



RED DEER & DISTRICT
**CHAMBER OF
COMMERCE**

REPORT TO MEMBERS



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CEO MESSAGE



It is with great pleasure and enthusiasm that I welcome you to the 2022-2023 Annual Report of the Red Deer & District Chamber of Commerce. As we reflect on another year of remarkable achievements and resilience, it is evident that our business community continues to be the driving force behind the growth and prosperity of our beloved city.

In the face of ongoing challenges, the Red Deer & District Chamber of Commerce, alongside our dedicated members, has demonstrated an unwavering commitment of supporting local businesses and fostering economic vitality. Our collective efforts have not only helped weather the storm, but have also paved the way for innovative solutions and transformative opportunities.

Throughout the pages of this report, you will discover the work that we are doing on behalf of our members - and the work we are doing with them as well! From startups to longstanding enterprises, these success stories exemplify the indomitable spirit of our community and highlight the remarkable synergy that exists within our Chamber.

In 2023, we have intensified our focus on collaboration, recognizing that unity and cooperation are fundamental to achieving our shared goals. Our Chamber has actively fostered partnerships with local organizations, government entities, and educational institutions, forging new pathways to economic growth and providing invaluable resources for our members.

Moreover, we have continued to advocate for the interests and needs of our business community. By actively engaging with policymakers and decision-makers, we have been able to amplify the voices of our members, effect positive change, and create an environment that is conducive to business growth and innovation.

The Red Deer & District Chamber of Commerce has also remained steadfast in our commitment to fostering entrepreneurship and empowering the next generation of business leaders. Through our networking events, workshops, and partnership initiatives, we have nurtured the entrepreneurial spirit in our community, empowering individuals to turn their ideas into thriving enterprises.

As we look ahead to the future, we are filled with excitement for what lies on the horizon. 2024 will be the 130th anniversary of our Chamber, and we have some exciting plans to share with you in the months ahead. We will be announcing some special new partnerships, hosting the 2024 Alberta Chambers of Commerce AGM, and building on the successful events and programs our members have told us are important to them.

I would like to extend my gratitude to all our members, partners, and supporters for their dedication and invaluable contributions. I would also like to thank the Red Deer & District Chamber of Commerce Board of Directors for their leadership and stewardship. Finally, I would like to thank our dedicated staff and volunteers for the passion and persistence to deliver value to our members each day.

I invite you to explore this report and celebrate the remarkable achievements of your Chamber and our business community. Let us take pride in our collective accomplishments and draw inspiration from the stories within. Together, we will shape a future that is bright, inclusive, and filled with limitless possibilities.

Thank you for your continued support.

Scott Robinson
CEO, Red Deer & District Chamber of Commerce



PRESIDENT MESSAGE



On behalf of the Board of Directors, I would like to sincerely thank our membership and the business community as a whole for their continued trust and support this past year. The 2022-2023 year for the Red Deer & District Chamber of Commerce has been a dynamic year with several new initiatives and a focused plan for the future of the Chamber. Our Board of Directors continues to excel at leading the organization through our governance framework, ensuring management has clear objectives to provide all members with a vision to steward the Chamber. We are excited to report that our membership is growing, we are affirming our key partnerships, and our influence continues to be an important part of the value we provide, locally, provincially, and on a national scale. Our newly adopted three-year business plan in particular enhances our focus on local leadership and economic development for our community.

This year, 2023-2024, will mark our 130th anniversary as a Board of Trade in Red Deer. We are excited to celebrate our past, while also challenging ourselves to think boldly towards a prosperous and vibrant business community in the years ahead. It has been an honour to serve as Board President the past two years, and I'm extremely proud of the team at the Chamber and all we have accomplished over the past few years together.

