



2019 CHAMBER REPORT

MESSAGE FROM THE PRESIDENT & CEO



Through the enormous challenges this past year, we have been inspired by the many businesses who have continued to adapt and show resilience and perseverance. We were thrilled to welcome 170 new members this year, most of which were new business ventures. We were also honoured to be able to help business members celebrate 25, 30 and even 40 years of business in this community.

We continued to work on new initiatives and collaborations with many partners throughout the community. We are an external partner stakeholder in many of the city's Corporate

an active participant in the city's Municipal Development plan process, ensuring the needs of our business community are being heard. We are proud to be part of the Villeneuve Airport Task force and look forward to the development of business and opportunities over the next few years.

The Chamber is proud of the work that we do during election years bringing the candidates to our business members as well as facilitating and hosting the public election forums. This year was no exception with the Provincial, Federal and a byelection in Sturgeon County taking place.

We continued with our information 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. Our MDP Roundtable in June and our Red Tape Reduction Roundtable in October are just two examples where the Chamber provided the means for the business community to speak directly with our city and provincial leaders. As issues or educational opportunities arise, we will continue to hold roundtables and will be reaching out to our

members for your ideas and input.

Our community engagement and events continue to expand. We have an amazing team of dedicated staff and volunteers who work tirelessly to bring our members and residents events that we can all be proud of.

As we look towards 2020, we look forward to the opportunities that lie ahead. We are extremely fortunate to have a very dedicated Board of Directors who are committed to ensuring the Chamber represents our business community. The Board, along with our very active Government Affairs Committee will continue to monitor changes that could 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."

A handwritten signature in blue ink that reads "J. McCurdy". The signature is fluid and cursive, with a large initial "J" and a stylized "M".

Jennifer McCurdy
President & CEO



Message from the Chair

It has been both a privilege and honour to serve as the 2019 volunteer Chair of the Chamber. I've witnessed the strength and success of our Chamber firsthand. I'm proud that it is held in very high regard and a leader within St Albert as well as amongst the Alberta and Canadian Chambers of Commerce.

This past year continued to be a challenging and pivotal year for our businesses. The Chamber has been in the forefront actively advocating and addressing concerns with stakeholders, educating businesses, hosting roundtables and workshops. As Alberta underwent another provincial election, our Chamber was highly involved in advocating for the reduction of red tape, interprovincial trade barriers and costs for businesses, improving business competitiveness and addressing the skills gap. We were also highly involved in the Municipal Utility Corp debate providing businesses a voice.

I am very proud of the community involvement and events held by our Chamber. The Outdoor Farmers' Market was recognized in 2019 by Chatelaine magazine as one of the top 11 markets in Canada. The Lifestyle

Expo drew over 12,000 people and the Snowflake Festival attracted well over 15,000 to the Perron District. A Small Business Week celebration saw 72 amazing businesses nominated and recognized at the awards night.

I thank our 2019 Chamber board members for their passion, dedication and hard work serving our members and working to create a dynamic, strong and successful business community. This cannot be done without the amazing work the Chamber staff and President & CEO, Jennifer McCurdy, perform each and every day. They are an awesome, passionate, and hard-working team that deserve many kudos and thanks!

I have learned so much and met many great and passionate people over the past 9 years and highly recommend that you get involved in any way that you can to ensure our Chamber remains a strong voice for business and active in the community. It is truly a rewarding experience and I'm proud to have had this opportunity to be part of this community.

Mark Stoneleigh
2019 Volunteer Chair

"It is truly a rewarding experience and I'm proud to have had this opportunity to be part of this community."

