



2016 CHAMBER REPORT

 *St. Albert*
AND DISTRICT
CHAMBER OF COMMERCE

ANNUAL REPORT



MESSAGE FROM THE

PRESIDENT & CEO

WOW! When we started preparing the Chamber Report over six years ago, we only imagined that it would become a document that is eagerly read and appreciated by our business community.

It is so nice to experience success!

Our business community in both St. Albert and our region, has remained relatively strong and flexible over the past year. We have experienced an economic downturn, combined with Provincial programs from the new Government, that have provided enormous challenges to business. As an organization we have worked actively and diligently in representing your best interests to Government at all levels. As a result, we are proud of the continuing support that your Chamber of Commerce receives from this community, from businesses both small and large. Thank you!

We are here to advocate on your behalf, and we have countless numbers of volunteers who give of their time working on Policy, Government Affairs, Governance, and Risk-and-Audit. These are only a small number of those who give and give to make us stronger. We also see a great commitment from the Board of Directors, the Past Chairs, and the volunteers that actively work on the community events.

I wish each of you a vibrant and exciting year ahead, and strongly hope that your continued perseverance and commitment will bring you the results you so richly deserve.



LYNDA MOFFAT, PRESIDENT AND CEO
ST. ALBERT AND DISTRICT CHAMBER OF COMMERCE



KEN MACRAE

"I have served on the board for almost ten years now and have been fortunate to work with many outstanding individuals; Chamber members, like all of you, who want what's best for the business community and the city."



MESSAGE FROM THE **CHAIR**

We are fortunate to live, work, and play in St. Albert. We rank as one of the top five communities in Canada to live, raise a family, or start a business; and one of the many reasons is our Chamber of Commerce; a member driven organization consisting of a volunteer board and dedicated, enthusiastic, and hard working staff.

Our members and their success are the priority, but the Chamber's focus is multi-faceted. Advocacy, collaboration, innovation, and the health of our community are priorities as well. A healthy community is a good place to do business. Whether we're advocating to various levels of government on behalf of business or hosting the largest outdoor farmers' market in Western Canada, the Chamber heartily embraces its role in our community.

2016 was an exciting year for the Chamber. I enjoyed working with this great team and look forward to continuing our commitment to the success and vibrancy of our extraordinary St. Albert!

**KEN MACRAE, CHAIR
ST. ALBERT AND DISTRICT CHAMBER OF COMMERCE**



MESSAGE FROM THE



PAST CHAIR

As my tenure as Past Chair draws to a close at the end of 2016 I've been given this opportunity to reflect on the adventure. When I first joined the Board, about six years ago, it was a very different looking beast. Over the past few years the structure and role of the Board has changed and adapted to ensure the organization continues to be the most effective voice of business in our community. But the Chamber is more than just business; it plays a pivotal role advocating for good government, education and helping sustain St. Albert as a wonderful place to work, play and raise a family!

My Chamber experience reminds me of a famous Ernest Hemingway quote, "How did you go bankrupt?" Bill asked. "Two ways," Mike said. "Gradually and then suddenly." I volunteered to work on a committee in my second year as a member, the next thing I know it's six years later and I'm past Chair. And I wouldn't change one minute of it. It's been a truly invigorating, challenging and fun experience. Perhaps the most rewarding aspect has been the incredible variety of people you get to meet from daring entrepreneurs to committed public servants to young people competing in the St. Albert Idol competition. It's also a guaranteed method of personal development and learning. Being challenged to perform duties that may lie outside your comfort zone, contributing to policy development, running meetings, giving presentations, and again meeting so many interesting people from virtually all walks of life has been an exceptional experience.

We are truly blessed with the staff at our Chamber. Hardworking, effective and professional are adjectives that only begin to scratch the surface. Working with our retiring President and CEO Lynda Moffat has been my very good fortune and my humble thanks and gratitude are sincerely extended to her. We are regarded as one of the best Chamber organizations in Canada, of any size, due in no small part to her leadership. Lynda all the best in your retirement and success in whatever lies ahead. I would also like to acknowledge the many people I've had the opportunity to work (and play!) with whether it was Board members, a committee or just sharing lunch at the monthly meetings.

I will continue to be involved with the Chamber in the future, simply in a different role. It's an opportunity to contribute to our unique and special community, in a very meaningful way. For all of this I extend my sincere thanks.

Best regards,
Barry Bailey, Past Chair
St. Albert and District Chamber of Commerce

ABOUT THE CHAMBER

The St. Albert and District Chamber of Commerce is a membership needs-driven organization dedicated to providing a range of services and activities to fill the current and emerging needs of the community and members we serve.

We provide a forum for the analysis of issues, trends, opportunities and accomplishments that impact our membership specifically and St. Albert's business community in general. As a group, our members are able to share information and

insights for the benefit of the local business community.

We interpret and report on changing government and economic conditions that affect the business environment. We represent the interests of our members in our dealings with legislators and government officials by active and constructive participation in the legislative and administrative process.

We are dedicated to enhancing both the profile and image of our members.

“Our board has changed and adapted to ensure the organization continues to be the most effective voice of business in our community”



- Barry Bailey, Past Chair



VISION

Our community has a thriving business environment.

