



## GREATER PARKLAND REGIONAL CHAMBER

# 20 ANNUAL REPORT 20

## A year of pivoting

### *Membership*

**M**embership should not be limited to current members, but must have a succession planning component.

### *Organizational Excellence*

**E**stablish a good governance model which engages the Board, and defines our identity.

### *Advocacy*

**R**epresenting and advocating for the needs of membership at various levels of government and stakeholders.

# Chair Report



*Richard Wong*

It was an honour and privilege to serve as your 2020 Board Chair in our inaugural year as the Greater Parkland Regional Chamber of Commerce. I would like to thank our Chamber Board members who worked diligently this past year to set the foundation and create a unified organization for the benefit of our members. I would like to recognize Sarah Parry, CEO, and the Chamber staff for stepping up and making a tremendous difference.

I would also like to thank the TRAC Task Force for their vision and leadership with the unification of the Spruce Grove & District Chamber of Commerce, Stony Plain & District Chamber of Commerce and Wabamun & District Chamber of Commerce into one organization, while serving as the effective voice for our members in the Parkland County Region.

2020 will be remembered as the year of extraordinary disruption of epic proportions to the economic and social well-being of the County and the Province. Compounded by an economic downturn, the impact of the COVID-19 pandemic made it even more difficult for businesses and the community to survive. Much of this impact will be felt for years to come.

Your Chamber has been in the forefront actively advocating and addressing concerns with stakeholders, educating and supporting businesses and the community at every level to survive and thrive. Despite the COVID-19 restrictions and limitations, the Chamber was an effective participant in many committees and Task Forces including; Growth & Commerce (Stony Plain), Mayors COVID-19 Task Force (Stony Plain), Tourism Framework (Stony Plain), Economic Development (Spruce Grove) and Parkland County Economic Diversification.

In keeping with our goal, “to be recognized as a top performing Chamber of Commerce in Alberta by 2022”, we successfully implemented and supported highly engaging events and programs including; Business Awards of Distinction, Chamber on in a Bottle, Political Forums, Kids Can Catch, and a sold-out first-annual golf tournament at Trestle Creek Golf Resort to name a few. Congratulations to the 2020 Business Awards of Distinction nominees and award recipients for your outstanding achievements representing the best of the best in the Greater Parkland Region.

In our pursuit to provide value, relevance and differentiation, we are delighted to introduce the following new programs and committees; Ambassadors, Women of Influence, Emerging Leaders Group, and Indigenous Business Committee. We invite you to support and participate in these programs to help strengthen our impact in the community.

We hope you will join us for the 2021 Annual State of the Region Address on March 11<sup>th</sup>, with our civic leaders as they share their vision for the future of the region and remember to support the “I Shop Local” campaign.



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To our Platinum Sponsor, Thompson Construction Group, and all our sponsors, community and civic leaders, we could not achieve this level of success without your support. I would like to thank our membership and stakeholders for your trust and confidence in our Board and Management this past year. Together, we will build an even stronger and more resilient region!

# CEO Report

Little did we appreciate when we came into 2020 as the newly unified Chambers' of Stony Plain, Spruce Grove and Wabamun that within three months our country would be facing a worldwide pandemic causing heartbreak for families and friends and wreaking havoc on the Canadian economy. Very quickly, our planning had to change from focusing on our high-profile events and General Meeting programming to giving immediate support to our members. This, I am proud to say, covered all angles particularly the outstanding work undertaken by our operational team providing not only super fast advice on government support available but identifying crucial gaps in that support and lobbying government to fill those gaps as soon as possible. Our support was also included under the mantra 'I Shop Local, Support your Neighbours' campaign. Our daily social media support, digital networking events, Member2Member offers, and digital learning sessions, all offered support to our businesses. Our business community's resiliency and adaptability has been inspiring. We found that keeping communication going was as important as anything else that we did. Although we were unable to host some of our events as originally planned, our event specialist did a fantastic job of holding our annual golf tournament and we were able to celebrate those outstanding businesses in our community through a much different celebration of a surprise visit to our winners and finalists' premises, showcasing our winners through a video production. We are ever grateful for the kind and generous support of our sponsors. Our support was not simply about helping our members cope through the pandemic but looking to the future and opportunities available all of which were placed to help and encourage our members to find alternative ways of doing business whilst encouraging everyone to shop and support local. Such innovation from our members has been inspiring and we continue to provide support to our members in any capacity.