**~Mark Stoneleigh
2019 Chair**



ABOUT THE CHAMBER

CORE VALUES:

Integrity

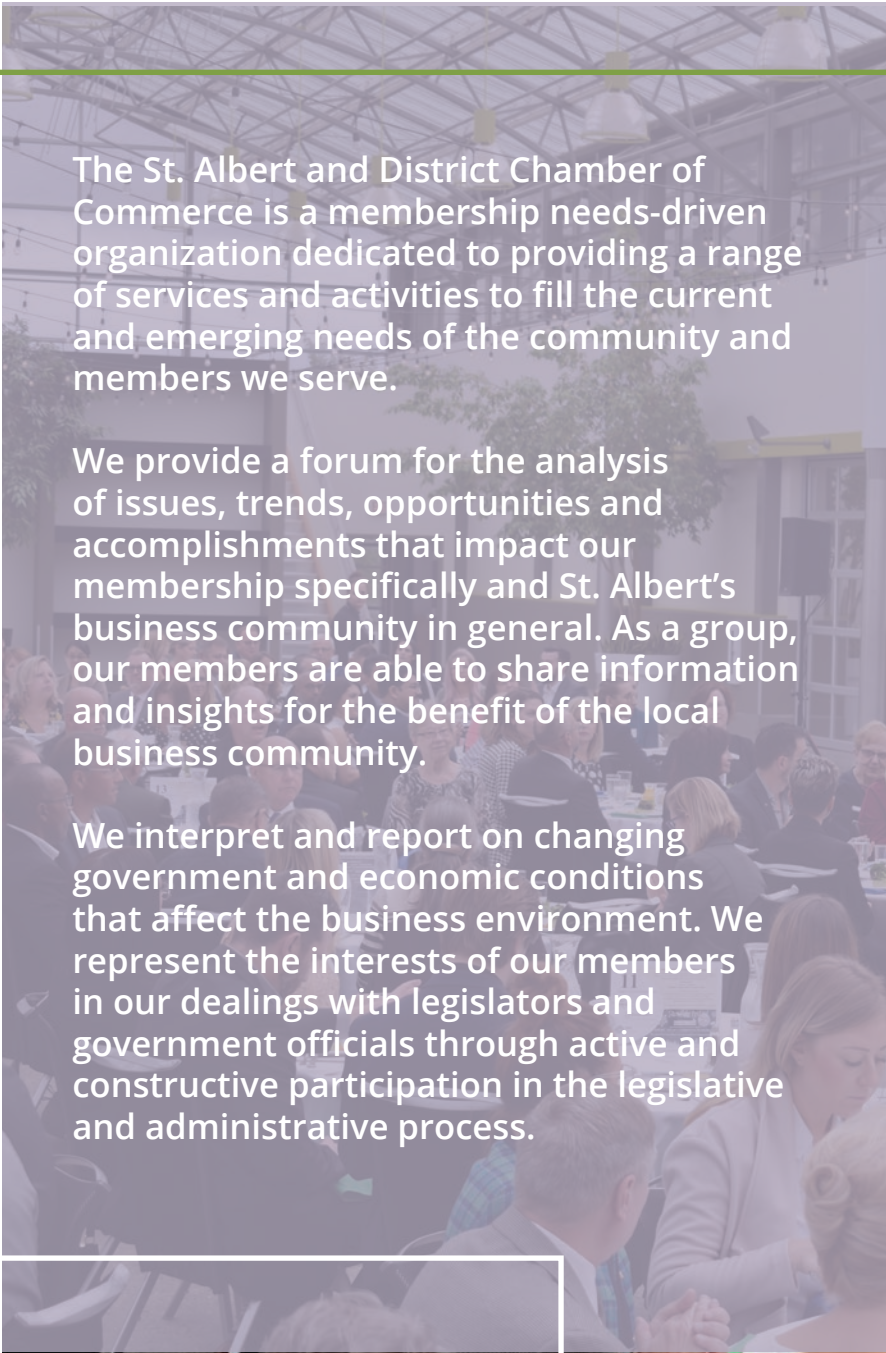
We act ethically with honesty and transparency and professionalism. It's not just about doing the right thing; it's about doing it the right way.

Passion

We are enthusiastic about what we consider, undertake, and promote. We are invested in our projects and take pride in our accomplishments. Our work is important to us.

Advocacy

We champion the cause of others to the greater benefit of all. We facilitate real change through our work with many levels of chambers and government.



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 through active and constructive participation in the legislative and administrative process.

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

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.

Creativity

We explore better ways to serve our members and community. Potential and possibility drive us to ask 'what if?'