MISSION

The St. Albert and District Chamber of Commerce is a champion of ideas; leading, inspiring and advocating for our community, facilitating change and growth while creating a fertile environment for businesses, partnerships, and residents.

MEET THE 2016

BOARD OF DIRECTORS



KEN MACRAE
CHAIR

Ken has been in public accounting and auditing since 1976 and moved his private practice to St. Albert in 2002 where he thoroughly enjoys a seven minute commute to his office. He was recruited to the Chamber Board of Directors in 2007 and spent five years as Treasurer before moving into the position of 2nd Vice Chair.



BRIAN BACHYNSKI
1ST VICE CHAIR

Brian is Vice Chair and has been a board member for four years. He is a seven year St. Albert resident, publisher of the St. Albert Gazette, and Senior Group Publisher for Great West Newspapers. Brian sees great potential for the St. Albert region, and he looks forward to the chamber's continued involvement in building on that potential.



JODIE MCFADZEN
2ND VICE CHAIR

Jodie owns Penzen Ltd., won the Chamber's 2011 St. Albert Home Based Business Award of Distinction, and the 2012 Youth Entrepreneur Award of Distinction of Alberta. She is actively involved with many organizations within the company and has been a chamber board member for the past four years.



BARRY BAILEY

PAST CHAIR

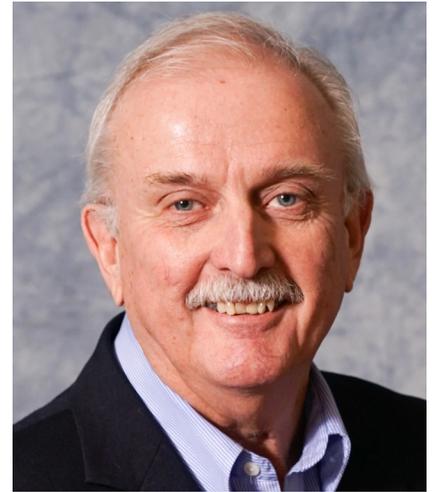
Barry has been involved with the Chamber for many years serving on various committees, on the Board, and now the Executive. His company, Bailey Event Management, incorporated 14 years ago and provides event management services, video production, communications consulting, and creative services to clients. He also runs a hobby business, Bailey Books.



MARK STONELEIGH

TREASURER

Mark has visited thirty-two countries on five different continents and lived in four of those countries. Mark joined the Chamber Board to share his experience and leadership. He enjoys the opportunity to learn from other leaders that are from many different and successful backgrounds in the community. Mark is the Branch Manager of ATB Financial - Tudor Glen Branch



GARRY WETSCH

DIRECTOR

Garry served on the City Council of St. Albert from 1974 to 1977, and his family has, and always will, support local shopping with businesses that earned their trust with quality, integrity, and friendliness. He has been involved with the Chamber for three decades. Garry is Corporate Council for Landrex.



MEL KNOTT

DIRECTOR

Mel is a Realtor with RE/MAX Professionals and became involved with the Chamber of Commerce first as a member and then accepted an invitation to move into a leadership role as a volunteer director. He believes St. Albert business people and residents have a great sense of community and this is a great environment for both family and business.



JILLIAN CREECH

DIRECTOR

Jillian is the General Manager of St. Albert Centre - Primaris Management Inc., and she became a board member to help contribute to the thriving and relevant business environment in the special and vibrant community that is St. Albert. She especially loves the Chamber December Holiday Lunch, and participating in dog agility.



KAREN CHIASSON

DIRECTOR

Karen is in her second year on the Board of Directors. Karen is a co-owner of the McDonald's Restaurants in St. Albert and Edmonton. She has been actively involved in the Ronald McDonald House for over 20 years and is currently on the Board of Directors for the Northern Alberta Ronald McDonald House located in Edmonton.

CHAMBER ROADMAP

“The St. Albert and District Chamber of Commerce is a champion of ideas; leading, inspiring, and advocating for our community, facilitating change and growth while creating a fertile environment for businesses, partnerships, and residents.”

CORE VALUES

The Chamber’s core values are **Integrity, Creativity, Passion, Collaboration, Advocacy, and Relevance.**

STRATEGIC FOCUS AREA

The Chamber focuses on the development of a vibrant community in the Botanical Arts City. People choose our community because it is rich with experiences, opportunities, and activities. Our members want to build a business community as vibrant as they are.

St. Albert is a shopping, educational, and professional destination. It is also a transportation hub offering road, air, rail, and future rapid

transit accessibility. St. Albert is an ideal location for commercial, light industrial, and professional businesses.

The St. Albert and District Chamber of Commerce is the ‘go to’ organization. Our members are inspiring community leaders. We are proud to have them as members of the Chamber family.

SUPPORTING ACTIONS

CHAMBER EXPANSION

Chamber membership grows as the community of St. Albert does. Dedication to providing valuable services and networking opportunities allows us to attract and sustain our membership.

BUSINESS EXPANSION

We strive to cultivate the business environment in St. Albert by creating fertile economic ground to attract and sustain healthy business growth and prosperity.