Sarah Parry

The annual report provides the perfect opportunity for us to get closer to our members and our stakeholders, to share with them our achievements and experiences from the past year. It also provides us with the opportunity to take stock and take a moment to reflect. The report indicates the robustness of our organizational structure, the loyalty of our members, and the ability of the Greater Parkland Regional Chamber of Commerce to adapt.

The Chamber does not cease to develop and implement new initiatives. We remain alert and consistently adapting to the needs of our members. We are doing all of this with your indispensable support and our stakeholders, whose steadfast commitment allows for the interests of our entire network of members to be considered. The year ahead will surely come with a fresh set of changes and uncertainties, but it should be remembered that the Chamber will indeed continue to be your business's reliable partner.

At some point, and hopefully soon, we will emerge from the current COVID-19 crisis and I am very confident that our region is more than capable of rising to the challenge. I would like to thank the Chamber team for their fantastic support over the past year and I look forward to the next 12 months, whatever it may bring. I could not be prouder to be CEO of an organization that represents the voice of the region and I wish everybody the very best for the year ahead.



# Chamber Pillars

## Advocacy

### Where we want to be:

- Develop an advocacy plan and define representation at different levels of government and Chambers (provincial and federal)
- Invest in education, engagement, and training expertise to ensure advocacy is done most effectively by the Board and staff
- Ensure GPRC is at the right table (municipal, provincial, organizationally)
- Become better at engagement with members on advocacy pieces

## Organizational Excellence

### Where we want to be:

- Internal
  - 1) Establish a good governance model
  - 2) Establish solid committees with defined roles, responsibilities, and terms of reference
  - 3) Recruit and engage Directors for a diversity of experiences and competency mix
  - 4) Have a strong renewal rate for committee and Board members
  - 5) Establish and streamline operational efficiencies
- External
  - 1) Define the brand, identity, social media, marketing, and communication








## Membership

### Where we want to be:

- Division of membership into two distinct functions:
  - 1) Membership sales, recruitment, and retention
  - 2) Membership services and programs
- Develop an engagement strategy that would include:
  - 1) Diversifying membership base
  - 2) Increasing rural memberships
  - 3) Events
  - 4) Benefits of members
  - 5) Value-added services and programming that membership would like to have



# About

Business Builder Tier		560
Community Builder Tier		9
Connector Tier		36
Foundation Tier		179
Influencer Tier		3
Not-For-Profit Tier		50
Platinum Sponsor		1

**838 Members**

## Ambassadors



Anthony  
Worbeck



Dean Chapman



Kevin White



Lauri McKinnon



Pauline  
Chomyszyn



Rik Kaminsky

## Staff



Sarah Parry,  
CEO



Cathy Fournier,  
Visitor Services  
Specialist & Admin  
Assistant



Jodie MacPherson,  
Membership  
Services Specialist



Julie Roberts,  
Project Specialist



Kendra Wambold,  
Communications &  
Media Specialist

## Board of Directors

### Executive

Richard Wong, Chair  
Darcy Torhjem, Chair Elect  
Paulla Adamitz, Vice Chair  
Landis Vanthuyne, Treasurer

### Ex-Officios

Dave Grobman, Spruce Grove  
Deb DeBernardo, Stony Plain

### Directors

Brienne MacLeod  
Dan Duckering  
Frank Florkewich  
Kelly J. Rose  
Lois Hannam  
Matt Schellenberger  
Melissa Johnson  
Michael Myshak  
Paul Befus  
Sheri Ratsoy  
Tom Yeo

# COVID-19 Update

The well-being of our staff, members and community partners is of the utmost importance and for this reason we implemented a number of new temporary policies and procedures in response to the COVID-19 outbreak. The situation with COVID-19 evolved rapidly, and in March and April, 2020, there were new developments each day. Our primary operational focus has been and will continue to be to reduce the unnecessary risk of exposure to the illness for vulnerable individuals in our community.

Chamber staff mostly worked from home in 2020 and continued to provide service, guidance, and support to our members remotely. When in the office, social distancing was practiced and masks were required by staff and any visitors. We appreciate the cooperation of everyone who visited our offices to help to bend the curve in our community.

