



GREATER PARKLAND REGIONAL *Chamber of Commerce*

This is our vision for what the Greater Parkland Regional Chamber of Commerce will be in 2022. The growth we are encountering through a unification of the Chambers of Commerce in Stony Plain, Spruce Grove and Wabamun are changing the way we view business, serve our members and ensure positive growth for the region.

We are excited to share our vision with businesses, governments, and communities and trust you will be a part of making this vision a reality! We can't wait to connect and work with you!

MEMBERS

Our members are some of the most business savvy individuals in the province. They are inspirational, innovative, collaborative and generous with their time and resources.

Members love that we are an inclusive business and social network focused on building business connections and meaningful relationships. Our members range from start-up businesses of 1-5 employees and include some of our region's largest organizations. This diverse membership base is cohesive, interactive and engaged with each other. They look for opportunities to support each other through referrals, partnerships, and a strong ambassador and business mentorship program.

Our ideal member is someone who is excited to grow their organization and is invested into community. We continue to have a 15% increase in membership, with a strong membership retention rate.

Our members communicate with us, both on what they need to be successful and in being ambassadors for what the Chamber represents. To them the Chamber is a vehicle in which they are able to strengthen and increase growth.

CORE VALUES

Our core values are the essence of our identity and are critical to both our short and long term growth. Ensuring these values are woven into the fabric of our Chamber, we shape organizational

culture, support vision, represent our business community, and continually improve. It is our aim to *walk the walk and talk the talk*. To us, values are rendered insignificant without action.

“It’s not hard to make decisions when you know what your values are”

-Roy Disney



GROWTH

A focus on growth (not size), ability to change and be adaptable



ACCOUNTABILITY

Member driven organization striving for confidence, trust and transparency



RESPECT

Esteemed by partners and community while ensuring respect for all



COLLABORATION

Mindfulness and understanding the business community and leveraging strengths of the region



COMMUNICATION

Intentional and effective communication and feedback to create clarity among all stakeholders



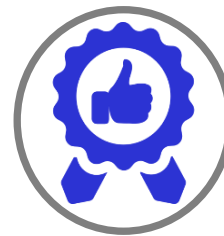
COLLECTIVE WISDOM

A knowledge leader, we pool all available resources to provide value to members



LEADERSHIP

With a foundation of compassion, tolerance, experience and inclusion, we lead through example



INTEGRITY

Unbiased and focused on building trust, working for the greater good of the region

BRAND

The brand of the Greater Parkland Regional Chamber of Commerce encompasses these attributes: confidence, inclusion and belonging, competence, regional competitiveness, member-driven, knowledgeable, trustworthiness and reliable. These attributes are exhibited in all that we do and communicate.

MARKETING

Our marketing efforts reinforces a greater mission to be a hub for economic development, attraction and retention with an emphasis on advocacy, at the municipal, provincial and national level.

We have a strong and cohesive marketing strategy, largely executed by a dedicated team member to create and share content through various channels including traditional media and social media. We are often referenced in print, and radio and have a strong follower base on social media platforms.

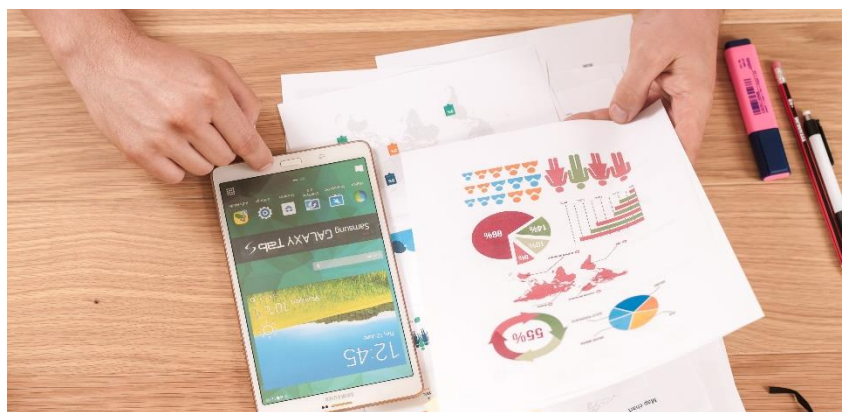
Marketing to us is about sharing relevant business information and strategies. We not only advertise Chamber programs, events and benefits but ensure these have a direct tie into themes that are value-added to the business community. Our content is deliberately crafted, concise and visually engaging. Our content speaks directly to the needs of our members and partners and provides information on emerging trends, investment attraction and commerce for the region. We are an effective business arm.