Collaboration

We use approaches that are open and inclusive. Together we achieve more than we ever could on our own. We are a collection of driven individuals who want to see business succeed.

Relevance

We exist because our members see value in our work. We are an effective organization working on behalf of members to provide services and solutions to their needs, and those of the broader community.

"The Chamber is the 'go to' organization. Our members are inspiring community leaders, and we are proud to have them as part of our Chamber family."



STRATEGIC AREA OF FOCUS:

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.

ABOUT THE CHAMBER

2019 BOARD OF DIRECTORS



Mark Stoneleigh
Chair
ATB Financial



Jodie McFadzen
Past Chair
The UPS Store #65 &
Penzen Limited



Margaret Mrazek, QC
1st Vice Chair
Lawyer



Curtis Crouse
2nd Vice Chair
A-1 Heating and One
Hour Plumbing



Kelvin Smith
Treasurer
Kelvin Smith
Professional Corp.



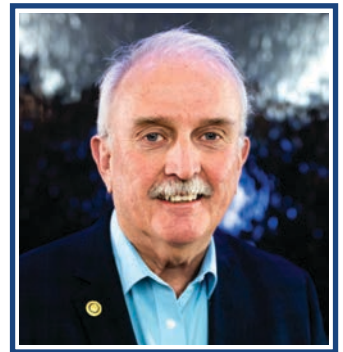
Connie Clark
Mission Computers



Jillian Creech
St. Albert Centre



Doug Webster
Staples



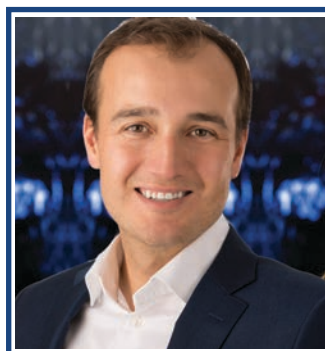
Garry Wetsch
Landrex



Jill Bulmer
Cerulean Boutique



Randy Denton
The Co-operators -
Denton Agencies Ltd.



Mel Garbe
Lift Legal



Angie Hampshire
St. Albert Gazette

CHAMBER STATISTICS

Membership

We had 170 new members in 2019, and currently have 950 members who represent over 18,000 employees.



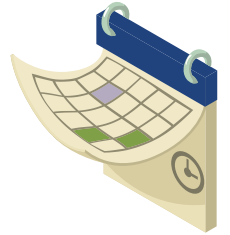
Farmers' Market

The Farmers' Market is the largest Outdoor Farmers' Market in Western Canada with 270 vendors and an average of 15,000 attendees each weekend.



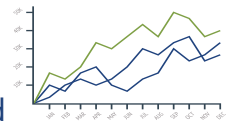
Events

Over 35,000 people attended our major events (not including the Farmers' Market) in the last year. The Lifestyle Expo & Sale and the Snowflake Festival are our best attended public events.



Website Page Views

105,071 page views. A page view is triggered when any page is loaded by a visitor to the site.



Volunteers

Over 100 volunteers gave over 400 volunteer hours to support Chamber's special events.



M2M & B2B

53 business members are part of the Member-to-Member (M2M) and Business-to-Business (B2B) programs offering discounts to just over 18,000 member employees.



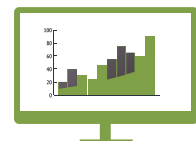
Social Media

Our social media following across all platforms hosted by the Chamber including: the main Chamber pages, the Farmers' Market, and Visitor Welcome Centre.



Website Sessions

49,440 Sessions: the number of times people visited the Chamber website looking for information.



