



Leading Growth. Connecting People.



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STEINBACH MANITOBA



# SUPPORTING BUSINESS EXCELLENCE IN OUR **COMMUNITY**





# PRESIDENT'S MESSAGE



**Christine Beaumont**  
Paul Craft Financial Inc.

Several years ago, the Steinbach Chamber adopted the vision, Leading Growth and Connecting People. This vision propelled us to think bigger and led us to narrow our focus on what we believe matters most to our members and the business community at large.

In the past year, we have put emphasis on supporting our local businesses through shop local campaigns; we have continued to build community engagement through events like Steinbach Burger Days; and we celebrated the return to in-person events which allow leaders and business owners to connect.

We recognize the importance of building relationships and collaborating with local stakeholders and decision makers. We also understand the importance of representing the region and advocating for local business beyond the city's limits.

This past year, significant effort has been given to laying the foundation for a successful and sustainable economic development pilot project. Facilitating growth and expansion of existing businesses as well as attracting new investment to Steinbach are the primary objectives of this initiative. The secondary goal is to play a supportive role for other community organizations and stakeholders on infrastructure and amenity projects, aligning with the growth of our healthcare assets, and supporting post-secondary education and recreation opportunities.

All these activities lead to job creation, more opportunities for our neighbors, our kids, newcomers, and visitors as well as more services, more amenities, and more recreational opportunities - all of which benefit the entire community.

Our Chamber is uniquely positioned to support growth through the economic development pilot project and Eastman Immigrant Services, our local immigration settlement program, both of which are housed and administered by the Chamber of Commerce. We are witnessing the synergies of these three organizations working together.

At the end of the day, it is the people that make the difference. I would like to take this opportunity to acknowledge the staff of the Steinbach Chamber and Eastman Immigrant Services, the Board of Directors, the Chamber Committee members as well as the Economic Development Operating Committee and members of the Economic Development Stakeholder Group. These people are driving the growth and success of our organization and having a positive impact on our community.

Regards,

CHRISTINE BEAUMONT, President

# 2022/2023 BOARD OF DIRECTORS & STAFF

<b>Christine Beaumont</b> President	<b>Tracy Gromniski</b> Vice-President	<b>Dwayne Doroshuk</b> Treasurer	<b>Wayne Patram</b> Past President	<b>Eugene Warwaruk</b> Membership Services Chair	<b>Rob Warkentin</b> Bus. Dev. Committee Chair
Paul Craft Financial Inc.	Strive Business Solutions	RBC Royal Bank	Barkman Concrete Ltd.	Loewen Henderson Banman Legault LLP	Steinbach Credit Union
<b>Tessa Masi</b> Community Relations Chair	<b>Matt Penner</b> Board Member	<b>Gerald Banman</b> Board Member	<b>Gion Delvecchio</b> Board Member	<b>Emma Boulanger</b> Board Member	<b>Adam Neustaedter</b> Board Member
YWAM Island Breeze	Print Studio One/Three-Six North Marketing	Evergreen West Ltd.	Golden West Broadcasting	Coldwell Banker Preferred Real Estate	Century 21 Gold Key Realty
<b>Gwen Reimer</b> Executive Director	<b>Dolly Fuchs</b> Operations Manager	<b>Lindsey Banman</b> Membership Services Manager	<b>Michelle Bezditny</b> Director of Economic Dev.	<b>Freddy Muganza</b> EIS Program Director	
Steinbach Chamber of Commerce	Steinbach Chamber of Commerce	Steinbach Chamber of Commerce	Steinbach Economic Development Corp.	Eastman Immigrant Services	

# STEINBACH CHAMBER OF COMMERCE, YOUR PARTNER IN BUSINESS **SUCCESS**

## ADVOCATE

Lobbying & Advocacy:

- We serve as a credible voice in the political realm.
- You are represented at the Manitoba and Canadian Chamber levels, where recommended changes to provincial and federal education, healthcare, and business regulations are brought forward.

## CONNECT

Awareness & Networking:

- Build valuable relationships and engage with other business owners at well-attended Chamber events, including Mixers, Lunch & Learns, Business Excellence Awards & AGM, and our Annual Spring Banquet.

Promotional Opportunities:

- Lucrative sponsorship opportunities at a variety of Chamber events, including Steinbach's business event of the year, the Annual Spring Banquet.
- Unique opportunity to put information about your business, products and services, through advertising in our e-Newsletter, The Bottom Line, which goes out to just over 1,000 contacts in the business community every week.

