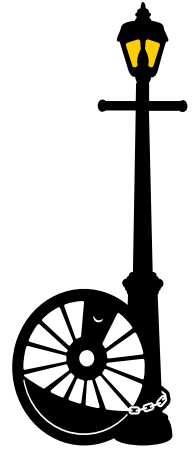

STONY PLAIN & DISTRICT

CHAMBER *of* COMMERCE



2019 ANNUAL REPORT



President's Message

Coming to the end of my term as President gave me the opportunity to look back not just on this year, but the last three years. During that period the Chamber has grown and developed further and faster than most would have believed possible. This growth continues as we celebrate the unification of Stony Plain, Spruce Grove and Wabamun Chambers' to the Greater Parkland Regional Chamber of Commerce. While a number of Chambers of Commerce around the Province are searching for relevancy in an ever-changing landscape, the Greater Parkland Regional Chamber of Commerce is, I believe on a solid footing.

It has been my privilege to serve as President and to deliver the 2019 year in review on behalf of the Board of Directors and Staff of the Stony Plain & District Chamber of Commerce.

Looking back at 2019, we can describe the year as hugely productive and one that ended on a high. The TRAC (Tri-Region Action Collaboration) Task Force with representation from Stony Plain, Spruce Grove, Wabamun, Rural Parkland County and the two chamber senior staff had phenomenal success in the required logistics to unify. The dream many had turned to a reality and we have all been part of history.

This Annual Report highlights the many achievements of the Chamber on behalf of our members, stakeholders and partners. I have been proud to be President of an organization with a vision to exploit the many strengths of the Parkland Region. We continue to work together for the creation of a thriving, vibrant business community where people choose to do business. I know that greater focus for 2020 and the coming years is to act as a champion for the business community by advocating for, connecting and supporting our members. The values that drive the decisions and planning of the chamber revolve around engaging, partnering and sharing the work we, as volunteers at the Board level, and the staff team do. We are taking prudent chances to keep driving change and celebrating where we have been and where we will go. We have so much to stand up and be proud of. So, thank you for making it happen.

2019 was a year of success in a number of areas: tackling head on the biggest challenge for the Stony Plain Chamber was to remain relevant and delivering value to members, both individually and to the business community as a whole; creating and implementing a now firmly forged partnership and cohesion among our partners of economic development, adopting mechanisms to deliver enhanced efficiency and provide a clearer sense of purpose around the board table and finally, increasing visibility and importance of the role and influence of the Stony Plain Chamber in the wider business community.

Our Chamber team of Directors, Volunteers and Staff worked hard during 2019 to meet key goals. Through new ideas, sponsorship opportunities and the support of our partners we were able to offer enhanced services to our members and visitors. Networking opportunities have proved successful with options for our business owners to attend early morning, lunchtime, and evening networking events. Our 'Shameless Plug' provides an opportunity for our members to take a

few moments to present to other business owners and shamelessly promote themselves. These events are your opportunity to network, see your neighbour, discuss topics of concern and enjoy an informal setting. To all of the volunteers who helped the Stony Plain & District Chamber of Commerce with its many events throughout 2019, we could not have done it without you, thank you. Please continue to be generous with your time in helping us promote great events that draw people in to our communities and enhance commerce and tourism in the Tri-Region.

Investment attraction is a fiercely competitive endeavor. Communities, regions, and countries push hard to position themselves as “the” place to be for businesses, entrepreneurs and skilled talent. We must continue to work together with the Economic Development teams and organizations to passionately demonstrate why the Tri-Region is the place to be. Increasing awareness of the Tri-Region’s uniqueness in targeted geographies and sectors, such as some of the unique and cross Canada businesses that call the Tri-Region home, and these businesses need to be showcased to peek and attract the interest of potential investments and new investors. These investors need to be interested in locating, relocating or expanding here in the region.