LEVERAGE OPPORTUNITIES

We recognize and create opportunities to meet our goals and strategic objectives.

PARTNERSHIPS

We understand the critical importance of seeking partnership opportunities to achieve success in all that we do.



CHAMBER STATISTICS

▶ NUMBER OF MEMBERS

The St. Albert and District Chamber of Commerce consists of over 960 members who represent close to 19,000 employees.

▶ EVENTS

Over 21,000 people attended our major events in the last year not including the Farmers' Market. The Lifestyle Expo & Sale and the Snowflake Festival, are our best attended public events.

▶ FARMERS' MARKET

The 2016 Farmers' Market underwent temporary layout changes to accommodate for the construction on St. Anne street. It is still Western Canada's Largest Outdoor Farmers' Market with over 15,000 attendees and well over 250 vendors each weekend.

▶ M2M & B2B

Fifty-two Business members are part of the Member to Member (M2M) and Business to Business (B2B) programs offering discounts to over 18,000 Member employees. The new B2B program is much like M2M but focuses on discounts that benefit a business rather than an individual.

▶ WEBSITE

In September of 2015 we launched the new Chamber website and are proud to offer front page and global advertising to our members.

6,185

26%
Increase

TWITTER FOLLOWERS

"This includes the main Chamber, the St. Albert Farmers' Market, the Visitor Info, and the Perron District Twitter accounts."

6,819

34%
Increase

FACEBOOK PAGE LIKES

"This includes the main Chamber Page, the Farmers' Market Page, the Visitor Welcome Page, the Perron District Page, and the Lifestyle Expo and Sale Page."

14,740

MONTHLY WEB PAGE VIEWS

Also called an 'impression,' a page view is triggered when any page is loaded by a visitor to the site.

85,000

MONTHLY PAGE HITS

Unlike page views, hits are the number of times a web server requests to see a file from the site. Pages, listings, and event photos count! There's plenty to see on the Chamber website.



THE VALUE OF YOUR CHAMBER MEMBERSHIP

Advocate . Associate . Educate

ADVOCATE:

NURSE PRACTITIONER POLICY RENEWAL:

In May, the St. Albert and District Chamber of Commerce presented an updated version of our Nurse Practitioner Policy to the Alberta Chambers of Commerce (ACC) Policy Conference in Red Deer; it was passed with firm support. We were especially pleased during the renewal process, to have met with senior government officials and find that upcoming recommended changes being brought forward to the Ministry of Health were very much in line with the goals of our policy.

DOWNTOWN POST OFFICE:

In February, 2016, Canada Post gave notification that closure was being contemplated for the Perron Street Post Office. After surveying members and downtown businesses, we wrote a letter to Canada Post and strongly and successfully advocated for the historical site to remain open.

ANGLE PARKING: DOWNTOWN

The shortage of downtown parking in the Perron District is

a long-standing issue, and the angle parking trial period relieved some of the parking pressures with the addition of twenty-nine extra parking stalls. The Chamber was thrilled to see the angle parking put into effect (especially without a solid plan for a downtown parking structure), but the project ended after its one year trial period. The Chamber asked council to reconsider its decision after surveying business members, and we will continue to advocate for better parking options in the Perron District and downtown core.

MINIMUM WAGE:

The Chamber works independently and as part of the Alberta Chambers of Commerce (ACC) to advocate that the increase in the minimum wage is handled and rolled out with a minimal negative effect to small businesses.

We have ensured our place at the table during the consultation process; advocating for alternatives to the current plan that would achieve the same living wage goals; and proper assessments, so that the government can see the impact the increase has had on business and the economy.



Advocate . Associate . Educate .

We were fortunate to host the Honourable Christina Gray, Minister of Labour and Minister of Democratic Renewal, for a special Business@Lunch in July and posed some hard questions to her.

It is important that business owners and job providers are heard at a grass roots level, and we are proud to organize that opportunity for both our members and our Provincial Government Officials.



VILLENEUVE AIRPORT:

We continue to work with Sturgeon County and the Edmonton International Airport (EIA) for the enhanced economic opportunities that can benefit St. Albert and the surrounding region from our close proximity to the Villeneuve Airport.

RAY GIBBON (HIGHWAY 2 NORTH) EXPANSION:

We have expanded our focus on the twinning of Ray Gibbon Drive to the expansion and extension of Highway 2 North and its importance to the economic growth of St. Albert and Northern Alberta. Many meetings were held with elected

representatives along the Northern route in preparation for a personal meeting with the Honourable Brian Mason, Minister of Transportation and his Senior staff. During the meeting, we stressed the importance of the expansion and extension of Highway 2 North around St. Albert.

Our case was well received and thoroughly discussed with the Minister and his staff. We will continue to ensure that the Provincial Government keeps this issue high on their priority list.

ALBERTA CHAMBERS OF COMMERCE ANNUAL POLICY CONFERENCE:

The St. Albert and District Chamber of Commerce is a regular participant in the annual policy conference hosted by the Alberta Chambers of Commerce (ACC). We, along with one hundred and twenty-five other community chambers, bring policy resolutions to the floor that the cumulative 24,000 members have asked for the ACC to make a priority when advocating directly to the Provincial Government.

