



**Trent Hills**  
*Chamber of Commerce*



October 22, 2019

# THE CHAMBER NEWS

## Strengthening the Voice of Business



**Lori Schuett**  
*Chamber Chair*

Congratulations to the team at Business Entrepreneurial Centre Northumberland, along with the sponsors and partners, for an amazing business conference this past month.

It was a great lineup of speakers, sharing insights, ideas and sound principles that will help businesses grow, increase profits, attract new clients or customers, or develop their marketing and communication skills. A common theme included hiring experts and focusing on what you do best,

along with the importance of connecting with your community and other entrepreneurs.

Later this month we will be reaching out to the membership to learn what you think about preserving commercial space in the downtowns of each of our communities. Thank you to those that responded to the Community Improvement Plan survey – your feedback is valuable as we prepare our response to the review of the CIP that the Municipality is undertaking at this time. We learned that some businesses that are eligible for this program are not aware of it, so we've included some details on page 3 of the newsletter.

We are also actively promoting the Business Confidence Survey from the Ontario Chamber of Commerce. If 50 of our members respond, we will receive a Trent Hills report. This report will help our committee determine how to advocate on your behalf at the provincial level and join the province-wide network to have a louder voice at the table. Please take a few minutes and complete the survey [http://bit.ly/OCC\\_Trent\\_Hills](http://bit.ly/OCC_Trent_Hills).

We are honoured and inspired by the businesses and entrepreneurs of Trent Hills. We appreciate the incredible amount of time, and passion, that you put into your business. Thank you for your efforts that make this such a great community to live, work, visit or do business!

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## Essential Business Services (EBS)

As a member, you can take advantage of a new program launched by the Canadian Chamber of Commerce, Essential Business Services (EBS). EBS is a one-stop-shop of programs and services designed to help grow your business and improve your bottom line.

- **Business Concierge Services:** Let us handle it. We do the research to find the best solutions for your most pressing needs.
- **Training and Learning:** Develop your employees personal and professional skills to provide greater value to your customers.

- **Import/Export Services:** Access to tools and services to help you complete on a global scale.
- **Savings Programs:** Boost your bottom line and help save your hard-earned cash through our wide range of savings programs.
- **Marketplace and Access to Capital:** Access sales and procurement channels and the

funds needed to grow your business.

- **Productivity Tools:** Get tools to maximize your time so you can achieve more.
- **Knowledge and Data:** Get timely industry insights and up to date information on policies and legislation that affect your business.

Learn more at [www.chamber.ca/ebs](http://www.chamber.ca/ebs)



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### Coffee Chat with Mayor Bob Crate

**Friday, November 1, 2019  
8:00 am - 9:00 am**

**Campbellford & District  
Curling & Racquet Club**

**381 County Road 38,  
Campbellford.**

The Chamber is hosting a members only coffee chat with Bob Crate, Mayor of Trent Hills. No cost to attend, muffins and coffee/tea will be served.



RSVP required by Wednesday, October 30 at 2:00 pm. Contact the Chamber to register at 705-653-1551 or [admin@trenthillschamber.ca](mailto:admin@trenthillschamber.ca).

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### Send a message to Queen's Park!

The Trent Hills Chamber of Commerce and the Ontario Chamber of Commerce are looking for your insight on what matters to business. How confident are you in the Ontario economy? What is your organization's outlook for 2020? How happy are you with the services offered by government?

We need 50 surveys to receive a Trent Hills report - can we count on you? Share your views by taking a short survey at [http://bit.ly/OCC\\_Trent\\_Hills](http://bit.ly/OCC_Trent_Hills).

The Ontario Chamber of Commerce is committed to ensuring government understands the issues impacting business in this province. That's why we need your help to express the voice of business loud and clear at Queen's Park.

Let the government know what is important to you.

This survey is being conducted by Golfdale Consulting, an independent consulting firm. All responses will be kept strictly anonymous and confidential.

# Digital Transformation Grant Program

The Digital Main Street Program funded by the Province of Ontario in partnership with the Ontario BIA Association seeks to help small main street businesses across Ontario improve their adoption of technologies to better promote themselves online, sell online and even run back-office processes online. Every business that wants to participate in the grant must first take an online assessment of their current technology use. Based on the assessment, the business will then develop a Digital Transformation Plan based on a template that will be provided which will detail their goals and what technologies they need to achieve those goals. To help put the plan into action, the business can then apply for a one-time grant of \$2,500 to help with the costs of adopting the required technology.