LONGTIME MEMBERS

40 + YEARS

Drayden Insurance & Registry Ltd. • BMO Bank of Montreal - Mission Hill • Shelemey Insurance & Financial Planning Ltd. • Grandin Bakery (1976) Ltd. • FortisAlberta Inc. • ATCO Gas • LBH Building Centre • City of St. Albert • Standard General Inc. • Servus Credit Union • St. Albert Inn & Suites • St. Albert Dairy Queen Dream Team • Genstar Development Partnership • Grandin Agencies • Riverside Motosports • St. Albert Gazette (Great West Newspapers LP)

35 + YEARS

Mission Ridge Animal Hospital • Canadian Tire - St. Albert • St. Albert Centre - Primaris Management Inc. • ATB Financial - Tudor Glen • SPT Drilling Ltd • Ron Hodgson Chevrolet Buick GMC • Greater St. Albert Catholic Schools • Alberco Construction Ltd. • Bermont Realty (1983) Ltd. • St. Albert Public Library • St. Albert Day Care Society • St. Albert Funeral Home - Connelly-McKinley Funeral Homes

30 + YEARS

City Ford • The Bookstore on Perron • Northern Lights Driver Training Ltd. • Riverside Honda & Ski-Doo • St. Albert Dodge • Socrates Restaurant • St. Albert Family Resource Centre • Lehigh Hanson Materials Limited • Tirecraft Auto Centre • Robert Russell Paralegal Services • St. Albert Bowling and Recreation Centre Inc. • Northern Alberta Business Incubator Society (NABI)

25 + YEARS

Telus Communications Incorporated • St. Albert Tune-Up and Brake Auto Centre • BDC - Business Development Bank of Canada • Landrex • Gayle's Decorating Ltd. • Aspen Health Care • Canada Safeway - Inglewood • Sandpiper Golf & Country Club • Hole's Greenhouse • Offers Insurance & Consulting • St. Albert Self Storage Ltd. • Gaffney, McGreer and Rowand • Transitions Rehabilitation Association of St. Albert and District • Wild Rose Group of Companies • Charlene Zoltenko Insurance Agency DBA Desjardins Insurance • Sturgeon Valley Golf & Country Club • St. Albert & District Further Education Association • Richards Insurance Adjusters Ltd. • Roy Financial Services Inc. • Art Gallery of St. Albert • Century Casino St. Albert • Connecting Women

20 + YEARS

Sturgeon Community Hospital Foundation • United Way of the Alberta Capital Region • Bishop & Mckenzie LLP • Stop Abuse in Families (SAIF) Society • Expedia CruiseShipCenters • Heliqwest Aviation Inc. • Sobeys- St. Albert • New Hope Community Church • ADG Kaban Sewer & Drain Ltd. • Nuttall's Printing & Graphics Inc. • Canadian Imperial Bank of Commerce - Gateway Village • Sturgeon Valley Athletic Club • Grapevine Deli • CWR Enterprises Ltd. • DanceCo Ltd. • Select Equipment Rentals • Ironwood Estates Gracious Retirement Living • Johnston Builders Ltd. • Pools & Spas of Excellence Inc. • RBC Royal Bank - Inglewood Square Branch • Youville Home - Covenant Health • St. Albert Source for Sports • St. Albert Victim Services Association • Subway Sandwiches • Sorrentino's St. Albert • Centrix Hair & Spa • Days Painting Supplies • Global Cell Communications Inc. • Innovations Music • Alberta Dried Flowers & Supplies Inc. • DiGiuseppe Interior Design Ltd. • Graham & Associates • Success 2000 Study Centres • Visionary Centre for the Performing Arts • Westmount Dairy Queen • MDO Opticians • Sarasota • Arts & Heritage St. Albert • Sturgeon Auto Body Shop Ltd. • Gemport

Thank You to Our Longtime Members & 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!

ADVOCATE

NATIONAL CANNABIS ROUNDTABLE SERIES

In October we participated in the National Cannabis Roundtable Series hosted by the Canadian Chamber of Commerce and Fire & Flower. Politicians, industry leaders, chambers, members of the National Cannabis Working Group, key decision makers and university researchers came together to discuss opportunities and give input to key cannabis policy recommendations for this emerging and vital sector

MDP ROUNDTABLE

The Municipal Development Plan (MDP) is one of the most important guiding documents for our city as it directs where and how growth should happen while reflecting the values and aspirations of our community. The Chamber has been proud to be an active member of the Project Champion Team as we work to ensure our city's growth will provide strong opportunities for our current and future businesses. In June we hosted a business focus roundtable discussion with 20 bright, young business leaders who shared their vision of how they would like to see commerce opportunities develop over the next 30 to 40 years.