CANADIAN CHAMBERS OF COMMERCE CONFERENCE:

Once again the St. Albert and District Chamber of Commerce participated in the policy debate at the Canadian Chambers of Commerce Conference in Regina. Lynda Moffat, President and CEO of the St. Albert and District Chamber of Commerce, also completed her year as Past Chair of the Chamber of Commerce Executives of Canada (CCEC), and received recognition as the Top Chamber Executive of

the Year for a Chamber with a membership under 1,000 members. Congratulations again to Lynda for this incredible and well deserved honor.

ASSOCIATE:

PARTNERSHIPS:

The St. Albert and District Chamber of Commerce is the Voice of Business at a grass-roots level, but we are also the Voice of Business at a provincial level and federal level through our partnerships with the Alberta Chambers of Commerce (ACC) and the Canadian Chambers of Commerce (CCC).

The ACC is a federation of community Chambers that advocate for Alberta business in regards to provincial legislation. It is comprised of 125 community chambers and represents 24,000 members. The President and CEO, Ken Kobly, was named one of Alberta's 50 most influential people in 2016.

The ACC holds an annual spring conference where community chambers come together to produce and vote on policy to focus on for the upcoming year.

The CCC is a network of over 450 chambers and boards of trade and represent 200,000 businesses of all sizes and in all sectors of the Canadian Economy. It is the largest business association in Canada; the primary and vital connection between business and the federal government.

ADVOCATE . ASSOCIATE . EDUCATE

CONNECTING TO OUR GOVERNMENT:

2015-2016 was a year of change at both provincial and federal levels. In the interest of helping our members and the St. Albert and District community, we organized multiple election forums; all of which were well attended.

The St. Albert and District Chamber of Commerce also held multiple Business@Lunches that gave our members the chance to speak to the newly elected representatives on a one-on-one basis.

In November the Honourable Marie Renaud, St. Albert's Member of the Legislative Assembly, spoke about what Chamber members could expect from the 2016 Alberta Budget. In February His Worship Mayor Nolan Crouse gave the State of the City Address.

In March our Member of Parliament, Michael Cooper, spoke about what he and the Conservative Party of Canada would be advocating for and working on at the federal level.

In April, the Honourable Joe Ceci, Minister of Finance, came to speak about the newly released 2016 budget.

In July the Honourable Christina Gray, Minister of Labour and Minister Responsible for Democratic Renewal spoke to the increases being made to the minimum wage.

EDUCATE:

LUNCH & LEARN:

Lunch & Learns are hour long information sessions provided free of charge to our members.

Topics during our Lunch & Learns have included: Securing Your Business in a Cloud First World, Chamber of Commerce Group Insurance Plan and RRSP, Make It Our Business (Stop Abuse in Families - SAIF Program), Business Insurance 101, and Social Media and Why It's Important to Your Business.

The sessions were available in four week blocks and will be available again in the fall on a bi-monthly basis. Come learn something new and exciting during these fun and informal sessions.

SPECIAL LUNCHES:

The Chamber invites a wide range of speakers for our Business@Lunches to ensure the topics discussed are relevant and important to our members. We were pleased to welcome industry experts, economists, and government representatives.

BUSINESS @ BREAKFAST:

Every second month from September to June, the Chamber hosts informative and networking sessions over breakfast. The five minute presentations are aimed to give a quick introduction and education about a topic of interest to members. The Breakfasts also contain a Speed-Networking component; the best way to meet twenty new people in less than forty minutes.



2015-2016 Website Statistics

47,000

UNIQUE USERS

70%

NEW USERS

64,000

SESSIONS

30%

OF SITE TRAFFIC TO
ONLINE MEMBER DIRECTORY

Even more reasons to value your Chamber Membership

In September 2015, we launched the new St. Albert and District Chamber of Commerce website. The goal was to have a fresh looking site that was multi-device friendly and streamlined site navigation and usage.

The greatest traffic volume remains our online member directory and profiles from organic searches. This means that when people are looking for a business in St. Albert through an online search engine, they are regularly being directed to the member listing on our site first.

Our second highest traffic area, our event pages, include the Lifestyle Expo in the spring and the Snowflake Festival in the winter.



CHAMBER GROUP BENEFITS:

The Chambers of Commerce Group Insurance Plan has provided dental and health insurance enjoyed by 25,000 Canadian businesses for over forty years. Many small business owners join the Chamber for access to the simple, stable, and smart benefits choice for their business. The Chambers of Commerce Group Insurance Plan combines accessibility, flexible options, and pooled benefits that add stability to their employee benefits.

VALUE ADDED PROGRAMS:

The St. Albert and District Chamber of Commerce is able to offer a wide variety of value added programs through our partnerships and associations with the Alberta Chambers of Commerce and the Canadian Chambers of Commerce. Our members have access to

preferred rates and pricing with a variety of companies and services including: insurance, credit card processing, hospitality rates, gas discounts, conferencing services, and shipping/courier services.

SPONSORSHIP & VOLUNTEER OPPORTUNITIES:

The businesses and organizations of St. Albert are an incredible group of community supporters that give both their time and money to help make every Chamber event a reality. The Chamber is able to offer a great selection of volunteer opportunities and sponsorship options for members to not only get involved in our events, but receive great exposure as well.

