

Chairperson's Report - 2026

A Legacy of Leadership:

Founded in 1890, the Morden Chamber of Commerce stands as a cornerstone of our community. We proudly serve as a member of the Manitoba Chamber of Commerce and hold the unique distinction of being an accredited and founding member of the Canadian Chamber of Commerce, established in 1926—a partnership now celebrating 100 years of collaboration.

Every action we take aligns with our 4 core pillars:

- Voice of Business: Amplifying your concerns.
- Source of Information: Providing critical insights.
- Networking: Connecting businesses for growth.
- Promotion of Local Businesses: Championing Morden's economic vitality.

Organizational Highlights – 2025 and Early 2026:

• Advocacy – Driving Impact:

Our boldest initiative in 2025 was activating advocacy efforts through a standardized framework, guided by your feedback. Key achievements include:

- **Wastewater:** An ongoing dialogue with the City of Morden to address this critical issue.
- **Suncatch:** A mediated resolution between our members and the City.
- **Infrastructure Funding:** Partnered with the Winkler Chamber and City of Morden to urge the Manitoba Chamber to advocate for increased provincial and federal funding beyond the standard one-third contribution. This is urgent for Morden, where a stalled wastewater project threatens economic growth.
- **Snow Clearing:** Collaborating with the City and businesses on Stephen Street to explore new solutions ahead of next Winter.

• Strategic Vision – Stability to Growth:

We successfully completed our 3-year strategic plan focused on organizational stability and capacity, achieving goals like enabling growth and enhancing member

services. Now, we're developing a new plan for **2026–2029**, centered on **expanding impact**—details coming soon!

- **Financial Strength – Fueling Ambition:**

Our financial position is robust.

- **Balance Sheet:** Over \$75,000 in reserves across Innovation, Special Projects, and Sustainability Funds.
- **Income Statement:** A \$40,000 revenue increase in 2025, driven by sold-out events and a new sponsorship program.
- **Cumulative Profit:** Over \$12,000 in two years, enabling a bold 2026 budget with a temporary deficit to invest in staffing and member impact, while driving new revenue growth.

We also gratefully acknowledge the City of Morden's annual operating grant.

- **Investing in Our Team:**

We've expanded to our largest team in recent years:

- **Clare Agnew:** Executive Director.
- **Tara Wyton:** Part-time Member Services Coordinator.
- **Lili Krushel:** Social Media & Marketing Lead.

This growth directly enhances support for *you*, our members.

- **Engaging Our Community:**

- **Events:** Hosted 14 events in 2025, including sellouts of our expanded Golf Tournament, Inspire Wellness events and an International Women's Day event. In 2026, we've already scheduled 15 events!
- **Small Business Week:** During Small Business Week, we launched several engaging initiatives to celebrate and support our local business community:
 - **Business Tour:** In partnership with the Manitoba Chamber of Commerce, we organized a tour of three local businesses, offering participants firsthand insights into their operations and successes.
 - **Luncheon & Panel Discussion:** Co-hosted with the Manitoba Chamber of Commerce, an event featuring three prominent community business leaders who shared expertise on regional economic growth.

- Member Appreciation Gesture: As a fun and heartfelt token of gratitude, we delivered a bag of chips to members with the tagline: “*Our Members are All That & A Bag of Chips!*”
 - **Awards Banquet:** Honored standout businesses including The Brick, Décor Cabinets, Morden Physiotherapy, South Central Cancer Resource, Fehr Glass, Shear Bliss and James Steedsman, for their outstanding performance and impact.
 - **Regional Collaboration:** Co-hosted *Your Region, Your Voice* with the Winkler Chamber.
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- **Growing Together:**
 - **Membership:** 241 members in 2025, with a goal of 2% annual growth. Thank you for your trust!
 - **Social Media:** Over 2,300 Facebook and 1,433 Instagram followers, with engaging content spotlighting local businesses.
 - **Partnerships:** Shared insights in our newsletters on topics like Supply Chain Resilience, Tariffs and US Trade, Interprovincial Trade, Economic Development Strategies and the Green Advantage Program by leveraging our extensive range of partnerships.
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Morden’s Bright Future:

Nestled in one of Canada’s fastest-growing regions, Morden is brimming with opportunity. The Chamber is uniquely positioned to drive impact, backed by strong leadership, a dedicated team, and a forward-thinking Board.

Why Join the Chamber?:

Membership means partnership. We amplify your voice as a collective advocate, connecting you with industry, government, and community stakeholders.

Our mission is to empower local businesses to innovate, grow, and succeed. The value of membership is as unique as your business. To explore how we can support your goals, contact our Executive Director, Clare Agnew, today.

Join us. Engage with us. Let’s build Morden’s future together.

Thank you.