To help our community and region in recovery, we have worked with our local municipalities to assess the implications of COVID-19 on the local business community with a series of surveys. The results provided insight on how our region's local business community (broken down to each municipality) has been dealing with the economic impact of COVID-19 and its path to business recovery. The information collected from the surveys will help guide economic development stakeholders from across the region to provide relevant information to the business community, develop programs and services to support local business recovery, and advocate for upper-level government resources.

## COVID-19 Webinar Series



The COVID-19 Webinar Series stemmed from the need to have an expert explain all of the changes that were being introduced by the federal and provincial governments, and grew to be a way for businesses to understand how to navigate this new way of doing business. We welcomed lawyers who broke down the best way to temporarily lay-off staff, navigate CERB, and how employers could access grants that were being promised; HR and Management Consultants who advised on the best way to sustain operations, arrange, and manage staff working from home; a message from MLA Searle Turton; and a few presentations about getting your business online, and keeping it productive online.



All COVID-19 webinars were free to attend, and the recordings are available to watch again on our website.

# Events

## Chamber Luncheon with MP Dane Lloyd

In the first quarter of each year, we are fortunate to have our Member of Parliament address our Chamber. This has been an opportunity for open, two-way, dialogue between the MP and the Chamber member audience.

Since being elected in October of 2017, MP Dane Lloyd has addressed the Chamber membership three times. In 2020, Mr. Lloyd was able to meet with Chamber members in February, only weeks before the country was locked down due to the COVID-19 pandemic.



Photo (L-R): Paulla Adamitz, GPRC Vice Chair & Dane Lloyd, MP Sturgeon River-Parkland

Photo credit: Alberta Conservation Association



## Kids Can Catch

Each year, multiple Kids Can Catch events are held across the province by the Alberta Conservation Association. Volunteers are on-hand to help teach new anglers the proper ways to bait a hook, where to drop a line, and what to do once a fish has been caught. The newly unified GPRC was excited to be on hand to cook hot dogs and offer snacks to anglers at the Wabamun Lake event on February 15, 2020. This event was previously supported by the Wabamun Chamber of Commerce, and the GPRC was excited to be a part of the event as the unified Chamber. Thank you to all of the volunteers who helped during the day and to the Alberta Conservation Association for organizing a successful event.



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# Events

## First Annual Networking Golf Tournament

The recipient charity for the 2020 golf tournament was the Parkland Head Injury Association. Nearly \$3,000 was raised for the charity. The Parkland Head Injury Association was formed in 1996 by a group of families who had experienced difficulties finding resources and services for their family members in the community. The Association connects people through monthly social events, a weekly physical activity program as well as providing learning opportunities.

Thank you to the hole sponsors, food sponsors, our municipalities, City of Spruce Grove, Parkland County, Town of Stony Plain, and Village of Wabamun, and our Platinum Sponsor, Thompson Construction Group, for all of your support for an amazing day on the links.

Thanks to Leading Edge Physiotherapy, we now have trophies for our best team and most honest team, and we are very excited to see who will win them in 2021 at the Second Annual Networking Golf Tournament at the Stony Plain Golf Course on August 12, 2021.



Photo credit: Hello Public Photography





# Events

## Business Awards of Distinction

Our First Annual Business Awards of Distinction were celebrated differently this year. We were unable to host an in-person celebration, and plans for a hybrid event unfortunately had to be cancelled due to the COVID-19 restrictions. We were however able to visit all of our finalists and award winners with a gift basket made up of local treats, and let them know in-person how proud we are of all of their hard work.

Thank you to City of Spruce Grove, Parkland County, Town of Stony Plain, and Village of Wabamun for your support and to all of our sponsors for helping to make this celebration happen.



**Ambassador of Action Award**  
- Kyla Tetley, Whimsical Vintage Creations



**Award of Creative Excellence**  
- David Fielhaber, Model Train Exhibit - Pioneer Museum



**Business of the Year 1-35 Employees** - Jon & Steph Mallett, Hyperspace Comics & Games



**Business of the Year 36+ Employees** - Dean McKim, North Central Co-op



**Community Award of Distinction** - Lois Hannam, Gossamer Gallery & Gifts



**Community Spirit Award** - Cross Country Infrastructure Services



**Cultural Diversity Award** - Leanne Myggland-Carter, Spruce Grove Public Library



**Growth & Community Award of Distinction** - Lindsey Gorgichuk, Vanity Collective Salon and Spa



**Marketing Award of Distinction** - Tammy Colbow, Royal LePage Noralta



**New Business of the Year Award** - Kevin Boisvert, Unlimited Chrome



**Outstanding Customer Service Award** - Shaundra Waddell, Crave Beauty + Lab



**Young Entrepreneur Award of Distinction** - Murad Gartner, Too Cool Cookies and Cones

# Events

## Small Business Week



GREATER PARKLAND  
REGIONAL CHAMBER

SMALL  
BUSINESS  
WEEK

PRESENTED BY:

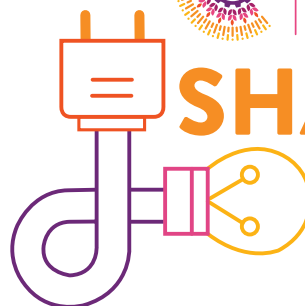


Small Business Week is celebrated the third week of October nationally, and we were proud to host the first event of this kind in our region. While there have been small celebrations in the past, this was the first Small Business Week conference. We hit everything off with a great keynote presentation by Dragon, Michele Romanow on Day 1, that also included breakout sessions and a panel discussion from area entrepreneurs. On Day 2 we welcomed Chief Clarence Louie of the Osoyoos Indian Band, who talked to participants about best practices on how to work together with our Indigenous neighbours and businesses. Thank you to everyone who joined us for the two days, and to our sponsors for their support. We are very much looking forward to our second Small Business Week Conference in 2021!

## Chamber in a Bottle | Shameless Plug



GREATER PARKLAND  
REGIONAL CHAMBER



SHAMELESS  
PLUG-IN

Both Chamber on Tap and Shameless Plug were adapted to move completely online and be virtual events. We renamed them to Chamber in a Bottle and Shameless Plug-in to reflect the change in event delivery. Both events still ran monthly, Chamber in a Bottle, on the last Thursday and Shameless Plug-in on the last Tuesday of the month. Our Chamber in a Bottle host, Anthony Worbeck with ACKT Industries, was able to interview guests for the events via Zoom, where depending on restrictions, everyone joined virtually or Anthony and the interviewee were in the same room, while socially distanced and the audience attended via Zoom. While we have missed having coffee with everyone at Shameless Plug, a benefit of being virtual is that we have been able to welcome some members who are not located in Spruce Grove and Stony Plain, or around Parkland County.



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# Shopping Local

## #DoingMyPartGPR



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From March 23 - April 30 we ran a shop local social media contest, #DoingMyPartGPR, to encourage residents in our community to support local businesses in the height of the COVID-19 restrictions when curbside pick-up was the only option available. We asked shoppers to take a picture of their shop local haul, post it to Facebook or Instagram, and tag us along with our hashtag. We then gave away two \$1,000 gift card prize packs. Thank you to City of Spruce Grove, Parkland County, Town of Stony Plain and Village of Wabamun for your support to purchase some gift cards.



To further the shop local movement in our community, we designed and had window stickers printed. These stickers were available for residents to pick up at stores in Spruce Grove, Stony Plain, Parkland County, and Wabamun. 1,000 were printed in the first run and they were so popular we had to print another 1,000. We are preparing to print more in 2021.



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# Committee Reports

## ADVOCACY COMMITTEE



**Paulla Adamitz**

Looking back, 2020 has proven to be a year of extreme challenge for our business community. This past year, our Advocacy focus has been on responding to the ever-changing COVID-19 restrictions and programs, supporting our members through this difficult season, and streamlining and prioritizing information regarding financial supports and changes to work environments and human resource needs. Through weekly meetings with the Alberta Chambers of Commerce, we were able to clarify and organize information on COVID-19 supports, strategize best responses to challenges faced by businesses across Alberta, and provide much-needed, timely survey results to our municipal and provincial leaders regarding impacts to business, in real time.

Our Committee and our Chamber continue to voice our deep concerns to the provincial government regarding the negative impacts which COVID-19 restrictions, even with recent easing, continue to have on our business community. Our Chamber issued two letters to Premier Kenney and our local politicians urging the government to give back responsibility and ownership to our businesses to safely operate within established guidelines.

Also in 2020, our Committee has successfully assisted many local businesses with barriers to growth, and have achieved positive outcomes for these local businesses, taking their concerns, in some cases, to the federal level for successful results. Additionally, our Committee, in concert with the Alberta and Canadian Chambers' of Commerce, debated and passed policies of importance to businesses across Alberta and Canada, for ongoing advocacy at the provincial and federal levels for this next year.