ADVERTISING:

Weekly Memberlink e-blasts are perfect for promoting an event, sharing a sale, or announcing an anniversary. The digital signs on

the north and south ends of St. Albert trail are a cost-effective way to reach thousands of commuters and visitors to St. Albert each day. The Chamber website now has a landing page and site-wide advertising opportunities for members to be able to reach a larger audience and promote their business.

JOB POSTING:

As part of membership, Chamber members can post available positions to one of the most sought after sections of the Chamber website at no charge. Almost a quarter of the site's traffic goes directly to our jobs page.

LEADING THE WAY... ROLE MODELS

The success of the St. Albert and District Chamber of Commerce is achieved through the combined effort of staff and the members of the business community who volunteer on one or more of our Pillars and Committees. From Governance and Risk and Audit matters to annual events that are made brilliant through the combined vision and efforts of its committee members, the people involved are true role models in our community.

The Pillar of Governance oversees board development, bylaw reviews, strategic planning, board effectiveness, and board nominations and consultation. In 2015 the Pillar worked diligently on rewriting the Chamber bylaws to ensure they remain current.

The Pillar of Risk and Audit reviews monthly financial information, event reports, membership reports, etc, and makes recommendations as necessary. They also scrutinize all identified items and events which may pose a potential risk to the function or operation of the Chamber or our community.

The Pillar of Government Affairs is a collection of individuals who monitor the changes in civic, provincial, and federal government that affect business and discuss how best to respond to said changes.

The group is proactive and is responsible for clarifying when and where the Chamber should be involved in civic matters and in what capacity; from letter writing to arranging meetings to identifying needs for proposed policy which is then forwarded to the Policy committee to be crafted and refined before it is submitted to the appropriate level of government.

Our Member Services Committee works hard to ensure our members are receiving value for their membership.

Committees are also formed around each of the Chamber's major events. Many are long standing such as the Farmers' Market Committee, the Lifestyle Expo and Sale Committee, and the Small



Business Week Committee;

As our events develop into spectacular community features, the Chamber is proud to have a membership and board that step up and support these projects.

The Chamber staff also take pride in being leaders and role models in the greater Chamber organization.

Lynda Moffat, President and CEO of the St. Albert and District Chamber of Commerce, has now completed her year as Past Chair of the Canadian Chamber Executives of Canada. She has also served as President of the Alberta Chamber Executives, and President of the Northwest Leaders Board .

Jennifer McCurdy, Vice President of Operations for the St. Albert and District Chamber of Commerce, is a long time Rotary Member, a member of both the Alberta and Canadian Chamber Executives and sits on the Board of the Arts & Heritage Foundation of St. Albert.



The St. Albert Visitor Welcome Centre

In 2014 the St. Albert and District Chamber of Commerce took over the management and staffing of the St. Albert Visitor Centre. Our office location made it an ideal place to welcome visitors, as well as new and long time residents looking to learn more about our beautiful city.

The St. Albert Visitor Welcome Centre offers a wide variety of services and amenities such as brochures, maps, travel guides, wifi access, computer access, knowledgeable staff, service in English and French, directions, new resident packages, telephone services, newspapers, outdoor picnic area, wheelchair access, and public washrooms.

In 2015 the Visitor Welcome Centre won an AMMY Award for Visitor Service Excellence in Visitor Services. It was recognized as a leader and role model in visitor services for its innovative approach to visitor services, its dynamic web site, use of social media, and mobile services at several of St. Albert's major local events such as the Farmers' Market, Rock N' August, the Lifestyle Expo and Sale, and more!

FACTS:

Over 5,000 Visitors in 2015

Visitors from as far North as Alaska and as far south as Australia

1055 Maps handed out in 2015



INTERESTED IN BECOMING MORE INVOLVED?

The Chamber is always looking for people passionate about an event to be part of one of our committees. Contact the Chamber at 780.458.2833 to see if your favourite event committee is already meeting without you!

EVENTS



Rise and shine! The Chamber Business@Breakfast events are held every second month from September to June, and these informal gatherings are a great way to meet other business leaders. All are welcome to come for a great breakfast, a quick presentation, and our ever popular Speed Networking Sessions!

Speed Networking, much like speed dating, is an excellent way to meet people, and you walk away with fifteen new business contacts in less than an hour. The fun and fast-paced event is a great way for the go-and-get-em's to meet other early rising business owners and operators.

Business@Lunch

Ready. Set. Connect! Business@Lunch occurs the second Wednesday of the month from September to June. Anywhere from 120 to 300 attendees meet over lunch hosted at different member locations.

During Business@Lunch, members hear from Keynote Speakers and Community Spotlights while long time members meet the newest additions to the Chamber family. People like to do business with people they know, and Business@Lunch is an excellent way to get to know business leaders and local government representatives who regularly attend.



