

The Government of Manitoba announced an **increase to the minimum wage**. Effective October 1, 2022, **Manitoba's minimum wage will increase from \$11.95 to \$13.50 per hour, with subsequent increases to \$14.15 and \$15.00 to occur on April 1, 2023 and October 1, 2023 respectively.**

"The Manitoba Chambers of Commerce absolutely acknowledges that Manitoba's minimum wage needs to increase in response to rising cost pressures," says Elisabeth Saftiuk, MCC Vice President of Policy & Government Relations. "However, there needs to be a balance between having a competitive minimum wage and recognizing that employers faced serious economic challenges through the COVID-19 pandemic, and that they continue to deal with the financial aftermath of operating restrictions and labour shortages."

MANITOBA CHAMBER OF COMMERCE WEBSITE

DEAR VALUED CLIENT,

First, we would like to deeply thank you for your patronage and loyalty. We are humbled and acknowledge that we wouldn't get to do what we love each day without our wonderful clients, like yourself. We have faced many struggles in the last 10 years, and COVID has been by far the most challenging. We have not been spared the simultaneous financial repercussions of closures, staffing shortages, and severe inflation. We've all felt the pinch in our personal lives, and many of us in business have taken losses due to increasing costs. Though we have seen growth as a business, we continue to face the challenge of keeping adequate margins to make that growth sustainable.

We are strongly in support of paying a livable wage. We are in support of our community thriving, and we are in support of small businesses being able to survive these economic challenges. Many of you know that we recently raised our pricing in efforts to offset some of the effects of inflation. The cost of our products, equipment, and equipment servicing has nearly doubled in some areas since 2020. I only chose to raise our prices marginally May 1, 2022: only enough to offset. Growth was not the goal or the result. In most cases, many of you may have seen only \$2 - \$5 (+tax) increase on your last few grooms. We acknowledge that some saw more of an increase due to restructuring to support fair pricing. On average, it was an increase of between 4% - 8%; shy of the 11% inflation rate since 2020.

The thought of raising prices 30% over a single year wasn't even a conceivable thought a few short months ago. We took to heart that you were facing the same inflation challenges that we were! Your grocery bill, your electric bill, fuel, and daycare. The reality of this sudden and drastic (\$3.05 over 1 year) wage increase to a small business is that we will have to raise our prices once again to ensure the health of the business.

MANITOBA HISTORICAL MIN. WAGE INCREASES

OCT. 1/11	\$10.00	OCT. 1/18	\$11.35
OCT. 1/12	\$10.25	OCT. 1/19	\$11.65
OCT. 1/13	\$10.45	OCT. 1/20	\$11.90
OCT. 1/14	\$10.70	OCT. 1/21	\$11.95
OCT. 1/15	\$11.00	OCT. 1/22	\$13.50
<i>OCT. 1/16</i>	<i>\$11.00</i>	APR. 1/23	\$14.15
OCT. 1/17	\$11.15	OCT. 1/23	\$15.00

Raising prices is never an easy decision. We are only a part of the vast Manitoba small business community with no other option. We will continue to look for ways we can offer more value to your dog's experience here with us. We care for each one of our canine clients and value your loyalty, both past and present. Thank you for your continued patronage and friendly faces as we face these obstacles head on, together.

Sincerely,



Rhonda Tonn
Owner

- October 1, 2021: \$11.95
- October 1, 2020: \$11.90
- October 1, 2019: \$11.65
- October 1, 2018: \$11.35
- October 1, 2017: \$11.15
- October 1, 2015: \$11.00
- October 1, 2014: \$10.70
- October 1, 2013: \$10.45
- October 1, 2012: \$10.25
- October 1, 2011: \$10.00

It is expected to increase to \$13.50 by October 1, 2022

Dear valued client,

We want to deeply thank you for your patronage and loyalty. We know you have choices on where to bring your furry family. We are honored that you have chosen to t