To our Members, we are a membership organization, and it is only with your support and membership that we are able to strengthen commerce in the Tri-Region. To our partners, the Town of Stony Plain, the City of Spruce Grove, Parkland County, the Spruce Grove & District Chamber of Commerce, the Wabamun & District Chamber of Commerce and all of the other organizations that provide us support, thank you very much in aiding us to provide the services that we offer to our members. We will continue to look for valuable ways to support each of you and the businesses that you represent.

Be assured we will find more ways to serve our members, focus on advocacy for our members, and lobbying to ensure that policies are effective for those within our membership.

As you know I stepped down as President towards the end of the year and Debra DeBernardo willingly stepped up to the position. I want to personally thank Debra as she headed the TRAC Task Force for the first six months and now has an Ex-Officio seat at the table with the Greater Parkland Regional Chamber of Commerce. She brings with her knowledge, experience and all-round great integrity. I know that each and every member will be well represented.

In closing, I look forward to all that 2020 has to offer and I would like to congratulate the Stony Plain & District Chamber of Commerce staff on a successful year and for continuously reinforcing the focus on economic development, investment, and growth for the Tri-Region.

I truly believe that what we have here in the Greater Parkland Region is something special. You don’t get to choose where you are from, but sometimes you get to choose where you live ... and you always get to choose what difference you want to make. We have all chosen wisely.

Thank you for all of your support during the last 12 months which has shaped the Chamber’s work and given us a solid platform for growth and innovation.

Good luck Greater Parkland Regional Chamber of Commerce!

Thank you,

Kevin White

Past President, Stony Plain & District Chamber of Commerce | Owner, TRINUS Technologies



Executive Director's Report

2019 was a hugely important year for the Stony Plain & District Chamber of Commerce.

As a dynamic member-led organization working to support local businesses and to represent their interests our Directors and our operational team worked to provide a strong voice for the business community and also help promote Stony Plain and the wider Parkland County as a vibrant and inclusive destination.

My team worked with energy and enthusiasm as well as considerable commitment, diplomacy and operational efficiency. I am proud of what was achieved even through the added responsibilities and workload of unification.

The strength of our organization has been growing, along with our annual membership numbers. We ended 2019 with an 9% increase – bringing our membership to 585 businesses with a staggering 92% retention rate.

While our focus last year was on maintaining our membership base, developing key relationships and ensuring all aspects of unification were dealt with efficiently and transparently; we are now better able to look towards revenue growth through increased memberships, providing true value to our members, stakeholders and partners and developing our advocacy. I also have fiduciary responsibility to reduce and control expenditures and increase revenues. This is not easily done as we discuss, debate and choose priorities we think are focused to promote and grow the chamber while being mindful and strategic with costs. The Greater Parkland Regional Chamber will be looking to do things differently this year through a multitude of channels that will include but are not limited to digital marketing initiatives via our new website and platform, educational cost conscience workshops geared to our members requirements, more opportunities for engagement and an expected increase in membership signups through demonstrated value added benefits as we continue to increase our advocacy and communications range and influence.

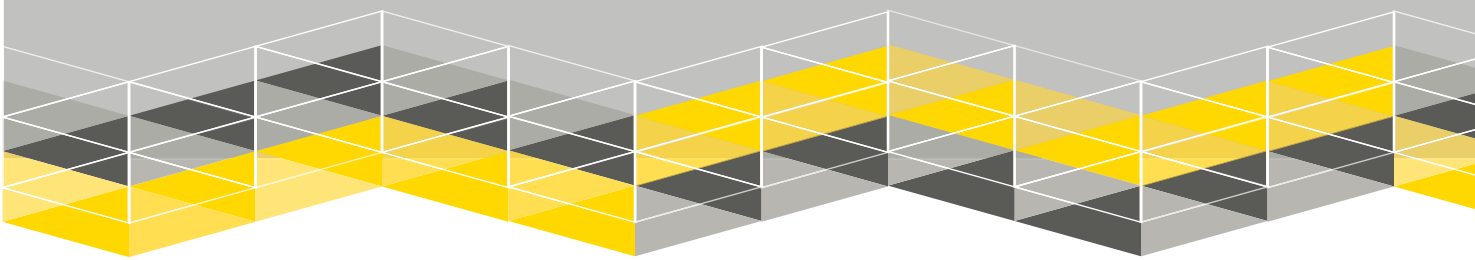
As the CEO of the Greater Parkland Regional Chamber of Commerce my focus is establishing and stabilizing our operations, through strong leadership, working partnerships and the creation of key relationships.