COLLABORATION

We understand we cannot achieve our desired success alone. We actively partner with effective organizations including the City of Spruce Grove, Edmonton Global, Parkland County and the greater Parkland region, and the Town of Stony Plain. These partnerships return value to our members through expanding network and shared knowledge. This base further adds to our and our partners' advocacy weight. We accept we do not know it all and require strong partners to bring different perspectives that strengthen our effectiveness.

“The Chamber has been an essential resource and extension of my business. To me they are a business booster, filling gaps in many of the aspects of my company.”

– Chamber Member



PROGRAMS

Our programs are all centered on ensuring Chamber members reach their full potential and reflect their needs. Each of our programs is executed with clear objectives in mind. Feedback, written and verbal, is collected to ensure we continually understand needs and assist in filling gaps. These programs not only add great value to members, they also provide additional non-dues revenues for our future growth.

BUSINESS MENTORING

We continue to build a program that connects new businesses and members to seasoned professionals. These connections build community, economic strength and best practices, increasing business survival in the region.

SUCCESSION PLANNING

This program helps business to understand the importance of the planning process. Ideal for family owned enterprises, this program ensures that there are highly qualified people in all of the organization's critical positions, keeping the leadership pipeline full and flowing.

JUNIOR CHAMBER AND YOUTH MENTORSHIP

"Harvard gave me an education, but Junior Chamber gave me an education for life." – John F. Kennedy

The Junior Chamber is committed to making a difference through community engagement and developing the leadership skills and knowledge necessary to make a sustainable and long-term impact.

EDUCATION

The Chamber plays a critical role in helping to shape the regional labor market. Through our strong ties to all post-secondary institutions in the region we help create a skilled workforce to fill labor needs and ensure competitiveness.

CANADA ALBERTA JOB GRANT (CAJG)

The Chamber is active in providing information regarding the CAJG to businesses in the region to provide incremental program training. We offer training programs, based on member identified needs for organizations who are not large enough to benefit from customized programming. We have executed several successful customized programs consisting of employees from 3 or more businesses.

GRANT FUNDING INFORMATION

We help organizations to identify if there are grant funding opportunities available to assist with their initiatives. Chamber relationships with various levels of government and their agencies help to align the initiative with suitable grant programs.

BUSINESS STRATEGY AND OPERATIONS ANALYSIS

Acting as an arm of member businesses, we provide valuable market insights to assist in competitiveness. We offer operational, marketing, and financial support to small businesses. These services are offered both in-house, and through our consulting partners depending on depth of the engagement.

CHAMBER EVENTS

Facilitating events is one of the methods the Chamber is able to connect and add value to members and non-members. We are focused on executing events that provide one-of-a-kind opportunities to foster inspirational moments between innovative leaders, thinkers, and attendees. Events are well attended and we challenge attendees to bring a guest with them to continually expand the networking base. We focus on bringing the right people together to strengthen relationships that build business and communities. We are deliberate in ensuring each function leaves attendees not only with valuable networking opportunities, but with tangible learning concepts.

We are mindful of a next generation of Chamber members and business leaders when planning our events. Wherever possible we make efforts to have Junior Chamber members assist in planning, marketing and attending each event.

Speakers and facilitators at Chamber events are experts in their fields and provide stimulating insights through engaging presentations and activities. We plan events based on what we have heard from members and we continually survey the business community to identify topics and speakers for future engagements.

WHAT PEOPLE ARE SAYING

The Chamber is more than a staff in a physical location. We are present in the community and council chambers. We are involved in regional economic development discussions and events and have strong ties to municipal, provincial and federal governments. Our consistent presence provides the Chamber with unique perspectives and with valuable information that benefit members, non-members and the community-at-large.

We act as a resource hub and an efficient facilitator of trade and commerce activities and are a front-of-mind resource for the business community. Our voice at the table for economic discussion and planning is respected.

This is what people are saying about the Chamber:

Competent
Change Authority Leaders
Collaborative Responsive
Relevant Driver Effective
Hub Socially Approachable Results
Engaged Economic Accountable
Civic Focused Minded
Innovative **Business**
Connected Agents Supportive Driven Knowledgeable
Informed Consistent Future Conscious
Inclusive Mediators Professional
Quantitative Welcoming Resourceful
Proactive Adaptable
Visionaries