Matt Cassidy
2022-2023 President
Red Deer & District Chamber of Commerce

YEAR IN REVIEW

85

New Members

96%

Member Satisfaction

92%

Retention

817

Members Total

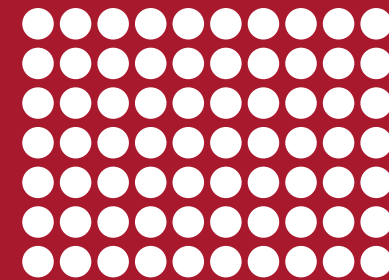


41

Media Mentions



● = 20 Attendees



34

Events

1,400

Attendees

154

Email Communications Sent To Members

43%

Average Open Rate

12.2k

Social Media Followers



POLICY & ADVOCACY

To further build on our policy and advocacy efforts for central Alberta businesses, the Chamber of Commerce underwent a renewed policy and advocacy framework. This involved leveraging the work of the business community, innovating in areas without representation, being visible to members, and advocating for their entrepreneurial objectives. Two policy committees were launched under this framework: Finance and Taxation, and Natural Resources and the Environment, with two more committees planned for the coming year.

The Chamber actively participated in important conferences, including the Canadian Chambers of Commerce AGM and policy conference, where we successfully sponsored a policy renewal on Driving Innovation in Canada. Similarly, at the Alberta Chambers of Commerce AGM and policy conference, the Chamber sponsored three policy renewals, covering topics promoting agribusiness growth, establishing an appeal process for labour market impact assessments, and amending the equalization formula.

Another significant initiative was the establishment of a Homelessness Task Force, comprising of Chamber and community members. The Task Force will be reviewing the current homelessness situation in Red Deer and providing recommendations, with a focus on the impact and involvement of the business community. The Task Force will deliver an interim report in January 2024 and a final report in April 2024 to the Chamber's Board of Directors, the City of Red Deer, and the Province of Alberta.

Additionally, the Chamber launched a Business Council, which consists of senior business leaders aiming to advocate and promote business interests at the highest levels of the community. The council's objectives included providing a forum for senior business thought leaders and stakeholders, defining a vibrant business and entrepreneurial environment in the community, identifying gaps, and supporting the Chamber in fostering a robust business environment for Red Deer and area.

We also hosted a provincial election candidate forum in May. This forum incorporated pre-submitted questions from members and Alberta Chamber's Vote Prosperity platform to engage with and assess the candidates on relevant business and economic issues.

BENEFITS

Our members have access to a variety of cost-saving affinity programs that help them improve their bottom line, including the Chambers of Commerce Insurance Plan which is the #1 in Canada for extended health care benefits for small-to-mid-sized businesses.

In the 2022 – 2023 Chamber year, we added more new programs for our members to benefit from:

- Rogers - Rogers Preferred Program offers members-only exclusive deals
- Pattison Media - 40% off Radio Advertising
- Lucid Payments - Affordable and personalized merchant terminal solutions



LONG-TERM MEMBERS



ATB Financial



Real County 95.5

AGRI-TRADE

In 2022, the Agri-Trade conference brought visitors from across the globe to Alberta. In addition to Canadian visitors, there were delegates from Ireland, Italy, Germany, Russia, Scotland, South Africa, Kenya, the United States, and Mexico. Agri-Trade also welcomed exhibitors from Germany, Hungary, and the United States. The sold-out exhibit space was packed with more than 475 booths and saw \$250M in direct equipment sales.

In addition, Agri-Trade plays a pivotal role in boosting the central Alberta region's economy by generating a substantial tourism spending of approximately \$60M annually. Agri-Trade's global reach, exhibitor participation, and economic impact positions it as a premier event in the agricultural industry.



IN THE COMMUNITY

We helped 16 businesses celebrate a multitude of milestones, from grand openings to ground breakings.



Canyon Summer Tubing Slide



Centre for Social Impact



Sweet Capones



Dream Centre

EVENTS

Annual Chamber Chase

The annual Chamber Chase is our version of an interactive "Amazing Race" style of event, where racers, in teams of two or four, go to a collection of 15 member organizations and are given a task to complete (e.g., build/paint something, a physical task, a mind teaser, etc.) In 2022, we saw more than 20 teams competing for bragging rights and the Chamber Chase trophy. The Chamber Chase embodies our commitment to building strong relationships within our community, and allows us to showcase member businesses while fostering teamwork and friendly competition.



Business Summit

The Central Alberta Business Summit celebrated its inaugural launch this year, attracting more than 150 attendees. It served as a valuable platform for business professionals to get together, explore ideas, make meaningful connections, and leave inspired. Featured keynote speakers were Adam Legge, the Alberta Business Council, Doug Griffiths & Heather Thomson, 13 Way Consulting Group and Justin Reimer, and Emissions Reduction Alberta.