Be assured that I will continue to support the organization and our new Chair and Board to achieve its mandate in the following areas: Advocacy, Membership and Organizational Excellence.

Thank you for all of your support and commitment to the Chamber and I look forward to the continued success of this great organization.



Sarah Parry – Executive Director, Stony Plain & District Chamber of Commerce

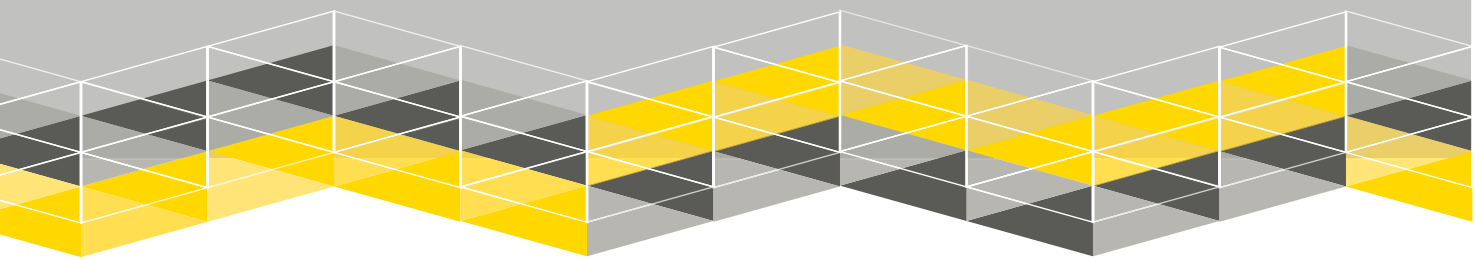


About the Stony Plain & District Chamber of Commerce

The Stony Plain & District Chamber of Commerce was established in 1959, to support local business and the community. With an economic shift due to the improved road infrastructure and the advent of the shopping centres in the Edmonton metro area there was a need to “recognize the competition (of) these new, attractive shopping centres and meet it by making our own establishments more attractive and [impressing] and increasing the service we offer to our public” proclaimed 1959 Chamber President J. Murray Byers. For over 60 years Stony Plain & District Chamber has provided essential support to the local business community and continues to fight for the promotion and success of local business.

Now situated at the beautiful Dog Rump Creek, Rotary Park, in the replica circa 1905 Railroad station, the Chamber strives to provide continued and added value to its members.





Mission

To be a leader and advocate for the promotion of business and community

Vision

Provide support for a strong and vibrant business community

Values

As a representative of the business community, we value and believe in:

- Impartiality
- Respect
- Fiscal Responsibility
- Entrepreneurial Spirit
- Relationships
- Openness

Staff

Sarah Parry
Executive Director

Denise Glubish
Executive Assistant

Cathy Fournier
Visitor Information Services

Julie Roberts
Project Lead

Board of Directors

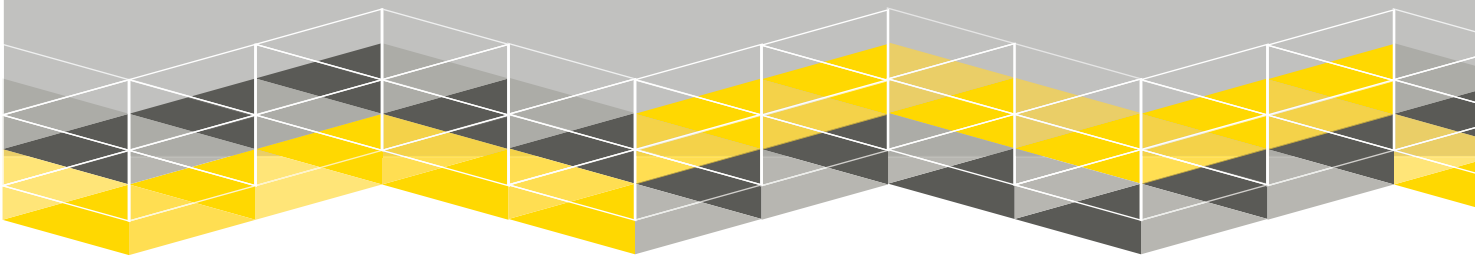
Debra DeBernardo, LauraBella Custom Cakery
President