Eastman Immigrant Services (EIS):

- Largest initiative of the Steinbach Chamber.
- Aims to optimize successful settlement for newcomers, making the transition to a new community a positive experience, both for

newcomers and the receiving community.

- Welcomes an average of 200 families to our region each year for the past 10 years! This helps to provide a solid labour force from which employers can hire, and an increased population also translates to an increase in local consumers.

Cost Savings Programs:

- Discounts for Chamber members on a wide range of products and services, including affordable group insurance plans and lower fees on credit card transactions.

## EDUCATE

Business Knowledge & Development:

- Access to a variety of workshops and seminars throughout the year, offering education on how to increase health, productivity, and success in your organization.

Community Betterment:

- Support an organization that continually works to promote your community and the local economy. Benefits may not always be tangible or specific to your organization, but a strong community and strong businesses indirectly strengthens all organizations within our community.







## LABOUR FORCE

8,270 PERSONS BASED ON  
2022 FEDERAL CENSUS



## TRADING AREA POPULATION

110,000 PEOPLE



## 2021 UNEMPLOYMENT RATE

6.0%



## 2021 CITY MILL RATE - COMM.

36.543 (INCL. EDUCATION)



## 2021 CITY MILL RATE - RESI.

27.83 (INCL. EDUCATION)



## # OF BANKS/FINANCIAL INST.

6

Steinbach is one of the fastest growing cities in Manitoba with a vibrant business community and a wealth of locally generated economic activity. The hub of economic activities in southeastern Manitoba, Steinbach is the regional shopping and service centre, and agriculture supply centre for a large area. The retail trading area serves over 110,000 people. Steinbach continues to focus on growth with well-built infrastructure, excellent healthcare, great education systems, and significant developments. Business owners in Steinbach enjoy the benefits of both a large consumer base and a strong local economy. People from surrounding communities as well as those who live in the area like to take advantage of the City's shops and services... plus, Steinbach's population continues to grow! For this reason, merchants are privileged to enjoy the business of diverse customer groups. All of these factors provide for rapid and long-term economic growth. Steinbach's dedication to excellence is invaluable when it comes to our industrial sector. Given our large, available workforce, and the benefit of a strong work ethic in the community, success in manufacturing and processing operations is guaranteed. This success is further assured by favourable tax rates, close proximity to several markets, and access to reliable shipping and transportation. For all of these reasons and more, many companies have chosen Steinbach to either begin or continue their success in national and international markets.



## OUR MISSION

The Steinbach Chamber of Commerce unites and represents Steinbach and area businesses, in the belief that the resulting economic growth and stability provides an enhanced quality of life for the entire community.

## OUR VISION & CORE VALUES

The Steinbach Chamber of Commerce will continue to be a vehicle of positive change in our community, through the pursuit of the following core values:

### SERVICE

Actively identifying and meeting the needs of our member businesses.

### COOPERATION

Creating synergy between business, government, and residents to achieve mutual success.

### SUSTAINABILITY

Leveraging available resources and developing new strategies to optimize our members' long-term return on investment.

### INTEGRITY

Remaining accountable to our members and the community by operating in a fair and ethical manner.

### INNOVATION

Proactively implementing new ideas and improvements for local business growth and regional economic growth.

### RESPECT

Honouring Steinbach's history, culture and accomplishments, while embracing our growing diversity and opportunities.

## OUR PRIORITIES

### DEVELOP MEMBERSHIP

- Promote Membership Development And Growth
- Membership Retention
- Provide Member Service And Support
- Celebrate Business Excellence
- Provide Networking Opportunities

### DEVELOP COMMUNITY

- Facilitate Community Events
- Assist Newcomers With Settlement
- Encourage Business And Community
- Partnerships
- Support Community Projects
- Support Tourism

### DEVELOP BUSINESS

- Advocate
- Connect
- Educate
- Communication And Resource Centre



# EVENTS & INITIATIVES

## LUNCH & LEARNS

Covering a wide range of topics, the Chamber's Lunch & Learn series has quickly become a pillar of education and awareness in the local business community. These quarterly events offer information from field experts on a variety of workplace issues and business topics. Lunch & Learn Events provide further opportunities for members of the local business community to connect, brainstorm and support each other.