A Digital Transformation Grant is open to any business that meets the following requirements:

**Must be a main street business that:**

- Is within a BIA or is located within a defined central DOWNTOWN business district or downtown by

a municipality's Official Plan/ Zoning By-Laws. (NOTE: a main thoroughfare does not necessarily constitute a 'main street/ downtown' district.)

- Is employing 1-99 employees.
- Is paying commercial property tax (commercially assessed), either directly or through commercial rent.
- Is a registered business in Ontario and/or is incorporated.
- Is NOT a business supplying digital services to other businesses (e.g., website design/ development, SEO, programming)
- Is NOT a franchise.
- Is NOT a not-for-profit/charitable organization.
- Is NOT renting office space on a temporary basis (month-to-month)
- Is NOT a shared workspace such as a hot desk or a dedicated desk
- Is NOT a purely online business

**Owned by:**

- An Ontario resident or operating a

business in Ontario.

- An individual of 18 years of age or older at the time of application.
- A Canadian citizen or permanent resident.

**Has completed the Digital Transformation for Main Street program:**

- Has completed the Digital Main Street Assessment
- Has completed the online training program
- Has developed and submitted a Digital Transformation Plan

Deadline to apply December 31, 2019. Register for the program at <https://digitalmainstreet.ca/digital-transformation-grant>.



## Downtown Community Improvement Plan

The Downtown Community Improvement Plan (CIP) program allows the Municipality of Trent Hills to provide grants and fee rebates. If you own downtown property or a business within the CIP boundaries in Campbellford, Hastings and Warkworth, you can apply for funding.

The Objectives of the Downtown Community Improvement Plan are:

- a. For the Municipality to be an active partner providing technical support and financial incentives in order to trigger private sector investment

consistent with the Goals of the Plan.

- b. For the Municipality to participate in key community projects in support of the Goals of the Plan.
- c. For property owners, investors and community organizations to invest in property improvements and to undertake community projects and related activities consistent with the Goals of the Plan.

CIP projects can include:

- Work on building facades;

- Signage;
- Accessibility; and
- Renovation to upper level residential units.

Before completing an application please consult with Kira Mees 705-653-1900 ext. 239 or [kira.mees@trenthills.ca](mailto:kira.mees@trenthills.ca) to obtain information regarding the Community Improvement Plan, review eligibility criteria, and application process. [www.trenthills.ca/en/building-and-development/grants-and-incentives.aspx](http://www.trenthills.ca/en/building-and-development/grants-and-incentives.aspx)

# MEMBER PROFILES: COMPUTERS AND TELECOMMUNICATIONS

Computer & Internet • Media & Telecommunications  
Photography & Videography • Web & Graphic Design

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**Abivia** is a Canadian web hosting company based in Campbellford. We offer fast, reliable, and secure hosting on servers located in Canada. Our hosting plans are designed to fit your business needs. Whether you have a basic site or are running a demanding high volume web application, we have a solution for you. Visit <https://my.abivia.net> or call 705-202-1383 to learn about the many advantages of hosting with us!

**Beautiful Images by Montserrat** - Take a look through the lens of Montse Alvarado who sees the beauty and wonderment in everything she sees. From the smallest cobweb, to the most delicious meal, to the sunrise, or the sunset. One who captures images of flowers you can almost smell and images of birds so vivid you can hear their call. Places you now want to visit because of her pictures...all through the eyes, heart and lens of Montserrat. Search Beautiful Images by Montserrat on Facebook. 705-653-6311

**Christine Althouse Videographer and Strategist Coach**—Video Marketing for your Social Media. Christine helps entrepreneurs and small businesses get seen on social media with video. She creates Done-For-You videos and also coaches individuals on how to create their own with her Get Seen...Get Clients Video Bootcamp. Contact Christine for half day workshops, or a speaking engagement about the importance of video in your social media marketing. 705-768-4150 [christinealthouse.com](http://christinealthouse.com)

