

## Partnerships and Networking Committee Report 2023

The focus of this Committee is to build new partnerships and strengthen existing networks in our area, including service groups, event organizers, neighbouring Chambers/BIA's and our Municipality.

Through collaboration with our Council Liaison, Anne Barr, we were able to secure the Business Area Bike Friendly Designation this year. All that was required was to relocate the Municipality's bike rack to a more centrally located spot at the Parkette. The Lions had already installed the bike tool repair station, and we asked the Village Bean to sign onto the Ontario by Bike site as a "healthy food provider" for cyclists.

We partnered with the Friends of the Rideau to bring free WiFi to the Depot, as well as a large "?" sign to heighten their visibility for visitors. The Depot staff also encouraged visitors to complete our electronic survey, results of which are included in the AGM powerpoint.

In early December, we invited Lesley McDougall from our Regional Tourism Office, as well as Heather Currie, Tourism Coordinator with North Grenville to meet and chat about marketing strategies and forge better relationships.

Katie Westraite, owner of Healthily Everafter, approached the Chamber to collaborate to develop a Welcome to New Residents initiative. This resulted in the creation of a flyer full of offerings from our business community.

Sally McRae connected with Janet Campbell to develop a Farm to Fork self-guided map. This initiative is intended to showcase our rich agricultural sector in the Woford Ward.

Through our cooperation with LeBoat, we toured the Village with multiple travel bloggers from around the world, over the course of the summer, which has had a significant positive impact on our social media presence.

We finished off the year with a special feature on CBC French Radio Canada, covering Christmas and they will have an additional feature on our Village in the new year.