## ROUNDTABLE MENTOR EVENT

Our Roundtable Mentor Event has become a much-anticipated annual event. This event targets local entrepreneurs, managers and leaders who are interested in tapping into the wealth of local experience from seasoned business leaders within our community. Our Mentor Event provides the perfect opportunity for you to ask questions of local experienced business owners at a moderated event. Hear how they have weathered difficult times, and maximized the good times for growth.

## PAST PRESIDENT'S COUNCIL

Every Fall, the Chamber hosts a Past Presidents Council to thank former Chamber presidents for their involvement and commitment to our business community. This event serves to keep these individuals updated on the Chamber's current activities and future goals, while also providing an opportunity to gain valuable feedback from them.

## ECONOMIC DEVELOPMENT

At the Chamber, we believe that economic growth and development is integral to the future success of our community. We are pleased to announce that Michelle Bezditny, previous Executive Director of the Chamber, accepted the position of Director of Economic

Development in 2022. The Steinbach Economic Development's 5 year pilot project, developed in partnership with the City of Steinbach, Steinbach Chamber of Commerce, and 27 private business stakeholders, is a catalyst of economic activity for Steinbach. The project is year 2. We have observed in our interactions with individuals and organizations within and outside our community, that Steinbach is seen as a force and is on the radar of investors and policymakers.

## CHAMBER MIXERS

Chamber Mixers provide the perfect opportunity for members to meet and enjoy refreshments as they connect with the local business community. Occurring quarterly, these events showcase local businesses in an up-close and interactive style while creating an environment for meaningful networking. Sometimes the Mixers are combined with a Grand Opening type event. Events like these enable new partnerships to form, help business relationships to flourish, and bring likeminded people together.

## LEADERSHIP FUNDAMENTALS BREAKFAST SERIES

This is a 4-part series designed to connect, educate, and develop leaders of all ages in our business community. Through community involvement, leadership development, business training, and team networking, participating leaders will become more effective influencers in their circles. By participating in this program, leaders will develop:

- A professional network to lean on and grow with in their development.
- Enhanced leadership skills and abilities through personal and interpersonal awareness.
- Increased confidence to operate within a business environment.

- A deeper appreciation for the value of the Steinbach and Southeast Manitoba community.

Target Audience: Any one of any age with some leadership ability already recognized through work and peers is invited to attend.

## BUSINESS EXCELLENCE AWARDS

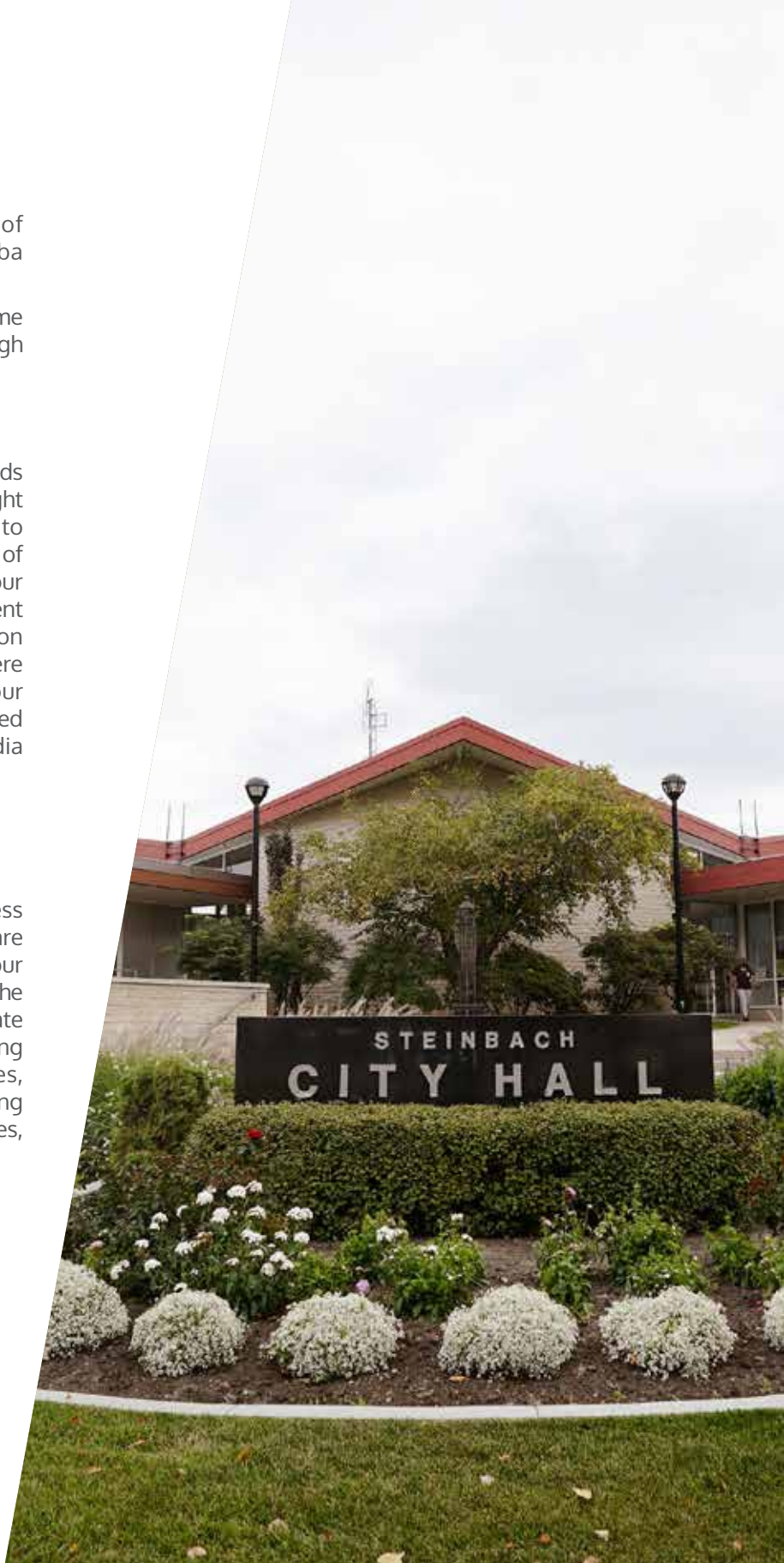
An annual event, the Business Excellence Awards celebrate the success of local businesses right here in the southeast. Nominations are open to all and this event is a remarkable showcase of our homegrown talent. In 2021, we shifted our focus from an in-person Chamber member event to a community celebration which focused on our local business community at large. We were able to showcase business excellence in our community with a marketing campaign designed to impact local radio, online and social media users.