Kevin White, TRINUS Technologies
Past President

Paula Adamitz, Adamitz Financial Services Inc.
Vice President

Tyler Randolph, ATB Financial Stony Plain
Secretary

Directors:
Brayden Pawlechko, Adventure Mountain
Brenda Hehr, RNG Consultants Ltd.
Glenn Martin, Sorrentino's Stony Plain
Ian Havin, Tim Hortons Stony Plain
Kelly J. Rose, Panda Rose Consulting Studios Inc.
Landis Vanthuyne, All Trailer Repair
Lauri MacKinnon, Mode LaVan Photography



What We Were Up To

State of the Region



This Tri-Municipal event with Spruce Grove Mayor Stuart Houston, Parkland County Mayor Rod Shaigec and Stony Plain Mayor William Choy is an annual event with opportunity to learn about future developments and plans for the region. We hosted a record number of attendees who enjoyed a formal dinner and question and answer session of our Mayors with 88.1 The One. This event was presented by the Stony Plain, Spruce Grove & District Chambers' of Commerce.

Picnic in the Park

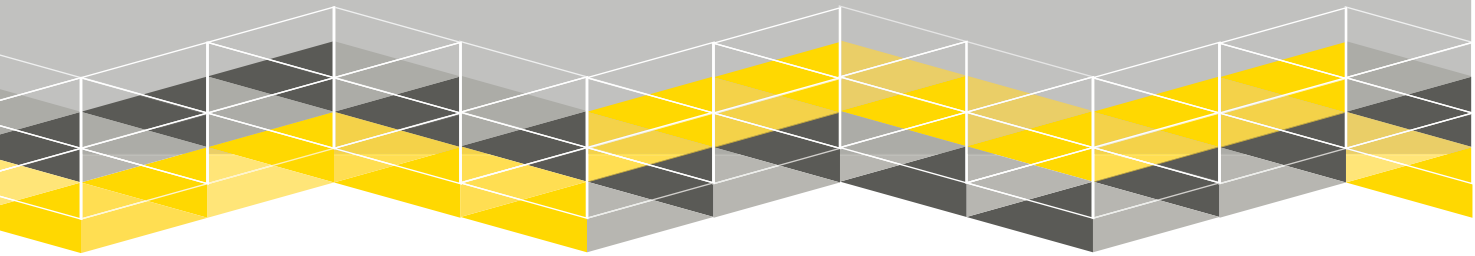


A super sunny day for our annual recognition of chamber members with our picnic lunch in Rotary Park. Our members kindly donated over \$900 for Boys and Girls Clubs Big Brothers Big Sisters of Edmonton & Area. Many thanks to our generous sponsors Scotiabank Spruce Grove and Stony Plain, Steve's No Frill's, Legacy Equipment, Cargill, Tim Hortons, and Joffre's Water.

Chamber on Tap



This is a much liked event that offers an opportunity to listen to businesses in our region being interviewed by Anthony Worbeck of ACKT Industries in an informal setting. We thank Moonshiners, Canadian Bewhouse, On Par Golf & Lounge, and ACKT Industries for sponsoring this event. Chamber on Tap is the premiere after hours business networking event. It's an opportunity to connect with other member businesses, exchange ideas and talk business in a relaxed, informal atmosphere. Chamber on Tap is a fabulous way to showcase your business.