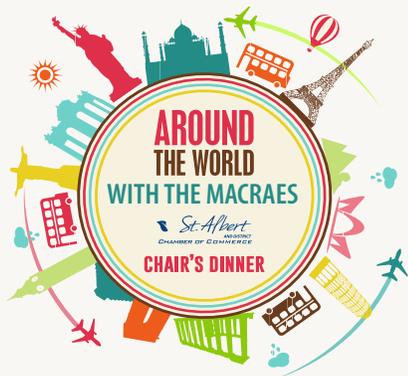
Chamber members are social people - they love to get together after hours and meet up somewhere fun and fascinating. Different businesses take turns hosting a short evening event usually between 5-7PM. Casual, clever, and captivating - Business After Hours is a great way for members to enjoy, support, and learn about local businesses.

Chair's Dinner

The Chair's Dinner is held early in the new year to celebrate the swearing in of the new Chair, thank the past Chair, and dress up and enjoy an evening of food, champagne, good company, and thematically appropriate entertainment.

The Chair's Dinner is one of the year's most highly anticipated events, and it isn't uncommon to hear members talking about it weeks later.

The 2016 Chair's Dinner, Around the World with the Macraes, was held on February 7th at the St. Albert Inn & Suites.



Business in Blue Jeans

Decorate. Dress Up. Celebrate! The week leading up to the Rainmaker Rodeo was supported by many local businesses this year who decorated their business in a western theme, wore western style clothing, and found fun ways to celebrate the return of the Rainmaker Rodeo in St. Albert.

The Chamber holds an annual contest to see which participating businesses best represent the fun and theme of the event.

Congratulations to **KDM Management** for taking the title for their third year in a row, **Johnston Builders** for second place, and **St. Albert Community Information Volunteer Centre (CIVIC)** for third.

A big thanks to the Kinsmen Club of St. Albert for generously providing Rodeo packages as prizes.

Snowflake Festival

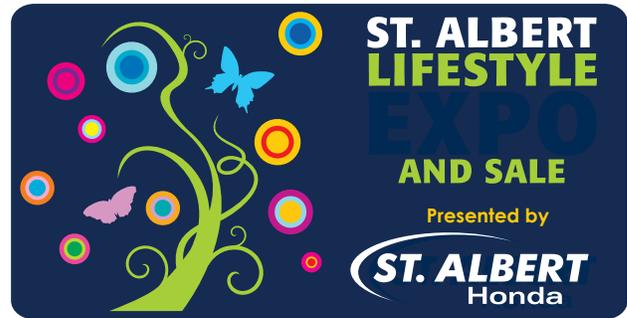
The weather outside was far from frightful this year at the 2015 Snowflake Festival and lighting of the St. Albert Downtown Christmas Tree. An estimated 9,000 visitors spent the evening in the beautiful Perron District enjoying a visit from Santa and his reindeer, children's arts and crafts, roasted chestnuts, horse carriage rides, ice sculpting, shinny hockey, cookie decorating, and the gingerbread contest judging.

Downtown businesses were encouraged to participate by staying open late, keeping warm drinks on hand, and offering some early Christmas specials to festive shoppers.

Even though a 'Grinchy' character was wandering about, it was an amazing evening and is one of St. Albert's signature events.



LIFESTYLE EXPO



The St. Albert Lifestyle Expo & Sale marks the beginning of spring! The 2016 Lifestyle Expo ran from April 15th to April 17th and was held at Servus Credit Union Place. The Expo showcased 200 exhibitors and the products and services they offer.



Taste of St. Albert returned this year featuring food from Central Social Hall, Good Earth Coffeehouse, Skybox Grill, The Chopped Leaf, and Toast Breakfast & Lunch

We were thrilled to have CTV Meteorologist Josh Classen return again this year to host the St. Albert Gazette Baby Crawl and St. Albert Idol.

2016 St. Albert Idol Winners

- Summer Fraleigh (Kids 5-11)
- Andrea Shipka (Junior 12-16)
- Pauline Lee (St. Albert Idol 17+)

A special thanks goes out to all of the sponsors, volunteers, and exhibitors for making the weekend our best Expo yet.

Get your early bird pricing for next year at www.stalbertchamber.com/lifestyle-expo or by calling 780.458.2833



GOLF TOURNAMENT

The annual St. Albert Chamber Golf Tournament is a great opportunity for members to spend a day networking in a relaxed social setting while enjoying a great day of golf.

Each hole is sponsored and an activity, attraction, or fun snack/beverage is found at every hole for golfers to enjoy while they wait for the rest of their team to take their shots.

The tournament was held at the beautiful Sandpiper Golf and Country Club and started first thing in the morning with a Grab N' Go breakfast followed by a BBQ Lunch.

Congratulations to the 'winning' teams and all those who won a door prize provided by one of the many generous businesses that donated to the tournament. Events like the golf tournament rely on volunteers and sponsorships to make the day the best it can be.



FARMERS' MARKET

Every Saturday, rain or shine, from June to October, the St. Albert Farmers' Market is the largest outdoor farmers' market held in Western Canada.

The St. Albert Farmers' Market is 41 years old, and some of the vendors have been coming back for over 30 of those years. Each weekend the market has over 250 vendors selling fresh produce, homemade baking, pickles & preservatives, woodwork, farm fresh chicken, pottery, honey, arts & crafts... the list goes on!