## SPECIAL EVENT SERVICES

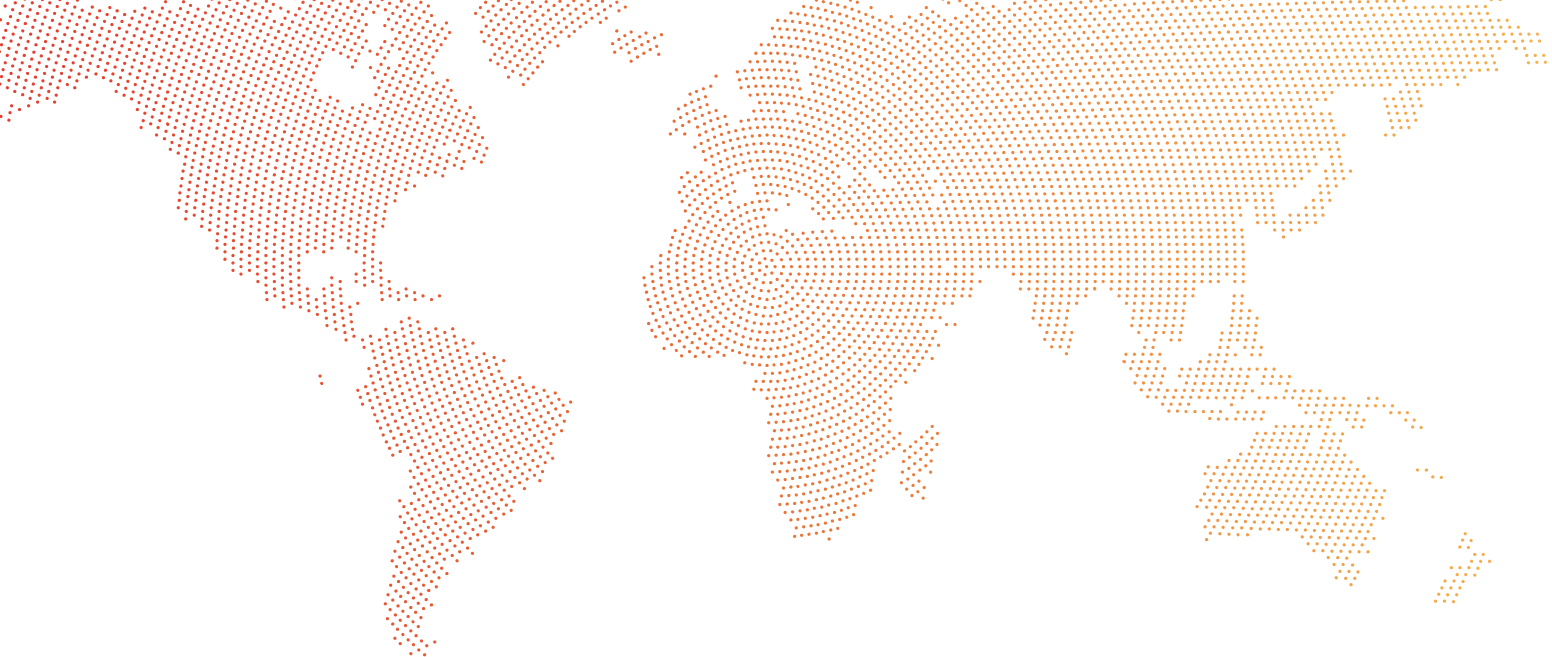
Through our commitment to support business excellence and growth in our community, we are happy to offer a wide range of services to our members. If you are planning a special event, the Steinbach Chamber would love to help facilitate your occasion by offering assistance in inviting local media outlets and city representatives, marketing in "The Bottom Line", ribbon cutting ceremonies, public introductions and welcomes, and resource lists.

