



2024

ANNUAL REPORT





a message from the **EXECUTIVE DIRECTOR**

As we reflect on an incredible year at the Airdrie Regional Chamber of Commerce, I am proud to share the highlights of 2024—a year of growth, collaboration, and exciting new opportunities. Our region continues to thrive, and it continues to be my honour to lead our Chamber in fostering connections while strengthening our local economy.

Throughout the year, we expanded our reach within Rocky View County boundaries by introducing several new and engaging events. Meet Your Chamber, A Day at the Horse Races, and Chamber Connections were just a few. Plus, collaborations with valued members such as Blue Grass Nursery and CrossIron Mills allowed us to support longstanding community traditions like Groundhog Day and Stampede celebrations. These initiatives not only strengthened relationships with our county members but also showcased the importance of connecting our members from across our region.

For the first time ever, thanks to an Alberta Chambers provincial grant, we partnered with Prospect Human Services to enhance their spring job fair. This initiative was a crucial step in supporting both our employers and job seekers during a pivotal time for workforce development in our region.

While launching new programs, we remained committed to delivering our 30+ annual events, ensuring that our 600+ members had continuous opportunities to connect, network, and grow. Our biggest milestone of the year was the launch of our long-awaited Chamber Perks App in the fall, providing our members with added value and benefits that enhance their membership experience.

On a personal note, I was honoured to be voted in as President of the Chamber of Commerce Executives of Alberta. Representing our region on a provincial platform is a privilege, and I look forward to advocating for the needs and successes of our members at this level and using my chamber knowledge and experience to support my colleagues across the province.

None of this would be possible without the dedication and hard work of our Chamber team Tammy, Cheryl, and Ally who continue to go above and beyond for our members. Additionally, our volunteer Board of Directors has been instrumental in guiding our Chamber's vision, and I sincerely thank them for their leadership. Together, we developed a new three-year strategic plan in the fall of 2024, setting a strong foundation for the future. I also extend my heartfelt thanks to our dedicated volunteer committees, whose time, energy, and expertise have been invaluable to the Chamber's success this year.

Airdrie and the surrounding region are dynamic and rapidly growing, and the best part of my role is meeting and learning from the incredible business leaders who drive this success. As we step into 2025, I am excited to continue our momentum, bring new opportunities to our members, and take our Chamber to the next level. Thank you for being part of this journey. I look forward to an exciting year ahead!

Sincerely,
Marilynne Aalhus





a message from the **BOARD PRESIDENT**

I am deeply inspired by the Chamber's legacy and its support of our business community over the past 50+ years. Serving as your President this past year has been an incredible journey—one marked by collaboration, celebration, and a shared commitment to strengthening our business community. It's been a year of growth, connection, and bold steps forward, and I'm honored to have been part of it.

One of the highlights of my tenure has been the opportunity to co-host several of our Chamber's signature events, each of which brings our community together in meaningful ways. Kicking things off with A Day at the Races, we enjoyed a thrilling blend of networking and excitement, fostering connections that continue to ripple through our membership. Then came the State of the City, Airdrie City Council Roundtable and Lunch with All Levels of Government events which provided us a platform to engage with our elected officials and align our efforts with the broader vision for our community's future. I also had the opportunity to co-emcee The Airdrie Business Awards, a night where we celebrated the innovation, resilience, and excellence of our local businesses—an event that reminded us of all of the talent and drive within our business community. The Annual Christmas Luncheon offered a warm, festive close to the year, allowing us to reflect on our successes and look ahead with optimism.

Beyond these events, I've been involved in shaping the Chamber's direction. Engaging in our strategic and succession planning has been a rewarding experience, as we've charted a course to ensure the Chamber remains a vital resource for years to come. We've also taken bold steps toward securing our future, including exploring the potential purchase of our current office space—a move that could provide a permanent home for our work and a hub for our members. Additionally, I've been proud to champion the expansion of our initiatives and support throughout the region, broadening our reach and deepening our impact on businesses and communities alike.

None of this would have been possible without the unwavering dedication of our Board, staff, volunteers, and, most importantly, you—our members. Your engagement, ideas, and passion have fueled our success, and I'm continually inspired by the ways you show up for one another. Together, we've navigated challenges, seized opportunities, and laid a foundation for even greater things ahead.

As my term as President draws to a close, I want to express my heartfelt thanks for the trust you've placed in me and our amazing Chamber team. This year has been a testament to what we can achieve when we work as a united front, and I'm confident that the Chamber will continue to thrive under new leadership. I look forward to remaining an active part of this incredible business community and seeing where our shared vision takes us next.

Sincerely,
Shane Groarke



MEMBERSHIP

From welcoming new members and featuring our Influencers on social media and in our newsletter, to sharing member events, news, job postings and more - **Action through Connection** is what we do best!