For 2021, we have several issues which our Advocacy Committee are focused on:

- Policy development on scientific research and experimental development (SR+ED) credits;
- Broadband/fibre optics/rural internet connectivity;
- Increasing our participation with municipal economic development;
- Streamlining business licenses for the tri-municipal area, and;
- We continue to push hard for a return to fully re-opening the economy in a safe and responsible manner.

Spring is a time of renewal, and we look forward to a strong rejuvenation of businesses in our region in 2021.



# Committee Reports

## MEMBERSHIP COMMITTEE



**Matt Schellenberger**

The Membership & Retention Committee has worked hard over the Greater Parkland Regional Chamber's inaugural year, all in support of our nearly 900 businesses. The committee's primary goal is to work with the operations team to increase our number and representation of sector businesses across the region, while enhancing member service & value to current members.

In leadership of these efforts, in 2020, the committee established a 3-year strategic vision and plan, including member goals and satisfaction metrics. This was combined with the launch of several programs, including the Ambassador Program, the Women of Influence

Program and the soon to be launched Emerging Leaders Group. As we move further into 2021, we look forward to continuing to engage our members from across the region in various programs, initiatives and hopefully (eventually) in-person events. I would like to thank the entire Committee for their dedication, as well as the operations staff, most directly Sarah and Jodie, for all their hard work.

## GOVERNANCE COMMITTEE



**Darcy Torhjelm**

Our first year as the Greater Parkland Regional Chamber of Commerce has been one of many firsts and plenty of ground laying foundational work. The Governance of the GPRC can sometimes be very dry and something that seems to be so unimportant and redundant. But it really is very exciting and very important to the groundwork of establishing the future of the GPRC and setting an important part of the future of our organization. Working on our bylaws was a big challenge as we were working with the Board of Trade Act and that proved to be very limiting in what we were able to do to establish our Chamber. However, we were able to get through that and have put together a set of bylaws that I am certain will be an asset

for the Chamber moving forward. Additionally, establishing Terms of Reference for our Committees and working with the Board of Directors in setting the proper direction and guidance for our Governance was important work. It was a great experience, working with Dan Duckering, Brienne MacLeod, Matt Schellenberger, Sarah Parry and Richard Wong, thank you for your input and knowledge.



# GPRC Social Media

@GPRChamber



1008

FOLLOWERS



665

FOLLOWERS



96

FOLLOWERS



200

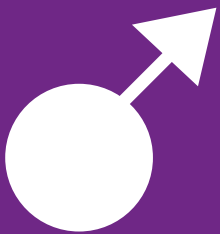
FOLLOWERS



72.2%

34.9% = 35-44

24.9% = 25-34



27.8%

28.6% = 35-44

36.6% = 25-34



1,964

HIGHEST ORGANIC IMPRESSIONS



GPRChamber  
@GPRChamber

We're travelling around Parkland County with Minister [@tanya\\_fir](#) today. Stop 1 is at [@SpruceParkRanch](#) with [@SearleTurton](#) Robert Fernandez with [@ParklandCounty](#) and Vice Chair Paulla Adamitz



9:12 AM · Aug 20, 2020 · Twitter for iPhone



TOP TWEET

3,326

ORGANIC IMPRESSIONS

171

TOTAL ENGAGEMENTS



19,531

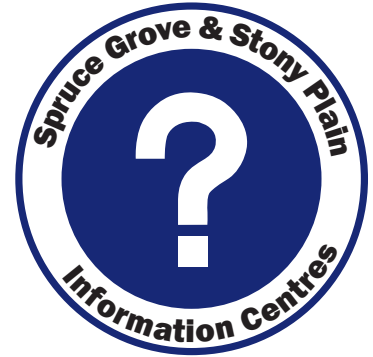
HIGHEST PAID POST REACH

# Visitor Information Centres

## *The Visitor Information Services vision:*

The vision of our Visitor Information Centres (VIC) is to collaborate with stakeholders and partners to shape and develop visitor services for the region while understanding that tourism drives growth and visitor satisfaction drives repeat visits.

Many VICs across the province worked to re-open on June 1, 2020. The Spruce Grove and Stony Plain VIC teams worked together to deliver an exceptional visitor experience, which motivated visitors to experience Spruce Grove and Stony Plain and to share their stories. We wanted to instill civic pride and visitation experiences which inspired people to choose Spruce Grove and Stony Plain as a great place to visit, play, do business and live.