What We Were Up To

Golf Tournament



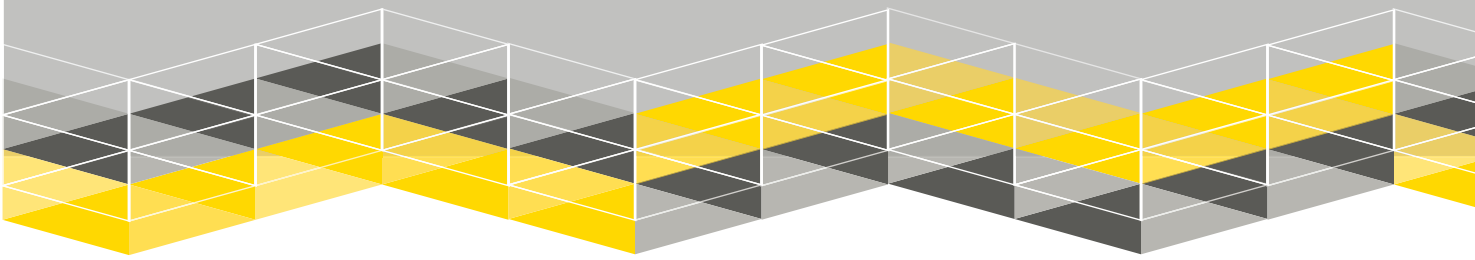
Wow, what a day! Rain, rain, and more rain! However, what a fantastic event with a fantastic group of business people. Having fun and networking. The event was hosted at Cougar Creek Golf Resort and we were treated so well with all of the staff doing as much as they could to make our event a success. Great sponsorship prizes, great food, and a great event.



Business @ Breakfast

Our Business @ Breakfast series have aimed to provide our members with the tools and education necessary to succeed in entrepreneurship, economic growth, and competitiveness; our breakfasts have focused on business education in our region. This is a cost effective way for businesses to receive education in an environment that encourages participation. Many thanks to Perks Coffee House who generously sponsored the breakfast series with coffee and baked goods. This networking event provides opportunities in a casual yet powerful environment.



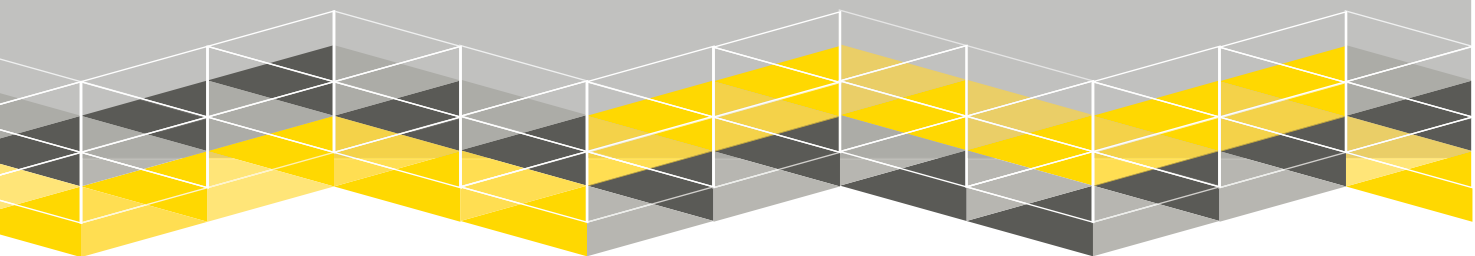


What We Were Up To

Tri-Regional Expo

Our Tri-Regional Expo, with over 150 exhibitors is the event that features outstanding businesses, fun and interactive booths, and outstanding networking opportunities for job hunters, entrepreneurs, and businesses. It is an opportunity to market your company to 1,000's of attendees from the tri-region and beyond. The last business expo at the TransAlta Tri-Leisure Centre was a great success that brought together a huge crowd and many outstanding businesses.





What We Were Up To

Business Awards



2019 Scholarship Award - Kerri Chalmers



Ambassador of Action Business Award - Pet Foods Etc.