619 members

120
NEW MEMBERS



Growth 19%



Retention 52%

EVENTS

From annual events like the Airdrie Regional Home & Lifestyle Show and the Airdrie Regional Business Awards to our signature series including Business After Hours and Chamber Connections, these events brought together businesses and individuals from more than 20 industries to connect, collaborate and celebrate our local business community.

22 Grand Openings & Milestone Celebrations

6 Meet Your Chamber Events

5 Educational Workshops

3 Chamber Connections - Networking Events

3 Government Keynote/Panel Discussions

3 Business Before/After Hours

2 Partnership Events

Advocacy Roundtable

Airdrie Regional Business Awards Gala

Airdrie Regional Home & Lifestyle Show

Annual Chamber Golf Classic

Annual General Meeting & BDC Keynote

Board Appreciation

Holiday Luncheon

Job Fair in partnership with Prospect Human Services

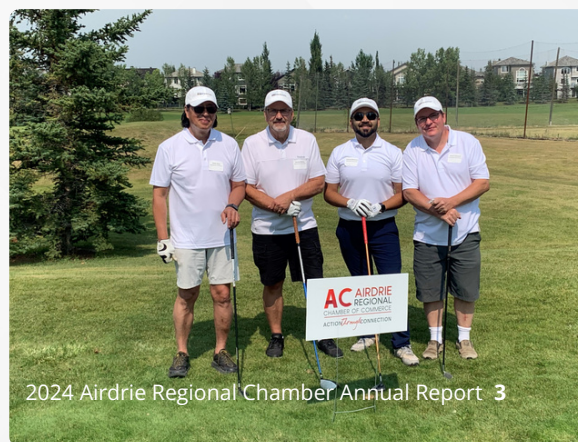
Mindful March Luncheon

Rural Women in Business Conference

Sponsor/Volunteer Appreciation

State of the City with Mayor Brown

Travel with Chamber Info Session



MARKETING

In 2024 we focused on strengthening community visibility and member engagement through a variety of strategic marketing initiatives. We enhanced our digital presence with regular updates to our website and active social media campaigns promoting members, events, and initiatives. Weekly newsletters provided members with timely updates and opportunities, while targeted advertising helped boost attendance at key events. Collaborative promotions with local media and partners expanded our reach and reinforced our commitment to supporting a thriving business community.



3565 (+8%)



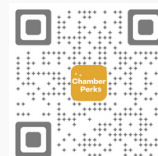
Exclusive Facebook Community
300 members



2780 (+9%)



NEW! Chamber Perks App (October)
60 Perks offered
45/619 Members offered perks (7%)
1172 Total Perk views



1352 (+15%)

AIRDRIE REGIONAL CHAMBER OF COMMERCE REBRAND



PROUD PARTNERSHIPS

- Airdrie Business Supports Organizations • Airdrie Resource Council
- Alberta Chambers of Commerce • Canadian Chamber of Commerce



12 Value Add Programs



5 Media Partners



THANK YOU 2024 SPONSORS

Air 106.1 FM / Discover Airdrie
Airdrie & District Community Foundation
Airdrie 8th Street Dental
Airdrie Alarm & Surveillance Inc
Airdrie Economic Development
Airdrie Good Earth Coffeehouse
Airdrie Public Library
Airdrie Registry
airdrielife magazine
ASAP Windows & Doors
Ascend LLP
ATB- Mortgage Specialist
ATB Wealth
BDC - Business Development of Canada
Belief Re-patterning
Bert Church LIVE Theatre
Black Valuation Group Ltd.
Blackstone Commercial
Blue Grass Nursery, Sod & Garden Centre
Bow Valley Credit Union
Braces Plus
Brella Vida
BrokerLink
Cam Clark Ford Sales Ltd.
Carstar Airdrie
Central Alberta Co-Op Ltd.
Century Downs Racetrack & Casino
Chamber Plan Group Benefits
City of Airdrie
Community Futures Centre West
Country Chic Wedding Design
Cream Body & Bath
Crossfield Agencies Insurance & Registry
CrossIron Mills
Dang Good Carpet & Furnace Cleaning

Davis Chevrolet GMC Buick
EllisDon Construction Services Inc.
Enmax
Esha Malhora | Realtor
Fairfield by Marriott
Fix Auto Airdrie
FortisAlberta Inc.
GP Law
Kristy Reimer Photography
McKee Homes Ltd.
Melcor Developments Ltd.
Michelle Arnason, CPA
Mini Storage Mall (Calgary)
Minto Communities
Minuteman Press Airdrie
MNP LLP
Pattison Outdoor
Payworks
Reality Bytes
Save On Foods
Servus Credit Union
Sign Concepts Ltd.
SkyView Safety Consulting Corp
Sleek Signs
Stacked Bistro & Bakery
TC Energy
Teck IT Consulting Ltd.
Telus
The Flying Puck
The Pest Control Guy
Tim MacDonald Real Estate
Town of Crossfield
Vitreous Glass Inc.
Volunteer Airdrie

A heartfelt thank you to all our generous prize donors for your invaluable contributions.