Special events can include:

- Grand Openings
- Expansions
- Anniversaries
- Moves







# EASTMAN IMMIGRANT SERVICES

## EASTMAN IMMIGRANT SERVICES

Eastman Immigrant Services (EIS) is a program of the Steinbach Chamber of Commerce and is funded by Immigration, Refugee, and Citizenship Canada (IRCC), Manitoba Economic Development, Investment and Trade, and Manitoba Advanced Education, Skills and Immigration. Each year, many people from around the globe move to the Eastman region. The primary focus of EIS is to help newcomers successfully find the resources – through settlement services – that they need to begin their new life in Canada.

Settlement services include:

- Assistance with important documents such as immigration documents, health care and benefits
- English classes
- Job search skills, information on job training programs
- School registration
- Community connections to services such as leisure activities, information sessions

on settlement topics, interpretation and translation of documents or help to arrange these services if unavailable in the community.

Immigrants are encouraged to connect with settlement workers to help foster successful connections and integration into their new communities.

## SETTLEMENT WORKERS IN SCHOOLS (SWIS)

SWIS workers work together with school divisions in the Eastman area to assist newcomer/immigrant children and their families to better understand the Canadian educational systems and provide support as children settle into their new schools through the provision of settlement information and referrals to education and community resources.

## VOLUNTEER PROGRAM

Volunteers are involved in numerous areas, including group facilitation, special events support and language learning. EIS volunteers

come from a wide cross section of the community and include Canadians as well as immigrants working side by side. Many volunteers enjoy participating in the Language Buddy Program, which matches a volunteer who is fluent in English with an individual who is seeking to improve their English skills through conversational English practice. Community members are encouraged to contact EIS for information on volunteer opportunities that are available.

## INTEGRATION PROGRAMMING

EIS hosts a variety of events each year which aim to assist newcomers as they settle in the region. Local businesses frequently partner with EIS to deliver workshops around issues which are of special interest to those settling in the Eastman region from other countries. Two annual events include the Fall Culture Event and the Christmas Potluck which provide the opportunity for connection and for clients to represent their country's culture and artifacts.

## THE HIPPY PROGRAM

The Home Instruction for Parents of Preschool Youngsters (HIPPY) program is a school readiness program offered to newcomer families with children ages 3 or 4. Trained HIPPY Home Visitors come to your house to show you how to create a learning environment for your preschoolers and help you, the parent, prepare your child for success in the Canadian school system.

HIPPY is a 30-week program that provides books, educational materials and fun activities for mom or dad to do with their child. Three- and four-year-olds have their own curriculum designed just for them. Parents can attend group meetings to meet other HIPPY parents, discuss their progress, learn about Canadian culture and have fun!