## *Our identified goals for visitor services:*

1

Create a safe and welcoming environment.

2

Work towards increasing the number of repeat visitors.

3

Continue to develop Spruce Grove and Stony Plain as the friendliest places to visit.

4

Support and promote a year-round visitor economy.

5

Work towards increasing the number of people who recommend Spruce Grove, Stony Plain and the tri-region as a place to visit.



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# VIC Social Media

@SpruceandStonyWelcome

With the unification of the Chamber, the social media accounts for the Stony Plain Visitor Information Centre were re-named to incorporate Spruce Grove.

The 2020 summer staff created lists of 5 things to do in Spruce Grove, Stony Plain, and Parkland County. They ranged from family orientated, to adult date night, and included a wide variety of experiences.



5 Activities for the Artsy Mind



5 Places to Get Cool Treats



5 Activities For a Day Without the Kids



Our favourite post from the summer of 2020 was of our office mascot, Scrabble. A special thank you to Pet Foods Etc. in Stony Plain for keeping our dog treat tub stocked all summer long!



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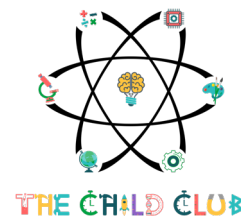
# Chamber Supporters

Throughout the year we are fortunate enough to receive support from many businesses in our community. For our many events we often call on businesses for support as sponsors, for donations, and in-kind services. We would like to take this opportunity to showcase our members who support us through their membership tiers.

## ANNUAL PLATINUM SPONSOR

**THOMPSON**  
CONSTRUCTION GROUP

## COMMUNITY BUILDER MEMBERS



# Treasurer Report



*Landis Vanthuynne*

As I reflect on my few months as Treasurer, I also consider my time as a Chamber Director. As a Chamber member you tend to look at what you receive from your membership investment however as a Board member, and particularly now as Treasurer, my perspective has changed dramatically. You suddenly realize that the Chamber is a significant business, with five staff and housed in an historic building, and an annual budget of over \$600,000.

The Chamber's revenue typically comes from a couple of main streams. Membership investments (fees) and revenues generated through events. These revenue streams are very typical for Chambers across the country and serves to keep the annual membership

fees low and the membership value high. Members typically join to support the advocacy/lobbying work we do, the marketing and promotion we can provide, and the education and professional development opportunities we offer. Whatever your reason, we truly appreciate your support of the Chamber.

As you can see by the 2020 Auditor's Report, the Chamber has had a year that resulted in a deficit. This is in no small part due to the lack of ability to host a number of key events; State of the Region Address, Tri-Expo & MARKETPLACE, and our Business Awards of Distinction. However, I have been impressed with our CEOs focus from the start of the pandemic to ensure we stayed as financially stable as possible. There was a decision to reduce the headcount by two for several months, a reduction in hours, and a roll back in salary. A significant review of the presentation and management of our finances has resulted in a very robust reporting procedure that started at the back end of 2020 and will be fully adopted for 2021.

In summary, I am honoured to have served the Chamber in the Treasurer's role and look forward to the continued success of our Chamber, our membership, and our stakeholders.



# Auditor Statement



**METRIX GROUP** LLP  
CHARTERED PROFESSIONAL  
ACCOUNTANTS

To the Members of Greater Parkland Regional Chamber of Commerce

## ***Qualified Opinion***

We have audited the consolidated financial statements of Greater Parkland Regional Chamber of Commerce (the “Chamber”), which comprise the consolidated statement of financial position as at December 31, 2020, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects, if any, of the matter described in the Basis of Qualified Opinion paragraph of our report, the accompanying consolidated financial statements present fairly, in all material respects, the financial position of Greater Parkland Regional District Chamber of Commerce as at December 31, 2020 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

## ***Basis for Qualified Opinion***

The Chamber is the sole partner of the Chambers’ Community Directory (the “Directory”). The Chamber has not recorded its share of the Directory’s assets, liabilities, net assets, revenues and expenses but has recorded revenue in the amount received from the Directory during the year, which constitutes a departure from Canadian accounting standards for not-for-profit organizations. The Directory’s fiscal year-end is not co-terminous with the Chamber’s, therefore we are unable to determine the impact on the Chamber’s assets, liabilities, net assets, revenues and expenses for the year ended December 31, 2020.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditors’ Responsibilities for the Audit of the Consolidated Financial Statements section of our report. We are independent of the Chamber in accordance with the ethical requirements that are relevant to our audit of the consolidated financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with those requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

## ***Responsibilities of Management and Those Charged with Governance for the Financial Statements***

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Chamber’s ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Chamber or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Chamber’s financial reporting process.