Women Leading Change

In 2022, Women Leading Change celebrated another remarkable success, with more than 120 attendees. The event included 12 diverse presentations, a fashion show, wellness workshops, and a local panel of women entrepreneurs. It also featured two keynote speakers, Meg Tucker from Cook with Meg, and Tanya Tetzlaff from Fortis Alberta.



8 Days in November

8 Days in November is the kick-off party to the start of the Canadian Finals Rodeo and Agri-Trade Exposition. Hosted at Blue Grass Garden Centre, with more than 170 guests, this cabaret-style event featured music from Juno award-winning Tim and the Glory Boys, fabulous food, and special guests. 8 Days in November is a chance to kick up your heels and enjoy those first two weeks in November and all the festivity that is happening.



Business of the Year Awards

Business of the Year Awards is our annual celebration of outstanding organizations within the central Alberta region that happens during Small Business Week. In 2022, we saw more than 70 nominations come in, reflecting the vibrant and thriving business community in our region. To ensure the award categories remained relevant and aligned with our local business community, we made updates to the categories we honour – Small Business of the Year, Business of the Year, New Business of the Year, Not-for-Profit of the Year, Emerging Businessperson of the Year, and Business Leader of the Year. The 2022 winners were:

- Small Business of the Year - The Red Deer Mechanic
- Business of the Year – Central Alberta Co-op Ltd.
- New Business of the Year – Hello Beautiful Bridal Boutique
 - Emerging Business of the Year - Recovery Lab
 - Non-Profit Award – Alberta Humane Society
 - Business Leader of the Year - Donna Purcell – Donna Purcell QC Law

Building Social Profit

This year, we introduced the Building Social Profit event. This event specifically catered to the distinct challenges faced by not-for-profit organizations. It provided a valuable platform for attendees to gain insights from experienced speakers and establish connections with like-minded organizations.





2022-2023 Staff



2022-2023 Board of Directors

YEAR AHEAD



March 17th, 2024, will be the 130th anniversary of the Red Deer & District Chamber of Commerce. To celebrate, we will be hosting several events to celebrate our history and a renewed focus on shaping the future of the business community in Red Deer and area.

Each year, we host so many amazing events like the Chamber Chase, Women Leading Change, the prestigious Business of the Year Awards, Business After Hours, and other member-focused networking events. In 2023, we hosted our first Central Alberta Business Summit and Building Social Profit Day, both of which received overwhelming support. We will therefore be running both events again this year, along with other exciting initiatives.

This year will bring many new exciting projects and partnerships to the Red Deer & District Chamber of Commerce. Our Homelessness Task Force (HTF) is working to understand what can be done to help reduce the amount of people without appropriate and timely housing. Community consultations will be conducted in the fall, culminating a final report with recommendations to be published in the spring. Furthermore, we are thrilled to announce new collaborations with key partners, poised to make a substantial impact on our business community. Stay tuned for the official announcement in the fall.

As part of our commitment to amplify the business voice in policy and economic strategy, we have established a Business Council consisting of senior business leaders from Red Deer and area. This endeavour will ensure long-term community investment and sustainable growth. Building on our commitment to policymaking, we will also introduce two additional policy committees – Social Impact and Transportation and Infrastructure.

In the spirit of our 130th anniversary celebrations, we will host the Alberta Chambers of Commerce Annual General Meeting and Conference in May. As part of that event and our anniversary, we will be hosting a special dinner open to our members, recognizing our 50+ year members and featuring a special guest speaker. More to come on that one!

As is the case each year, we have such a great team of dedicated staff and volunteers who work hard for our members and the community at large. It is the dedication of our team that allows us to build on our success of the past and challenge the future in making Red Deer a great place to live and do business in.

As we approach this milestone, we invite each and every one of you to join us in our celebrations and support us in making an even brighter future for Red Deer and the business community. Together, we will build upon our legacy and embrace the challenges of tomorrow, making Red Deer a truly remarkable place to live and conduct business.

Here is to 130 years of excellence and the countless possibilities that lie ahead!

Scott Robinson
CEO, Red Deer & District Chamber of Commerce

THANK YOU SPONSORS

Thank you to our major sponsors that made our events possible this year:



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reddeerchamber.com