Award of Creative Excellence - Dog Rump Creek Music



Business of the Year Award - Stony Plain Dental Centre



Community Volunteer of the Year Award - Melody Willier



Decker Kulak Integrity in Business Award - LauraBella Custom Cakery



Environmental Stewardship Award - Multicultural Heritage Centre



Marketing of the Year Award - Pretty as a Picture Photography



New Business of the Year Award - whipLASH Aesthetics



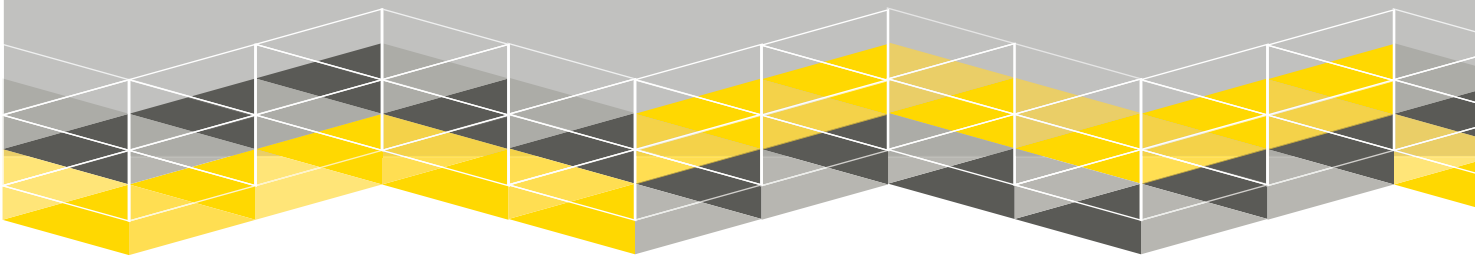
People's Choice for Customer Service Award - Village Fashions



Rural Business of the Year Award - Kiwi Nurseries



Tri Regional Co-operative of the Year Award - North Central Co-op



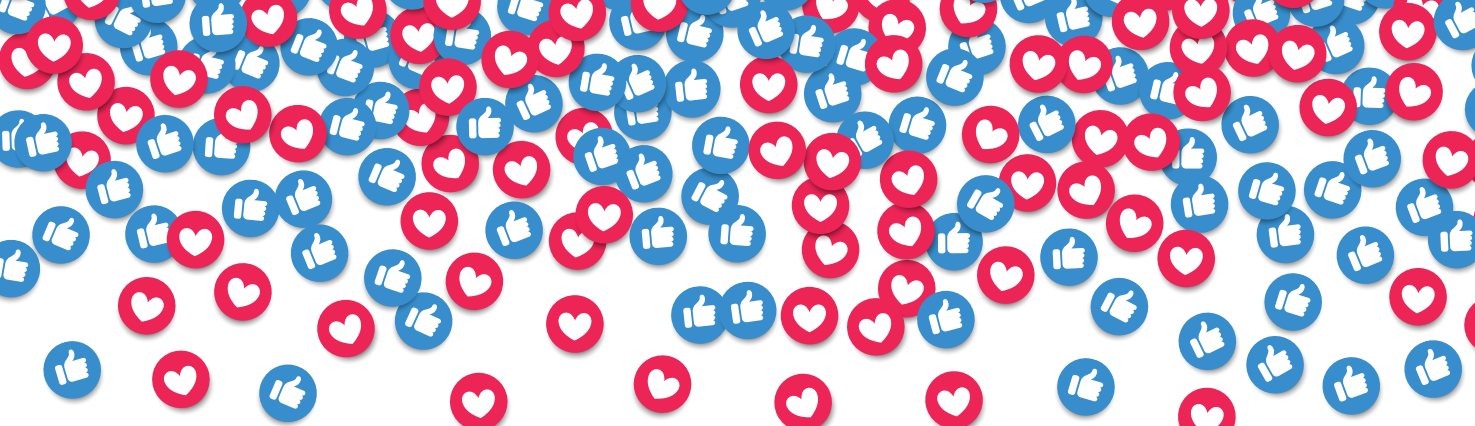
Stony Plain Visitor Information Centre Operational Review

The Town of Stony Plain recognizes that tourism is a sector of its economy and that the Town's heritage, education, recreational, and cultural assets can provide visitors with many opportunities for enrichment, entertainment, and recreation. The Chamber continues to pursue and secure visitor services funding to assist with operations and to further develop our mobile program, and support events within the region. This mobile program involves visiting various locations throughout the summer months to deliver visitor services and promote local businesses by reaching a wider variety of visitors.