## ***Auditors’ Responsibilities for the Audit of the Consolidated Financial Statements***

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free

# Auditor Statement Continued

from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Chamber's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Chamber's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Chamber to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**METRIX GROUP LLP**

Chartered Professional Accountants

Edmonton, Alberta

February 23, 2021

# Statement of Financial Position

GREATER PARKLAND REGIONAL CHAMBER OF COMMERCE  
Statement of Financial Position  
As at December 31, 2020

	2020
<b>ASSETS</b>	
CURRENT	
Cash and cash equivalents (Note 2)	\$ 205,235
Accounts receivable (Note 3)	15,299
Inventory	10,368
Goods and services tax recoverable	506
Prepaid expenses	<u>5,636</u>
	237,044
TANGIBLE CAPITAL ASSETS (Note 4)	<u>343,506</u>
	<u>\$ 580,550</u>
<b>LIABILITIES</b>	
CURRENT	
Accounts payable and accrued liabilities (Note 5)	\$ 46,840
Deferred revenue (Note 6)	<u>67,820</u>
	114,660
Callable debt due thereafter (Note 7)	<u>60,000</u>
	<u>174,660</u>
<b>NET ASSETS</b>	
Unrestricted net assets	62,384
Invested in tangible capital assets	<u>343,506</u>
	<u>405,890</u>
	<u>\$ 580,550</u>



# Statement of Operations

## GREATER PARKLAND REGIONAL CHAMBER OF COMMERCE

### Statement of Operations

For The Year Ended December 31, 2020

	2020
<b>REVENUES</b>	
Grants and government assistance <i>(Note 9)</i>	\$ 266,943
Memberships	146,394
Sponsorships	55,030
Group insurance administration fees	45,236
Community business directory <i>(Note 1)</i>	33,812
Digital sign advertising	24,952
Events and projects	23,839
Other	3,146
Interest	1,109
	<u>600,461</u>
<b>EXPENSES</b>	
Salaries and wages	298,185
Office	56,243
Professional fees	49,382
Advertising and promotion	32,622
Community business directory	32,503
Events and projects	26,947
Consulting fees	25,900
Meetings	22,352
Amortization	18,890
Utilities	15,709
Memberships	13,897
Bad debts	13,459
Building repair and maintenance	8,470
Bookkeeping	7,954
Merchant service fees	5,469
Insurance	4,317
Convention	3,083
Events	1,264
	<u>636,646</u>
<b>DEFICIENCY OF REVENUES OVER EXPENSES</b>	<b>\$ (36,185)</b>



# Looking Forward to 2021

In 2021 we have many exciting initiatives, campaigns, and plans that will come to life. For most of them, the planning, prep, and logistics were flushed out in 2020. In 2021, we are excited to launch our Women of Influence campaign, GPRC Connect Magazine, and Emerging Leaders Group. We are also anxiously awaiting restrictions to open up to safely get to host our first Tri-Expo & MARKETPLACE as the unified Chamber of Commerce, where we will also be incorporating the Tri-A-Taste event from the Spruce Grove & District Chamber of Commerce.

Once it is safe to do so, and restrictions allow, we look forward to welcoming you all back to in-person events, and seeing the faces that we have missed so much.



Chamber Staff at the Golf Tournament



Delivering Flowers to ABAD Nominees



Directors' Breakfast



EconoLube 30th Anniversary



Gossamer Gallery & Gifts 5th Anniversary



Mayor Choy swearing in GPRC Chair, Richard Wong - pre-COVID-19



Minister Fir Regional Visit



Pierre Poilievre, MP Member Meeting



Sandyview Farms 35th Anniversary



Small Business Week



Stony Plain A&W Grand Opening



The Barkstreet Market Grand Opening - pre-COVID

**Building Business. Building Community.**



**Thank you for your support in 2020**

**Greater Parkland Regional Chamber**

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