#### DUFFERIN DAYS CAMPAIGN

- \$57,000 direct spending at 27 local businesses
- Over 25 local businesses featured in 18 videos
- Over 30 local businesses featured in social media spotlights
- 30,000 social media impressions
- Dozens of print, radio, online ads



**We save businesses money** – with health insurance benefits, group advertising, and more.

#### CHAMBER PLAN INSURANCE

- Approximately 70 local businesses participate in the Chamber Plan Insurance
- Combined, they save \$1,000's annually

#### ESSO

- Our members can save 3.5 cents / Liter on fuel at Esso
- In 2021, one DBOT member saved \$1,703 using this program

#### ADVERTISING BUNDLES

- In 2021 18 businesses participated in the Advertising Bundle Program
- They saved over \$10,000 in advertising costs
- The program created 6 print ads, 268 radio spots, and 96 social media features

**We advocate for business needs** – at municipal, provincial, and federal levels of government.

#### Local Election Forums

- We hosted a by-election Election Forum for a vacant Council seat in Melancthon
- We hosted a 2021 Federal Election Forum live streamed through Rogers

#### Provincial Advocacy

- Through the Ontario chamber of commerce, we have celebrated multiple policy wins, including:
  - COVID-19 supports: The OCC has continued to advocate for program improvements to support businesses grappling with the impacts of the pandemic. Among other things, we helped secure a new grant for small businesses in the tourism and hospitality sector, an extension of the wage subsidy and other federal programs, a reduction in wholesale alcohol prices to help restaurants and bars, and a new rebate program for property tax and energy costs.
  - Workforce development: As labour shortages and skills gaps continued to grow across sectors, the OCC worked with policymakers to implement critical workforce supports. These included an expansion of post-secondary healthcare programs, a temporary Ontario Jobs Training Tax Credit, several federal investments, free skills training for newcomers and underrepresented groups, and administrative changes to the Temporary Foreign Workers program.
  - Low-carbon infrastructure: Leveraging opportunities in the green economy is a priority for the OCC and its members. Our wins included new investments in electric vehicle supply chains and charging infrastructure, industrial retrofits, public transit, and several clean energy projects across Ontario.
  - Women and childcare: On the heels of the OCC's She-Coverly report, we succeeded in advocating for a historic Ontario-Canada childcare agreement, investments in women entrepreneurs, inclusive economy task forces, and funding for women's reskilling.

### Other moments in 2021



#### BOARDROOM DEDICATION

The DBOT Boardroom was dedicated to Pete Renshaw to honour his memory and in recognition for his contributions to the Chamber of Commerce / DBOT, and Headwaters Tourism.

Pete served as President of the Chamber of Commerce for many years and was active on the Headwaters Tourism Board and in various projects.

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## 2021 DBOT Annual Report

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### SIGN WARS

We introduced Dufferin Sign Wars to the community in 2021, with about 50 funny and sometimes feisty signs popping up around the community and online.



### Membership:

42 new members joined DBOT in 2021

42 members left DBOT in 2021

310 members as of December 31, 2021