

483 members



73

NEW MEMBERS



ACTION *through* CONNECTION

- 28 Member to Member Discounts
- 20 Value Added Programs
- 6 Grand Openings
- 40+ New Member Visits
- 3 Q&A Connections (virtual)
- 4 Workshops (1 virtual)
- 4 Keynote Speaker Events (3 virtual)
- 1 AGM (virtual)
- 3 Networking Events (2 virtual)
- 1 Airdrie Business Awards Gala
- 1 Golf Tournament

After hosting an exhibitor event for over 40 years, due to COVID-19 restrictions, we were required to cancel the 2020 Airdrie Home & Lifestyle Show.

support local campaigns



Put Your \$ Where Your Heart Is led by the City of Airdrie — over 1600 entries, over 500 individuals and 300 businesses represented, totalling over **\$275,000** of local shopping.

Wear it Proud — sold 350 ❤️ Heart Airdrie toques through over 12 local businesses to raise funds to provide five chamber members with a \$1,000 grant.



CREATING WORTHWHILE CONNECTIONS

PROUD PARTNERSHIPS

- Airdrie Business Supports Organizations
- Airdrie Business Resource Partnership
- Airdrie Resource Council
- Alberta Chambers of Commerce
- Canada Chambers of Commerce



1994 followers (+52%)



1904 followers (+2%)



4248 searches (quarterly) – **new!**



1688 followers (+40%)



534 followers – **new!**



message from the EXECUTIVE DIRECTOR

2020 - A Year We Will Not Forget

No one could have predicated the year we were all going to face in 2020. Our Chamber kicked off our annual planning with optimism and enthusiasm; in fact, our first workshop of the year was titled "This Year Is Going to Be Different", but little did we know how different it really was going to be!

On March 11th when the World Health Organization declared COVID-19 a global pandemic, we were all forced to stop in our tracks, and it was a time of uncertainty and in many ways fear. Fortunately, with the guidance of our strong board of directors and our dedicated staff, it didn't take long for our Chamber to regroup and refocus our efforts to best support our business community.

Although we were required to cancel our largest and longest standing event, the Airdrie Home & Lifestyle Show, we still offered 15 events including our annual golf tournament and Airdrie Business Awards, always making the safety of our community our priority. We also added several new options for our members to connect online, such as our Q & A Connection workshops with AHS and government officials, virtual networking, the State of the City with Mayor Brown, our annual Christmas Celebration, and we even hosted our first picnic in the park at the Nose Creek Park stage. Although everything about 2020 seemed to be so different, one constant remained; your Chamber was here to champion and advocate for business.

Throughout 2020, we encouraged our community, more than ever, to support local. By partnering with the City of Airdrie on the "Put Your Money Where Your Heart Is" contest, to launching our own "Wear It Proud" heart Airdrie toque initiative, we worked diligently to support local businesses. Through regular communication, we informed our members on government guidelines and

subsidies, and we promoted local businesses through countless social media posts.

Through it all, you, the Airdrie Chamber members, made a difference by contributing to the great work that our local, provincial, and national chambers did to advocate for business during the crisis. Chambers contributed to major changes in government programs and will continue to advocate for more business support moving forward.

2020 will most definitely go down in history, not only for the extreme challenges we all faced but also for the unwavering support our community showed one another. Thank you, Airdrie Chamber members, for your kindness and compassion over the last year. We are proud of your resilience, and together we will continue to emerge stronger than ever.

Sincerely,
Marilynne Aalhus



Airdrie Business Awards 2020



Picnic in the Park 2020





message from the BOARD PRESIDENT

Looking back on the last twelve months in our community, it has been quite a rollercoaster of a year. Throughout it all, one word accurately describes our community, our membership, and our Chamber of Commerce. That word is perseverance.

Defined: *continued effort to do or achieve something despite difficulties.*

From the moment the World Health Organization declared COVID-19 a global pandemic up to, and including today, our community has buckled in, held on and did whatever we could do to support one another and survive, knowing one day we would once again thrive.

For your Airdrie Chamber of Commerce, like other local businesses, this included pivoting and adapting. Whatever we had planned for 2020 or had completed in previous years, was now a big question mark. In every situation, our dedicated board and team focused on what we could do, and I'm proud to say we did just that. From all the events we held in 2020, (and there were quite a few!), I am the proudest of the Golf Tournament and the Airdrie Business Awards. Working closely with Alberta Health Services, we safely held a physically distanced golf tournament at Woodside Golf Course in August. It was a great opportunity to be outdoors connecting with our members. The weather was gorgeous, and it was a lovely opportunity to see everyone smiling (from a distance). In October, we again focused on what we could do with current circumstances and restrictions, changed our annual Airdrie Business Awards gala to smaller award groups and celebrated business success in our community.

Throughout the year, we were able to touch base with many of our members and our community. We made it a

priority to share resources, communicate, and answer as many questions as we could. We listened, we brainstormed, we laughed, and we cried as we persevered through this together. Based on our members' feedback, we created a video showcasing those who were impacted by changing COVID-19 restrictions and highlighted the family behind the business names. We wrote letters, we gathered signatures and worked in tandem with the Alberta Chamber of Commerce to ensure the voices of our members were heard. We advocated for, and we advocated with you.

Throughout this past year, we were able to preserve thanks to our amazing Board of Directors and Airdrie Chamber of Commerce team. To our Board of Directors (Darcy, Chris, Ami, Carmen, Ron, Allison, Peter, Asif, Charlene, Shane, Antoine), thank you for volunteering your time to help advocate for our community. The interactive conversations during our board meetings, the engagement on our social media channels and the conversation throughout our community, have made an impact. To our Airdrie Chamber of Commerce team (Marilyne, Ashley, Lynda and Tammy), you are the wheels of the well oiled machine that is our Airdrie Chamber of Commerce. Thank you for all your hard work that went into implementing the goals and vision of our Board.

This year has been one that we will not forget. Together, as your Chamber we will continue to make a positive difference in our community. Today we persevere and survive, tomorrow we thrive.

Nikki Nordick
Board President



Airdrie Chamber Golf Classic 2020