**CKOL Radio 93.7 FM** — A community radio station that has been on-air since 1992. CKOL is volunteer-based and always looking for more volunteers. Radio that dares to be different! A multi-format radio station which means that our music is not limited to one genre. You will hear many different artists (especially local ones) on our station. 15 Raglan St., Campbellford. 705-653-1089. [ckol.webs.com](http://ckol.webs.com)

**The Community Press** is a member of the Postmedia News Network and Postmedia Solutions. Offering full-service marketing solutions to help you grow your business. They blend media expertise with smart marketing. It's the perfect balance of creativity and science to propel brand awareness, engagement, conversion and loyalty. With Newspapers, Publishing, Printing, Digital Media, Content Marketing, Social Media and Design. Covering: Campbellford, Hastings, Warkworth, Havelock, Norwood, Marmora, Madoc, Stirling, Tweed, Brighton, and Belleville. Contact Bojanna Lough 613-403-6482

**Derek Chung Communications** offers a complete range of graphic design and creative services including advertising/promotion, packaging, publication design, and logo/visual identity branding. With over 30 years of experience, Derek continues to create and produce effective print, media, and digital solutions for a diverse range of clients ranging from large corporations to small businesses and organizations. 705-957-7236

**Inspiring Design Company** — Inspiring business owners with online branding and marketing services, from on-point branding and inspiring websites to online marketing like social media management and getting you found in Google search results. When we work together, I look at your business' online marketing strategy, from your brand to how you attract visitors to your website, to how you convert those visitors into customers. Get in touch at [inspiringdesign.ca/contact](http://inspiringdesign.ca/contact) or 905-865-0033 and we'll chat about your business.

**John Charlton Web Design** — Need a website? Or a better website? Need quick updates? John Charlton can help. Services include fully responsive and mobile friendly website design and maintenance, secure Canadian based web hosting and auto-renewing domain name registrations and auto-renewing security certificates. Custom, self-editable websites that promote your brand are available for as little as \$900+ HST. Call John at 705-924-3111 for details or visit [JohnCharlton.ca](http://JohnCharlton.ca).

Be seen for who you truly are. **Laurie Anne King** will take you on a nurturing journey to reconnect you to your purpose and your great worth. A made to measure 'reset you' transformation through Portrait Photography, Psychic Mediumship, and or Greatness Coaching, often beautifully entangled together. Give yourself permission to unfurl and empower who you were always meant to be. 437-928-9826 [laurieanneking.com](http://laurieanneking.com)

**Let's Get Social Canada**--Effective & affordable promotional solutions for small business. With over 30 years of experience in graphic design and retail marketing, I help small business owners, not-for-profits and entrepreneurs grow their business using social media management, internet marketing, mobile marketing and print production. Custom designed promotional packages are available for any size of business or organization. Let's talk soon, and let's get social Canada [letsgetsocialcanada.com](http://letsgetsocialcanada.com)

# MEMBER PROFILES: COMPUTERS AND TELECOMMUNICATIONS

**Metroland Media** offers many marketing tools to help your business grow. With a number of specialty publications, digital marketing, commercial printing services and a marketing design firm, we are well positioned to take your marketing from an idea to completion. Contact General Manager Adam Milligan at 705-761-7990 for more information.

**Perfect Print** is your local source for printing and graphic design since 1994. Business branding - logo design, business cards, letterhead, envelopes, carbonless invoices, flyers, rack cards and brochures; marketing - banners, a-frames, coroplast and magnetic signs; printing and photocopying - digital colour or black and white; large format printing - wall noodles and canvas prints; fax and scanning; personalized invitations, greeting cards, photos, tickets and more! We also sell paper. 30 Doxsee Ave. South, Campbellford. 705-653-1861. perfectprint@bellnet.ca.