The 2016 Farmers' Market holds four special weekend events including the Yellow Ribbon day on July 30th, Rock N' August on August 6th, St. Albert Arts Fest on September 24th, and the Thanksgiving Market on October 8th. The market welcomes anywhere from 15,000 - 20,000 people every week throughout the market season.

The market is fortunate to have such incredible community support; especially from Landrex, the presenting sponsor. The free Park n' Ride, also sponsored by Landrex, was available again for the 2016 market season. Cranky's Bike Shop generously provides the bike parking station in front of their business. Many of the Perron businesses participate in sidewalk displays and sales.



The 2015 Small Business Awards Week ran from October 8th to October 16th; starting with a kick off at the Chamber Business@Lunch. It continued with a week of celebrating business events, and ended with the Business Awards of Distinction Celebration and Ceremony at the Arden Theatre. The St. Albert business community came out and supported one another during a wonderful evening of entertainment and business excellence.

Nominations open in June, finalists are confirmed by September, interviews are conducted at the end of September and the awards are given out in mid October at the end of Small Business Week.

The nomination form is available online all year, so a business can be nominated at any time! Nomination booklets are also available at the Chamber office.



2015 AWARDS OF DISTINCTION RECIPIENTS

Community Leadership Award of Distinction
Bright Dental

Business to Business Award of Distinction
KDM Management

Marketing Award of Distinction
Cerulean Boutique

Young Entrepreneur Award of Distinction
Kirsty MacIntosh - Purple Lotus Massage Therapy

Outstanding Customer Service Award of Distinction
Nello's Restaurant

Youth Work Experience/Apprenticeship Award of Distinction

Small Business of the Year Award of Distinction
External Affairs Medical Spa

Kristofer Akkerman - Sorrentino's St. Albert

Ignite Award of Distinction
Jack's Burger Shack

Chair's Award of Distinction
Select Equipment Rentals



A Special Thanks to our Volunteers &

We would like to take a moment to thank all the volunteers that have helped make the year of Chamber activities possible. Your dedication to making our community a special place to live, work, shop, and visit is inspirational. We, our members, and the City of St. Albert are lucky to have people who are so generous with their time and talents.

Thank you.



LONG TIME CHAMBER MEMBERS

39 YEARS DRAYDEN INSURANCE & REGISTRIES LTD.
BMO BANK OF MONTREAL - MISSION HILL
SHELEMEY INSURANCE & FINANCIAL PLANNING LTD.
GRANDIN BAKERY (1976) LTD. FORTIS ALBERTA INC. ATCO GAS
LBH BUILDING CENTRE CITY OF ST. ALBERT STANDARD GENERAL INC.
SERVUS CREDIT UNION ST. ALBERT INN & SUITES

38 YEARS ST. ALBERT DAIRY QUEEN DREAM TEAM
GENSTAR DEVELOPMENT PARTNERSHIP

37 YEARS GRANDIN AGENCIES RIVERSIDE MOTORSPORTS
VISION TRAVEL SOLUTIONS
ST. ALBERT GAZETTE (GREAT WEST NEWSPAPERS LP)

35 YEARS MISSION RIDGE ANIMAL HOSPITAL
CANADIAN TIRE - ST. ALBERT
ST. ALBERT CENTRE - PRIMARIS MANAGEMENT INC.

34 YEARS ATB FINANCIAL - TUDOR GLEN
SPT DRILLING LTD.

33 YEARS RON HODGSON CHEVROLET BUICK GMC
GREATER ST. ALBERT CATHOLIC SCHOOLS
TD CANADA TRUST ALBERCO CONSTRUCTION LTD.
BERMONT REALTY (1983) LTD. MEREDITH LOCK AND KEY

32 YEARS ST. ALBERT PUBLIC LIBRARY
ST. ALBERT DAY CARE SOCIETY
ST. ALBERT FUNERAL HOME - CONNELLY-MCKINLEY FUNERAL HOMES

31 YEARS CITY FORD THE BOOKSTORE ON PERRON STREET
NORTHERN LIGHTS DRIVER TRAINING LTD.

30 YEARS RIVERSIDE HONDA & SKI-DOO

29 YEARS ST. ALBERT DODGE PARADISE PET CENTRE
SOCRATES RESTAURANT

28 YEARS ST. ALBERT FAMILY RESOURCE CENTRE
LEHIGH HANSON MATERIALS LIMITED
TIRECRAFT AUTO CENTRE

27 YEARS ROBERT RUSSELL PARALEGAL SERVICES
ST. ALBERT BOWLING AND RECREATION CENTRE
NORTHERN ALBERTA BUSINESS INCUBATOR SOCIETY (NABI)

26 YEARS TELUS COMMUNICATIONS INCORPORATED
ST. ALBERT TUNE-UP AND BRAKE AUTO CENTRE
BDC - BUSINESS DEVELOPMENT BANK OF CANADA LANDREX
GAYLE'S DECORATING LTD.

