

540 members

103

NEW MEMBERS

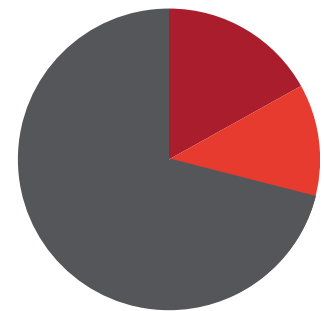


ACTION *through* **CONNECTION**

- 47 Member to Member Discounts
- 19 Value Added Programs
- 9 Grand Openings
- 4 Workshops
- 5 Keynote Speakers
- 5 Luncheon/Breakfasts
- 2 Networking @ Night
- 2 Business After Hours
- 2 New Member Mix & Mingle
- 2 Political Forums
- 1 Budget Forum
- 1 Sponsor Appreciation

major events raised
\$116,500

Annual Airdrie Home & Lifestyle Show — \$83,500
Annual Golf Classic — \$18,000
Airdrie Business Awards — \$15,000



CREATING **WORTHWHILE** CONNECTIONS

PROUD PARTNERSHIPS

- Airdrie Business Resource Partnership
- Airdrie Employer Resource Group
- AirdrieFEST
- Airdrie Family Night with the Calgary Flames



1867 followers



1371 followers



1198 followers





message from the EXECUTIVE DIRECTOR

2019 was another year of change and growth that our Chamber is very proud of. We were excited to launch a rebrand in the spring, announcing our new mantra “Action through Connection”. We worked tirelessly in adopting this important message in all that we did, making sure that we connected our members to each other and to the government through our advocacy efforts and events. We also did a tremendous amount of research to develop a tiered membership structure that we launched in the fall. This membership model was implemented to give our members options to choose from, which included new marketing opportunities and event discounts. Throughout all the changes, we were thrilled to welcome over 100 new members and reached an all time high of 540 members by year end! We accomplished all this while continuing to host our major events including the Airdrie Home & Lifestyle Show, annual golf tournament, the Airdrie Business Awards, and our popular Christmas luncheon. We continued with our informative workshops and roundtable discussions throughout the year as we recognize the importance in facilitating opportunities for increased knowledge and providing a platform for our members to share their ideas and concerns. The Chamber is also pleased with the work that we do during election years. In 2019 we facilitated both a provincial and federal election forum for our entire community focusing on business issues that affect our members.

Our City Budget Forum was the first of its kind, which afforded our members to speak with City staff and Council on the proposed tax increase prior to City Council's vote. We also offered new, interactive opportunities such as Speed Networking and Member Mix and Mingles for our members to connect.

We have an amazing team of dedicated staff and volunteers who work diligently to bring our members the resources they need for their businesses to thrive. We are extremely fortunate to have a very enthusiastic Board of Directors who are committed to ensuring the Chamber represents our business community at the highest level. The Board, along with our advocacy and membership committees will continue to monitor changes that impact our businesses and will provide information on emerging issues. Our Chamber network will continue to advocate on behalf of our business community, locally, provincially and federally. Our entire team looks forward to working with all of you as we continue to ensure our community has a “thriving business environment.”

Sincerely,
Marilyne Aalhus



Airdrie Business Awards 2019



Airdrie Home & Lifestyle Show 2019





message from the PRESIDENT

Historically the message from the President delivered at our Annual General Meeting is in reference to the Airdrie Chamber of Commerce's 2019 operational year, which is the calendar year. However, I would be remiss to not address the current state of affairs with the COVID-19 pandemic. This is a challenging time for business and individuals alike, and your Airdrie Chamber, the Alberta Chambers, and the Canadian Chamber of Commerce have all been advocating for good-for-business policies and programs throughout these times. We have been and will continue to strive to be a reliable source of information as we navigate through this pandemic together.

With that being said, 2019 was a great year for your Chamber of Commerce. Our executive director, Marilyne Aalhus got her first full year under her belt, gaining experience with all the different events and programming that we offer. In 2019, Marilyne also built a high performing team, welcoming Ashley Sinclair as our events coordinator and Lynda Ryde as our office administrator. I would like to thank Marilyne and her team for doing a fantastic job last year. They continued to shore up our financial position by identifying new revenue streams, cost savings opportunities and have worked tirelessly to increase member communication and engagement.

Focusing on our new mission, vision, and values established in 2018 under the guidance of Past President Glenn Smaha, this year your Chamber has worked hard to continue increasing our relevancy, visibility, and value to our members and the business community. Our

nomination committee has once again analyzed the skills of the current board members to identify gaps and seek out new volunteers to fill these gaps. The governance committee was assigned with the daunting task of re-writing our policies and bylaws, which included right sizing our board down to 12 members. The advocacy committee went to work identifying areas where the chamber would be most effective in focusing our efforts, including but not limited to political forums, budget consultations, surveying the membership and meeting with local elected officials. The membership committee had perhaps the largest mission of completely redesigning our membership model, researching best practices from around the country and delivering a model that will provide the most value to our members.

In closing, I would like to sincerely thank our Board for volunteering their time to make the Airdrie Chamber of Commerce what it is today. As local business owners and members of our community, your valuable hard work, feedback, and insights have directly contributed to a successful 2019.

Sincerely,
Darcy Forbes



Airdrie Chamber Golf Classic 2019