Rawle Johnson and Lea Phillips are the dynamic duo at the helm of **Rawle Johnson Creative**. The Trent Hills based agency offers top-notch creative services including brand development, logo, print and web design, professional photography, copywriting and marketing strategy. Projects both large and small are approached with creativity and innovation, with the ultimate goal of creating value for clients. rawlejohnson.com, info@rawlejohnson.com. 647-654-4151

**Trent Hills Now** is an online community news magazine that provides readers with stories about events and the people behind those events and happenings in Campbellford, Hastings, and Warkworth. They are in their second year of

celebrating Trent Hills with articles, photographs, and video coverage. Their new platform reaches more than 18,000 users a week in this area and beyond. Reach out to Trent Hills Now, they are part of your community. trenthillsnow.com

**Trent Hills Technical** is a computer service organization located in Campbellford proudly serving the greater Trent Hills area. They provide fast, friendly and professional on site and drop off computer repairs, technical support and training. They are staffed by professions with more than 30 years of industry experience. They have very reasonable rates and will provide you with a risk free no cost estimate up front. 705-947-2212. info@trenthillstechnical.ca trenthillstechnical.ca.

**The Trent Hills Tribune** is a community newspaper "by the people, for the people." They recognize the need for a publication that allows local residents to participate and share news, views and their own unique stories. The Trent Hills Tribune covers Marmora, Roneneath, Nowood, Warkworth, Hastings, Trent River and Campbellford. The Trent Hills Tribune encourages submissions from the public which makes up the bulk of the copy along with events, community news and sports. trenthillstribune.ca.

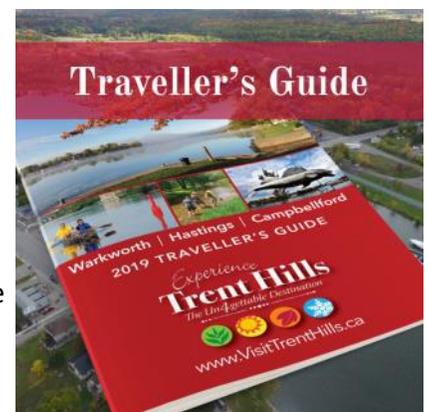
**WEBHEADS** is an Internet café and gaming lounge providing high end gaming PC's, big screen console systems and application PC's that can be used at an hourly rate, as well as a big selection of board games for you to stay & play. Offering computer sales and repair services as well as tutorials. We sell coffee, tea, drinks and snacks, pop-culture collectibles. 55 Bridge St. E., Campbellford. 705-768-3124

## Trent Hills Traveller's Guide

It's that time of year when we start to plan the 2020 edition of The Trent Hills Traveller's Guide. We will be printing and distributing in February 2020. At this time we are seeking tourism businesses within Trent Hills interested in advertising in the guide. **Deadline to reserve your space is November 15, 2019.**

- **A 3-line Business Listing** - includes your contact information, address, phone number, website &/or email and a brief description of your business. *Ad cost: \$55 + HST if paid by January 31, 2020*
- **Banner Advertisements** - limited to one per page, approximately 1.5 x 4.75 and includes an accompanying photo and a free listing. *Ad cost: \$550 + HST if paid by January 31, 2020*
- **Full-page advertisements** - Limited spaced is available. Includes a free listing. *Ad cost: \$1000 + HST if paid by January 31, 2020*

For an online copy of the 2019 Trent Hills Visitor Guide go to [www.visittrenthills.ca](http://www.visittrenthills.ca).



October 2019



# Trent Hills

Chamber of Commerce



## MEMBERSHIP MARKETPLACE FLYER

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Trent Hills Now  
COMMUNITY NEWS MAGAZINE

Intensely local online news source about the people, places and things in our community.

**No registration. No emails. Just the News.**

Sue Dickens—Editor | [editor@trenthillsnow.ca](mailto:editor@trenthillsnow.ca)

[WWW.TRENTHILLSNOW.COM](http://WWW.TRENTHILLSNOW.COM)



## Trent Hills

Buy Local, Buy Smart



The Chamber facilitates a group on Facebook specifically for members to post what's new and happening in their businesses. The Trent Hills Buy Smart Buy Local Group is comprised of over 800 people living in the Trent Hills area eager to learn more about you.

In the coming weeks, the Chamber will begin a Buy Local campaign which includes promoting this group. We are encouraging members to post in this group to promote your business and what you have to offer. If you are not on Facebook, we will gladly post on your behalf. Simply send us an email with a bit of text and a photo and we will get it online for you.

**Request to join the group or compose a post at**  
[www.facebook.com/groups/buysmartbuylocal/](http://www.facebook.com/groups/buysmartbuylocal/)