25 YEARS ASPEN HEALTH CARE

24 YEARS SANDPIPER GOLF & COUNTRY CLUB
WALMART SUPERCENTRE HOLE'S GREENHOUSE
OFFERS INSURANCE & CONSULTING ST. ALBERT SELF STORAGE LTD.
KINGSTON ROSS PASNAK LLP GAFFNEY, MCGREER AND ROWAND
TRANSITIONS REHABILITATION ASSOCIATION OF ST. ALBERT AND DISTRICT

23 YEARS WILD ROSE GROUP OF COMPANIES
STATEFARM INSURANCE - CHARLENE ZOLTENKO
STURGEON VALLEY GOLF & COUNTRY CLUB
ST. ALBERT & DISTRICT FURTHER EDUCATION ASSOCIATION
RICHARDS INSURANCE ADJUSTERS LTD.

22 YEARS ROY FINANCIAL SERVICES INC. APEX CASINO
ART GALLERY OF ST. ALBERT
TIM HORTONS - #725 TIM HORTONS - #179 CONNECTING WOMEN

21 YEARS STURGEON COMMUNITY HOSPITAL FOUNDATION
UNITED WAY OF THE ALBERTA CAPITAL REGION
BISHOP & MCKENZIE LLP STOP ABUSE IN FAMILIES (SAIF) SOCIETY
INVESTORS GROUP FINANCIAL SERVICES INC. THE WATER MERCHANT INC.
STURGEON COMMUNITY HOSPITAL/ALBERTA HEALTH SERVICES
EXPEDIA CRUISESHIPCENTERS HELIQWEST AVIATION INC.
SOBEYS - ST. ALBERT

20 YEARS NEW HOPE COMMUNITY CHURCH
ADG KABAN SEWER & DRAIN LTD.
NUTTALL'S PRINTING & GRAPHICS INC. QUANTZ LAW GROUP
CANADIAN IMPERIAL BANK OF COMMERCE - GATEWAY VILLAGE
STURGEON VALLEY ATHLETIC CLUB CRACKMASTER DISTRIBUTORS

CHAMBERTEAM



Lynda Moffat
President & CEO



Jennifer McCurdy
Vice President of
Operations



Shawn Runcer
Director of
Administration
and Finance



Lori Pratt
Events Manager



Roberta Pawluk
Member Services
Sales Associate



Patricia Schultz
Digital Sign Sales
and Sponsorships



**Agatha
Grochowski**
Farmers' Market
Manager



Caitlin Bolduc
Policy and
Communications
Coordinator



Roxane Closson
Administrative
Assistant

All Chamber staff can be contacted by email at Firstname@stalbertchamber.com
or by calling the Chamber office at 780.458.2833 during our office hours from
8:30 am - 4:30 pm from Monday to Friday.



It is a blessing to live and work in a community where we see bright prospects for our future! Your Chamber of Commerce continues to focus on innovation and advocacy on your behalf as we move into another year.



LOOKING AHEAD...

Now that we have come to see some results from the election of a new Provincial

Government, we will work hard to build on our relationships and be a strong voice for the needs of business. We will continue to work together with the Alberta Chambers of Commerce, and on our own, to ensure that our efforts are as effective as possible. Provincially, we are advocating on several fronts: The twinning and extension of Ray Gibbon Drive as a key part of Highway 2 North is high on the priority list, as is the Minimum Wage issue, the upcoming Carbon Tax, and Provincial funding of Municipalities.

On the Federal level, our efforts will remain very concentrated and focused on getting our natural resources to tidewater. We will continue to work closely with the Canadian Chamber of Commerce on this and other issues, including Immigration and the Workforce, as we ensure that we represent your voice as a Canadian business.

Locally, are looking forward to welcoming our new City Manager, and working closely with the City in bringing forward programs of shared vision in enhancing our economic growth into the future. The strong and positive relationship between St. Albert and Sturgeon County will continue to be encouraged, as we closely watch the two municipalities creating common goals, and finding ways to grow together. This will not be without challenges, and our strong team of volunteers will continue to ensure that we remain well informed and active in reinforcing that the needs of business must not be minimized on the priority list.

Next year there will be a Municipal election. At this time, it is critically important that you seek out the views and knowledge of the candidates on the needs of business. As always, your Chamber of Commerce will host an All Candidates Forum to give you an opportunity to see the candidates, and to hear them answer questions and put forward their platforms. With some existing efforts from non-business groups, it will be extremely essential for business growth and vibrancy over the next four years, that the Mayor and City Councillors who are elected understand and support your needs. This requires the action and passion of each of you and your friends and families.

Within the Chamber of Commerce organization, big changes will be taking place as I move into the next phase of my career, and Jennifer McCurdy takes over as our President and C.E.O. I am completely optimistic about the future with Jennifer in charge, and am confident that this organization will continue to grow in a multitude of directions under her skilled leadership.

I encourage each of you to participate in whatever way you can with your Chamber, as your active involvement ensures success in seeking the Greater Good. Our voice is heard and respected because our business support remains exceptionally strong!

Lynda Moffat,
President & CEO
St. Albert and District Chamber of Commerce





St. Albert and District Chamber of Commerce
71 St. Albert Trail
St. Albert, AB
T8N 6L5

www.stalbertchamber.com
Ph: 780.458.2833
Fax: 780.458.6515