PRE BUDGET ROUNDTABLE

In February, the Chamber hosted a Pre Provincial Budget Consultation with the Minister of Economic Development and Trade giving our Business Leaders direct access and opportunity to voice their concerns in policies that directly affect the way they could do business.

RED TAPE REDUCTION

The Chamber hosted a Red Tape Reduction Roundtable with the Honorable Dale Nally, MLA Morinville-St. Albert in October. There was strong representation from St. Albert, Sturgeon County and other surrounding areas. Over 50 people attended providing a robust discussion on red tape challenges and possible solutions which were then forwarded to the Minister of Red Tape Reduction.

ELECTION FORUMS

The Chamber hosted Election Forums for both the Provincial and Federal Elections as well as a "meet and greet" for the Sturgeon County By-election. The Chamber is proud of the forums that we bring to the public allowing all candidates a professional and respectful platform to speak. In addition, we provided an opportunity for our business members to meet



and hear directly from the candidates at our Business@Lunches.

VILLENEUVE AIRPORT

The Chamber continues to be a part of the conversation for future plans and development of Villeneuve Airport and we are proud to be an active member of the Villeneuve Landing Network led by Sturgeon County Mayor Alanna Hnatiw. We truly believe this airport has enormous potential to be a huge economic driver for our region and we will continue to work towards that goal.

& ASSOCIATE

MUNICIPAL UTILITIES CORP

The Chamber had many discussions regarding the city's proposed Municipal Utilities Corporation. We met with city administration in a joint meeting with the city's Economic Sustainability Advisory Board (ESAB). In addition, we facilitated a Roundtable with Bernd Manz, former CEO of Aquatera (MUC in Grande Prairie), the city and chamber members, to learn more about the process, pros and cons and challenges of their MUC. After lengthy deliberation, the Chamber presented to Council at the public hearing on December 2nd. The Chamber commended the city for being proactive and recognizing the need to create additional sources of revenue but felt there were too many critical questions (which we listed) that needed to be answered before the Chamber could fully support it.

ALBERTA CHAMBERS OF COMMERCE

The St. Albert and District Chamber of Commerce is the Voice of Business at a grass-roots level, but we are also one of the many voices at a provincial level through our partnership with the Alberta Chambers of Commerce (ACC). The ACC is a federation of community chambers that advocate for Alberta business

through provincial consultations and meetings with ministers. It is comprised of 125 community chambers and represents 25,000 businesses across the province.

POLICY CONFERENCE

The St. Albert and District Chamber of Commerce is an annual participant in the policy conference held by the Alberta Chambers of Commerce (ACC). We, along with over a hundred Alberta Chambers, bring policy resolutions to the floor that represent the needs and interests of 25,000 businesses at a provincial level. Our Chamber brought forth many recommendations for changes to the policies, most of which were accepted by the delegates. The delegates debated 27 policies, 25 of which were passed, 1 was tabled and 1 was defeated.

VOTE PROSPERITY

The Alberta Chambers of Commerce played a strong leadership role in this year's Provincial election by rolling out their Vote Prosperity Campaign. They highlighted that businesses are the backbone of Alberta's economy and the foundation for healthy and vibrant communities and they wanted to ensure that the new Alberta government would address the most important issues for businesses to thrive.

The campaign highlighted four fundamental pillars for a stronger Alberta - Strengthening Business Competitiveness
- Growing Provincial Trade - Building Healthy Communities
- Improving Government Accountability.

CANADIAN CHAMBERS OF COMMERCE

Similar to the ACC, the Canadian Chambers of Commerce (CCC) represents 450 chambers and boards of trade which in turn 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.

POLICY CONFERENCE

The Chamber is part of the Canadian Chambers of Commerce and participates in the development and debate of policies brought forward from Chambers across Canada. The 2019 conference took place in St. John, New Brunswick where over 320 chamber of commerce executives and community business leaders discussed the economic and political issues that affect the prosperity of Canadian business. The Alberta delegation is one of the strongest and best represented at this annual

ADVOCATE & ASSOCIATE

of the strongest and best represented at this annual conference and this year we were proud to have our Premier as the keynote speaker. Over 50 policy resolutions were brought forward to the floor for debate.