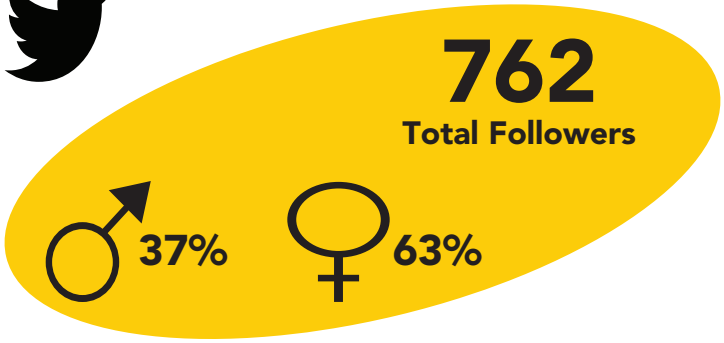
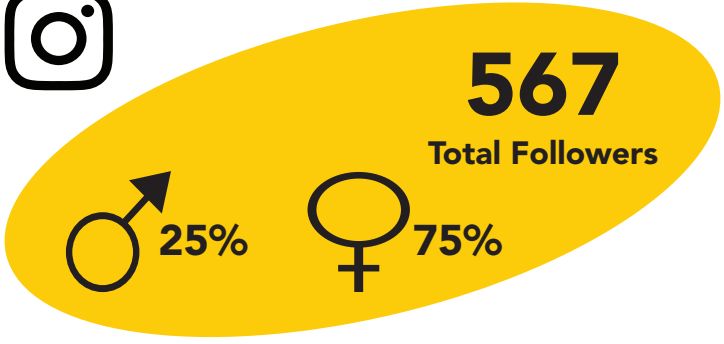
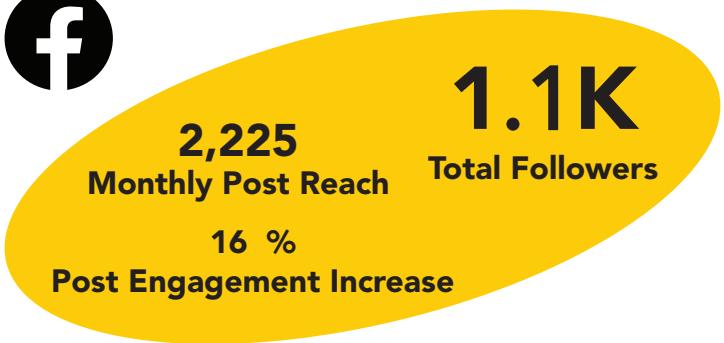
Each year, staff continue to focus on improving guest interactions, statistic collection, ensuring we are gathering relevant information onsite at events, and increasing financial awareness.