# YEAR AT A GLANCE 2022

## JANUARY & FEBRUARY

- Various English For Work classes run throughout the year
- SWIS Learn to Skate Program
- Virtual International Cooking Club

## APRIL

- Start welcoming Ukrainian Refugees
- Virtual Parent/Toddler Activity & Info Sessions

## JUNE

- Citizenship Test Prep classes
- Women's Sewing classes
- Citizenship Celebration at Summer In The City Festival

## SEPTEMBER

- Our Multicultural Family Nights in Steinbach & Arborg were a huge success! Clients came dressed in cultural attire and preformed cultural dances.
- Newcomer Meet & Greet BBQ in the park

## DECEMBER

- Newcomer Christmas event in Steinbach
- Men's & Women's Group Christmas parties
- Numerous online info sessions hosted throughout the year including: how to file income tax, first-time buyer seminar

## MARCH

- Winter Family Fun Day at MHV
- Virtual Job Fair
- Family Swim & Bowling events
- Men's & Women's Conversation Groups
- SWIS Lego & Board Game Club, Dance Classes

## MAY

- Gardening Program
- SWIS Learn to Draw Characters

## JULY & AUGUST

- EIS participates in Pioneer Days Parade
- H.I.P.P.Y. program launches
- SWIS Movie Nights, Hand Building with Clay, International Breakfast Club, Create Your Space, Lego League Challenge, Summer Sports Club

## OCTOBER & NOVEMBER

- Family Swim & Bowling events
- SWIS Learn to Skate program



## TOP 10 LANGUAGES

1. UKRAINIAN	29.0%	6. SPANISH	40%
2. ENGLISH	18.5%	7. RUSSIAN	60%
3. TAGALOG	10.0%	8. ARABIC	15%
4. GERMAN	7.0%	9. YORUBA	15%
5. HINDI	4.5%	10. FARSI	10%

## TOP 10 COUNTRIES OF BIRTH

1. UKRAINE	30.0%	6. GERMANY	4.0%
2. PHILIPPINES	20.0%	7. MEXICO	3.0%
3. INDIA	8.0%	8. PARAGUAY	2.0%
4. NIGERIA	5.0%	9. BOLIVIA	1.0%
5. CANADA	4.0%	10. SYRIA	1.0%



# COST SAVINGS PROGRAMS

Together, we are stronger. This philosophy is the motivation behind the history of the Chamber movement, and enables us to leverage our collective buying power and voices across the world. There are few better examples of the benefits of group purchasing power than the Steinbach Chamber's affinity programs - discounts from providers of key business services, including merchant services, payroll and group insurance. As a Chamber member, businesses, including small and new businesses, can take advantage of programs they may not be able to afford otherwise.



## FIRST DATA - LOWER FEES ON CREDIT CARD TRANSACTIONS.

First Data delivers the most competitive rates on Mastercard and Visa fees. With the exclusive Chamber member "Meet or Beat" offer, First Data reps analyze your payment processing statement and if First Data cannot 'meet or beat' your current payment processing fees, they will give you a \$1,000 MasterCard gift card! Plus, the Chamber has negotiated market-leading rates for our services, which are not open to seasonal price adjustments.



## CHAMBERS OF COMMERCE GROUP INSURANCE PLAN – AFFORDABLE GROUP INSURANCE

Whether you're a solo entrepreneur, home-based business or part of a larger firm, benefits are a very important part of your financial security. The Chambers Plan creates a solid foundation for that security, based on a benefit program that can be designed specifically for business owners of any size. You'll get the flexibility and security you need, along with a benefits program that's personalized for you and your company. You'll also get rate stability, guaranteed coverage, customer service and additional advantages not offered anywhere else.

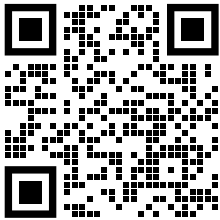


## MEMBER2MEMBER PROGRAM

The Steinbach Chamber of Commerce Member2Member Discount Program (M2M) provides a value-added service to our members. Participating businesses provide discounts for their products and/or services, and receive recognition, advertising, and potentially much more business. Members receive an additional benefit of discounts towards their purchases at a variety of businesses in a convenient method – a M2M Key Tag. Every Member receives 2 Key Tags upon joining the Chamber.



Take a closer look and discover what today's Steinbach has to offer – job opportunities, diversity, recreation, arts, shopping, vibrancy... the list goes on. The 3rd largest city in the province, Steinbach is an affordable, growing community for the young to the young at heart. We invite you to discover more, experience more and share the good life that has always made Steinbach 'worth the trip'.



MORE FOR YOU VIDEO





## GET IN TOUCH WITH US AT

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