



Windsor Essex Chamber of Commerce





Empowering Windsor-Essex Businesses to Thrive

As the voice of business for our community, The Windsor Essex Regional Chamber of Commerce is committed to helping businesses succeed through growth, savings, operational efficiency and advocacy at all levels of the government.

Mission

The key connector and advocate for the long-term business success of our members.

Vision

Recognized champion of a thriving business Community built on innovation and partnerships.

Membership Tiers



Business Builder

- Entry level tier
- Access to savings programs
- Member pricing at events



Pillar

- Invitation to exclusive Chamber events
- VIP seating (when available)
- Promotion in Business Briefs magazine



Connector

- Promotion opportunities
- Enhanced Directory listing
- Access to Member Spotlights



Gold Circle

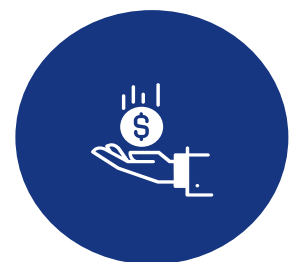
- By invite only
- Logo on website homepage
- Exclusive VIP reception invites



Community Builder

- Enhanced promotional opportunities
- Multiple category listings in directory
- Basic entry to policy events

3 Pillars of Member Benefits



Savings

Exclusive Member Discounts

Our members have access to Member Benefits such as Affinity Programs, Member to Member deals, and networking events



Networking

Networking Opportunities

The Chamber offers a range of exclusive networking events to foster strong business connections



Advocacy

Policy & Advocacy

We advocate on behalf of our members to all levels of government, ensuring a business-friendly environment in Windsor-Essex

Privately Funded

- The Chamber of Commerce is a private non-for-profit organization
- Funding is generated through membership dues, event sponsors, and affinity partners
- Occasional job grants to support staffing



Membership
Dues



Events



Affinity
Partnerships



Sponsors



Annual Review

July 2024 – June 2025





Advocacy Efforts

- Federal & Provincial Budget Commentary
- Municipal commentary (occasional)
- January 2025 – Provincial Election Fireside Chat
- April 2025 – Federal Election Debate
- Economic Trade Taskforce
- OCC & CCC Policy Resolutions
- May 2025 – Policy Day – Ontario Chamber of Commerce
- Additional opportunities to represent the voice of members and businesses



Political Roundtables & Events



- Aug. 2024 – MPP Lisa Gretzky
- Sep. 2024 – Minister McCarthy, Associate Minister Oosterhoff
- Dec. 2024 – Minister Piccini, Cassidy, Dowie, Leardi
- Feb. 2025 – MP Lewis – Tour of VistaPrint
- Apr. 2025 – Head Consul of Mexico Rodrigo Baez
- Jun. 2025 – Minister Lecce – Energy and Mines – Media Conference
- Jun. 2025 – Minister Quinn – Trades Education
- Jun. 2025 – MPP Dowie
- Jun. 2025 – MPP Leardi



Membership

Business Builder

350 Members (51%)

Community Builder

47 Members (7%)

Gold Circle

16 Members (2%)

Connector

159 Members (23%)

Pillar

14 Members (2%)

Branch (9%)

Group Insurance (6%)

Affinity Partners





Membership

Current Members **755 Active**
New Members **105**
Dropped Members **70**

Retention Rate **90.3%**
Churn Rate **9.7%**
Net Growth Rate **4.9%**





Grand Openings

Jul 2024 – Noble Oak (Digital)

Jul 2024 – Supply Depot

Jul 2024 – Up Town Physio

Sep 2024 – WE Build a Dream

Sep 2024 – What's Poppin' Factory

Nov 2024 – Hyatt Place

Nov 2024 – WECHC

Jan 2025 – Century 21

May 2025 – Logic Executive Search

May 2025 – Dufour Dental Hygiene

May 2025 – Ambassador Fitness, 2nd Anniversary



13,368 Followers (+1,795 ↑ 16%)

3,333 Posts (-35 ↓ 1%)

753,923 Views (+368,716 ↑ 96%)

43,812 Engagements (+18,775 ↑ 75%)

Marketing Stats

E-Blast/Newsletter Opens

- 72,725 total opens
- 9,096 clicks

57 Sent (↑ +5.8% compared to last year)

33.6% Open Rate (↓ -12.7% compared to last year)

