



2024 PRCC Projects | Year in Review

Every year, the Piney Regional Chamber of Commerce visioneering committee considers dozens of potential opportunities and prioritizes the projects that will deliver on our mission. New project ideas and new volunteers are always welcomed – just speak with any of the directors, share at a meeting or email info@pineyregionalchamber.ca.

Green Career Symposium

The Piney Regional Chamber of Commerce, in collaboration with the RMs of Piney and Stuartburn, Sunrise Corner, and Borderland School Division, hosted a successful Green Career Symposium in Vita in April 2024. Thanks to funding from the RM of Piney's Climate Action grant and other local sponsors, the free event provided 150 students and community members with information on green economy summer jobs and career opportunities in the region through a keynote speaker and one-on-one interaction with 36 exhibitors.

Hello Neighbour Welcome Kit

Since the program was launched in 2022, nearly 150 Welcome Kits have been delivered to newcomers with information about products, services and resources in the region. Promotion of the program has been through bulletin board posters and on social media driving people to an online form on the Chamber website where a newcomer can request a kit or a resident can refer a newcomer. Thank you to the Chamber members and other community volunteers who delivered the kits. A second edition of the Welcome Kits will be compiled in early 2025 with Chamber members given the opportunity to provide information about their products and services. www.pineyregionalchamber.ca/hello-neighbour-welcome-kit/

Local Youth Resource

In 2024, the PRCC was fortunate to receive a Canada Summer Jobs grant to partially fund a marketing coordinator to help move forward a variety of Chamber initiatives. We were excited to welcome Jeannine Brandt of Gardenton to the team. She contributed to a variety of projects including a substantial website update, new marketing materials, and personal outreach to update members' online business profiles and introduce Chamber benefits to local businesses that could benefit from membership. Thanks Jeannine!

Membership Drive

In 2024, the Chamber more clearly defined the benefits of each of our three tiers of membership in our marketing materials and are in the process of updating our website. The Chamber partnered with South East Community Services Co-op (SECSC) directors to attend holiday markets in Buffalo Point, Woodridge, and Vita to increase visibility and promote both Chamber and SECSC membership and Timberline Community Housing, the flagship initiative of SECSC (see below). This effort resulted in several new PRCC members from as far away as Steinbach. We are working towards developing and distributing a membership pathway brochure in early 2025 to continue demonstrating to local businesses the power of Chamber membership. Watch for the launch of our new website in the coming weeks. www.pineyregionalchamber.ca/membership

South East Community Services Cooperative (SECSC)

As one of the three founding partners of SECSC, along with East Borderland Community Housing and the RM of Piney, the Chamber continues to support the vision of the Timberline Community Housing 20-suite assisted living initiative. With funding from EBCH, Co-operatives First, the Cooperators Foundation, Manitoba Cooperatives Association, and Canada Mortgage and Housing Corporation, SECSC was able to develop a business plan, marketing materials, member recruitment strategy (now nearly 200 members), architectural schematics, and a Class B Quantity Survey as stepping stones towards securing the full funding to build this much-needed housing solution in our region. www.secsc.ca

Library of Things

Through grant funding, the PRCC acquired a variety of equipment such as 3-D printers, sewing machines, smart cutting and heat sublimation machines among others. The Library of Things committee has been discussing options for workshops and/or a lending library so members may borrow equipment to build their businesses. As a next step, we will be sending out a request to local non-profit groups for how they might use the equipment to provide community benefit. Watch our website and Facebook page for details.

<https://www.facebook.com/pineyregionalchamber>

Professional Development

In 2024, we invited guest speakers to inform and inspire our members from a wide variety of industries. If members have any suggestions for upcoming speakers, please email us at info@pineyregionalchamber.ca. Thank you to our 2024 speakers:

- Chef Rob Sengotta, co-owner of Middlebro-based Von Slick’s Finishing Touch, spoke about his journey in building the Von Slick’s business from scratch to being an award-winning product sold across western Canada.
- Allison Driedger, Bluestem Development, presented the results of the survey with current, lapsed and potential members to determine how the Piney Regional Chamber of Commerce can support members and ensure an active healthy Chamber in our region.
- Tessa Masi, Executive Director of the Steinbach Chamber of Commerce, spoke about the Steinbach Chamber’s successful student entrepreneur ‘Dragon’s Den’ competition.
- Farm Credit Canada (FCC) relationship managers Genni Hibbert (Commercial) and Nicholas Boucher (Indigenous), spoke about flexible financing, AgExpert business management software, information and support to the complex and evolving needs of food businesses in our region.
- Konrad Narth, MLA for LaVérendrye and infrastructure critic, provided an overview of the services he provides and the recent regional issues he’s been addressing.
- Joel Lemoine, Economic Development Council for Manitoba Bilingual Municipalities (CDEM), spoke about the services CDEM offers to francophone businesses (whether or not they are located in an official bilingual municipality) and non-francophone businesses within an AMBM member municipality like RM of Piney.
- Julie Friesen, Realtor at Delta Real Estate and Past President Manitoba Real Estate Association, spoke about how she built her business in SE Manitoba. Julie provided statistics on home sales in the region and shared opportunities and challenges with new housing development.
- Jessie McNeill, Interim Executive Director of Eastman Tourism Association, spoke about the tools, programs and services available to businesses as members of Eastman Tourism.

<p>Mission</p> <p>Founded in 2016, the mission of the Piney Regional Chamber of Commerce is to promote an environment which fosters economic development, works in partnership with our civic agencies, and provides value to our members through education, networking and cultural interests thereby enhancing our region for work, play, raising families and doing business.</p>	<p>How can you get involved?</p> <p>Attend a meeting: Come out to a monthly meeting to learn how you can benefit from the Chamber</p> <p>Spread the word: Like, share and comment on our social media posts</p> <p>Shop local: Support local businesses by shopping, referring and sharing</p> <p>Become a member: Sign up as a full member or friend of the chamber</p> <p>Join the visioneering committee: Help set PRCC priorities for 2025 and beyond</p> <p>Volunteer: If there’s a project you’d like to get involved with, speak with a member of our executive</p>
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