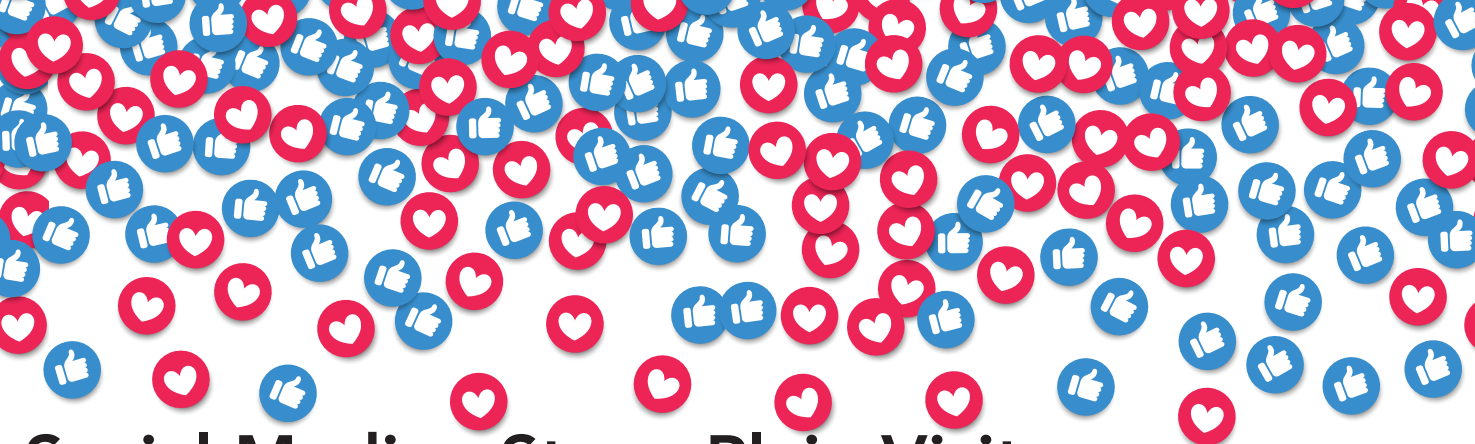
The working relationship between the Town of Stony Plain and Parkland County has been positive. Both have supported our Mobile Information Services program and the Town continues to provide funding for visitor services through a partnership agreement. We work closely together to ensure that we are providing relevant and up-to-date information to our guests, while discussing new possibilities each year and always re-evaluating our programs.



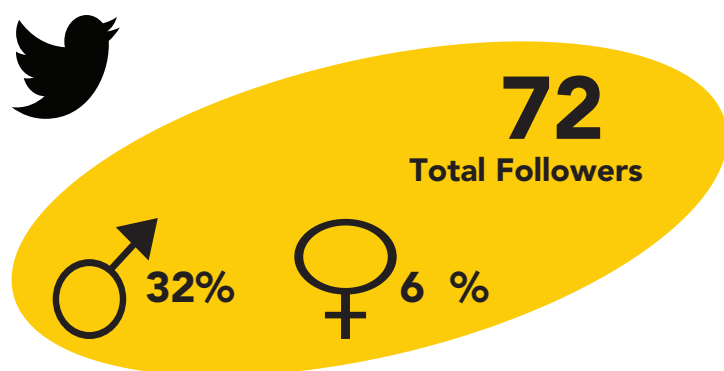
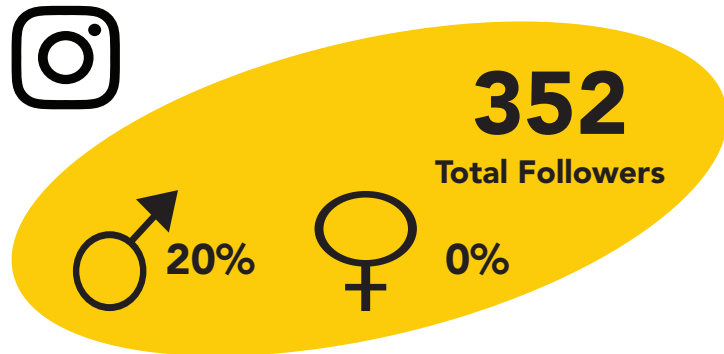


Social Media - Stony Plain & District Chamber of Commerce



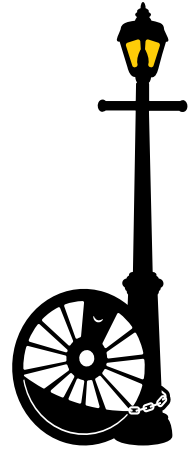


Social Media - Stony Plain Visitor Information Centre



STONY PLAIN & DISTRICT

CHAMBER *of* COMMERCE



THANK YOU!

Throughout the unification process of bringing the Spruce Grove, Stony Plain, Wabamun & District Chambers' of Commerce together, we would like to thank the numerous amounts of people who carried the load, the contractors who were called on to help us in creating the best possible version of the newly formed Greater Parkland Chamber of Commerce.