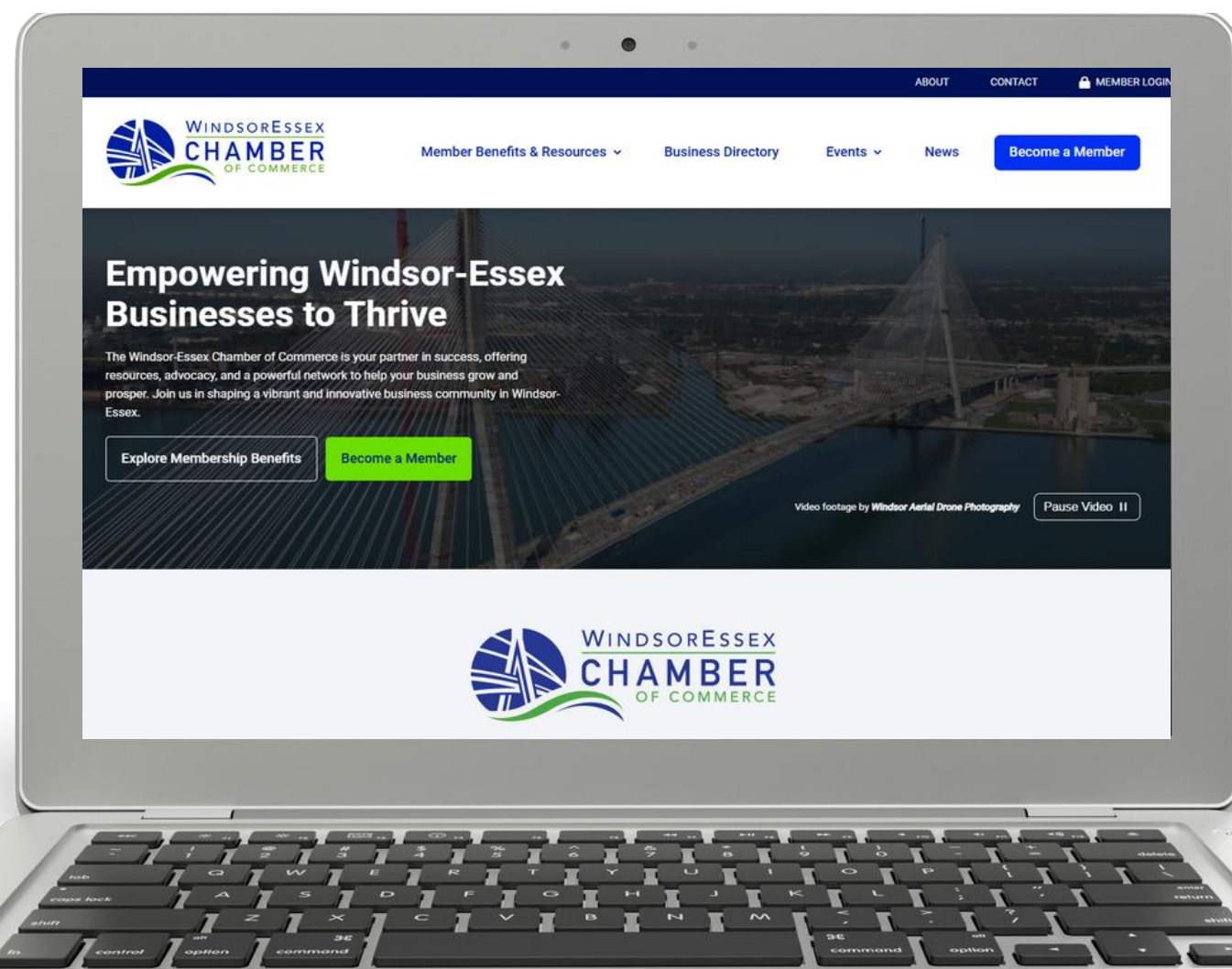
4.2% Click Rate (↓ -23.3% compared to last year)

Office Hero – 139 Applications

Member of the Month – 108 Applications

Small Business Campaign

- 65,244 Impressions (8.6% of yearly total)
- 3,828 Engagements (8.7% of yearly total)



92 Media Hits

Featured in the Following:

- BBC
- BNN Bloomberg (live)
- CBS Evening News
- Globe and Mail
- Fox News
- Financial Times
- Maclean's
- NZZ (Germany)
- TV1 (France)





Events

Wake Up Windsor

Oct 2024 – College Boreal Windsor
Dec 2024 – Willistead Manor Windsor
Feb 2025 – Signature Tributes Event Centre
May 2025 – Holiday Inn Express & Suites
Lakeshore

Total Number of Attendees:
3,423

**Total Number of Events
Hosted: 29**

After Business

Aug 2024 – WFCU Centre
Sep 2024 – Art Windsor Essex
Oct 2024 – Walker Power Building
Nov 2024 – Champion Products
Mar 2025 – Monarch Business Products
May 2025 – Double Tree by Hilton Windsor
Jun 2025 – Rochester Place Golf Club &
Resort



Signature Events

Oct 2024 – ATHENA Luncheon

Oct 2024 – Lifetime Achievement Awards

Oct 2024 – Small Business Networking

Dec 2024 – AGM

Jan 2025 – Board Breakfast

Feb 2025 – Mayor's Luncheon

Mar 2025 – Warden's Luncheon

Mar 2025 – Navigating Tariffs

Apr 2025 – Economic Outlook Luncheon

Apr 2025 – Ask the Trade Expert

Apr 2025 – Ontario Chamber of Commerce AGM

May 2025 – Business Excellence Awards

Jun 2025 – 89th Annual Chamber Golf Tournament