



AC AIRDRIE
CHAMBER
of Commerce

2021 Annual Report

536 members



96

NEW MEMBERS



Awarded Chamber of the Year 2020

- 12 Learning Workshops (11 virtual)
 - 5 Special Guest Presentations (3 virtual)
 - 2 Networking Events (virtual)
 - 5 Chamber Market Events (4 virtual)
 - 2 Political Forums (virtual)
 - Wear it Proud Grant Giveaway (virtual)
 - Annual General Meeting (virtual)
 - Rural Women in Business Conference in partnership with the Crossfield Chamber (virtual)
 - 20th Annual Golf Tournament
 - Airdrie Business Awards Gala
- 31 Member to Member Discounts
 - 29 Value Added Programs
 - 5 Grand Openings
 - 70+ New Member Visits

ChamberMarket.ca

40 vendors

695
PRODUCTS

SHOP AIRDRIE
Online

We partnered with the Alberta Chambers of Commerce to develop and launch the chambermarket.ca e-commerce platform in our community and province. The overall benefits of a well-used, well-known local e-commerce platform is the ongoing local spending that our residents and surrounding communities will invest in our local businesses instead of foreign e-commerce stores such as Amazon.

With funding from the federal government we were able to offer incentives to businesses to onboard and for consumers to shop. We launched an extensive marketing campaign that included videos, print and digital marketing, online and in-person events, long-term signage, radio, promotional items, contests and more.

CREATING **WORTHWHILE** CONNECTIONS

PROUD PARTNERSHIPS

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



2407 followers (+21%)



1901 followers (-0.1%)



4319 searches (quarterly) (+1%)



1920 followers (+14%)



704 followers (+32%)



message from the EXECUTIVE DIRECTOR

2021 - A Year to be Proud Of!

2021 was a year of growth and transformation for our community and chamber alike. Although we were all still managing constant change in life and business due to the Covid-19 pandemic, we came together stronger than ever to support one another to endure and persevere.

2021 was a very exciting year for our chamber as we were presented with a provincial Chamber of the Year award which we were able to celebrate in-person with several of our members at our Airdrie Business Awards! We attribute this win to our amazing board's guidance, our staff's commitment and tremendous work ethic, and our incredible members that show up year after year. Although we were again required to cancel our largest and longest standing event, the Airdrie Home & Lifestyle Show, we turned to the world of virtual events and still pulled off several in-person. We successfully offered a record-breaking 30+ events for our business community to learn, connect, and celebrate. We added some new ones such as our collaboration with the Crossfield Chamber Rural Women in Business Conference, several mental health and HR workshops that addressed the pandemic's effect on business and offered a workshop on inclusivity in the workplace. We organized virtual municipal and federal election forums, and hosted Hon. Doug Schweitzer with a Q & A on Alberta's Economic Recovery Plan.

Our newest addition was our launch of ChamberMarket.ca. This provincial initiative was developed for local businesses to sell their products, services, and gift cards online and for consumers to support local. Think of it as your local Amazon, or a mall of Airdrie, online. Our chamber was proud to lead the province by onboarding close to 40 vendors and close to 700 products onto this

innovative online marketplace that we will continue to promote for years to come.

Through it all, our chamber made a difference by contributing to the great work that our provincial, and national chambers did to advocate for business during the crisis. Our chamber's advocacy committee built a municipal red tape task force to work with the City of Airdrie with the goal of making Airdrie truly a great place to open and grow your business. As the voice of Airdrie business since 1973, we will continue to contribute to changes in government programs and support and will represent the best interest of our members.

Thank you, Airdrie Chamber members, for your commitment to our chamber and each other. I would also like to thank Nikki Nordick, our board President, and all volunteer directors. With their strong leadership we established our strategic plan and set ambitious goals for the next ten years. These are exciting times for your chamber, and we are looking forward to working with all of you in continuing to build a strong business community for many years to come.

Sincerely,
Marilyne Aalhus



20th Annual Golf Tournament



Airdrie Business Awards





The smiles in the pictures, the celebrations and the learning opportunities would not have been possible without our board of directors and team. A sincere thank you to each and every one of you for your support, dedication, positivity and adaptability. You are all truly amazing advocates for our community, and I am proud to serve beside you on the Airdrie Chamber of Commerce board.

For one final time, thank you for allowing me the privilege to advocate for you as your Board President and thank you for making 2021 a year to be proud of. Cheers to many more!

Nikki Nordick
Board President

message from the BOARD PRESIDENT

To really appreciate where you are going, it's important to remember where you've been. 2021 was a year of growth and transformation as Marilyne mentioned in her message from the Executive Director "a year we can truly be proud of". Here are a few of my favourite moments that truly captured the essence, resiliency and positivity of our Chamber and our community.

ZOOM Group Pictures: As we adapted to a virtual world, we were provided with the unique opportunity to capture moments in time that we may not have before. Looking back through all of our pictures in 2021, our monthly board meetings, networking events, educational workshops, and presentations, with everyone's smiling faces is something to be proud of.

Celebrations: From grand openings, re-openings, anniversary milestones and award ceremonies, there were many celebrations throughout 2021; including our Chamber of the Year Award! Even though these events may have looked different than in previous years, the sense of community was in the air and your Chamber of Commerce was (and continues to be) proud to celebrate these milestones alongside with our community and our members.

Lifelong Learning: At a recent Chamber event, a member mentioned that we as a community had transitioned from 'pivoting' to 'pirouetting' and this analogy has really resonated with me. From embracing an online e-commerce platform through Chamber Market, to re-evaluating how we offer events as a whole, 2021 was a year of graceful adaptation. As a community and as a Chamber we reflected on how we had operated, and how we can continue to grow moving forward. Something again to be proud of.



Rural Women in Business Conference



Chamber Market Launch Party



Annual Christmas Luncheon

