



News Release

Big boost in efforts to promote “shopping local” in St. Albert

July 21, 2021, St. Albert, AB – The St. Albert and District Chamber of Commerce has just received a big boost to help with efforts to encourage residents to support local businesses.

\$128,340 in funding has come from the Federal Government’s Ministry of Small Business, Export Promotion and International Trade. This is part of a total of \$7.2 million set aside for Prairie Provinces to help Chambers and their communities initiate or expand shop local market efforts. The funding is meant for projects that create branding or market content, organizing seasonal campaigns or facilitating online market platforms.

“We are happy that the government is supporting programs that will help small businesses and hopefully kick start employment”, says 2021 Board Chair, Curtis Crouse. “This will allow us to expand the Chamber’s ongoing efforts to encourage patronage of St. Albert community businesses, such as the popular local e-commerce platform, ChamberMarket.ca.”

“Throughout the COVID-19 pandemic, community chambers have truly been a lifeline for businesses,” says Ken Kobly, Alberta Chambers of Commerce President and CEO. “As we transition to reopening and recovery, we still have a long road ahead to rebuild our economy. This federal funding will help chambers do what we do best: support local job creators.”

The St. Albert and District Chamber of Commerce is currently developing specific plans to utilize its funding and will inform local businesses via social media, print and online advertising as soon as it is determined.

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