ROADMAP TO PROSPERITY

The Canadian Chamber of Commerce launched the ROADMAP TO PROSPERITY campaign prior to the Federal Election. The Chamber recognizes the importance of active engagement and the implementation of a coherent economic strategy, one for the betterment of all Canadians and believes that if the government cannot do it, then businesses will need to lead the way. This campaign continues to provide guidance to the government through their most recent document: Minority Parliament Guide to Economic Growth.

CITY OF ST. ALBERT

The city's Municipal Development Plan(MDP) is the most important guiding document our city will work on over the next few years and the Chamber is proud to participate in the process. In the spring, we hosted an MDP roundtable for the business community to ensure our members were not only aware of what the MDP encompasses, but also to have the opportunity to ask questions and give feedback. As a member of the MDP "Project Champion Team", we will continue to ensure the "Voice of Business" is being heard through the entire process.

We are pleased to continue to be an external partner stakeholder in many of the city's Corporate Business Plan (2018-2021) projects. Along with the work on the Municipal Development Plan, the chamber has provided input into the Commerce Retention and Resiliency work the city is doing. We will continue to work collaboratively with the city on these and other projects such as Green Tape 2.0, Entrepreneurial Groups and Ventures and Value Proposition.

BUSINESS@LUNCH

The St. Albert and District Chamber of Commerce facilitates opportunities for the business community to meet with elected officials, industry experts, and economists. Over the past twelve months, our luncheon attendees had the opportunity to learn more about the economic outlook from Angus Watt, meet the provincial candidates, Sturgeon County (Mayor Alanna Hnatiw), Edmonton Airshow, State of the city (Mayor Cathy Heron), fall government update (Minister Dale Nally) along with kicking off summer and small business week. These luncheons also provide a great opportunity for our not for profit members to showcase their work and to introduce our new members.

BUSINESS AFTER HOURS

It's not always easy to get away during the work day. We completely understand, and that's why Business After Hours is a great networking event for business professionals. Held at members' businesses throughout the year, our members get an opportunity to connect in a fun and casual atmosphere. Come as you are, relax and grow your exposure!

EDUCATE

INFORMATION SESSIONS & WORKSHOPS:

The Chamber facilitated many workshops and information sessions to help our businesses navigate through legislative changes that were brought forward in 2019. The Chamber hosted a roundtable discussion on Red Tape Reduction with the Associate Minister of Natural Gas, the honourable Dale Nally. This year focused on election forums and information sessions.

The Chamber hosted two forums for the provincial election and one for the federal election. St. Albert, Sturgeon County, and Morinville residents filled the rooms to hear from each candidate.

The Chamber continues to look for opportunities to bring valuable information to our member businesses.



BUSINESS@BREAKFAST

Calling all early risers! The Chamber Business@Breakfast events are held every second month from September to June. The fifteen-minute presentations give an introduction into topics of interest to members. Following breakfast, enjoy a round of speed networking. Much like speed dating, this is an excellent way to meet people, and walk away with twenty-five new business contacts in less than an hour.

LUNCH & LEARN

Lunch & Learns are hour long information sessions provided free of charge to members hoping to learn something new during their lunch break. Topics have included: Chamber of Commerce Group Insurance Plan, Make your Accounting Process more Efficient, Online Marketing, Red Flags in the Workplace, Overcoming Stumbling Blocks at Work, Google Analytics, Tips & Tricks for Word and Excel, Website Marketing, Planning for Retirement, and Government of Canada Job Grants. Come learn something new and exciting during these fun and informal sessions.





THE VALUE OF YOUR MEMBERSHIP

CHAMBER GROUP BENEFITS:

The Chambers of Commerce Group Insurance Plan has provided dental and health insurance enjoyed by over 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 employee benefits. More information can be found at chamberplan.ca.

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.

SPONSORSHIP & VOLUNTEER OPPORTUNITIES:

Both large and small businesses and organizations of St. Albert provide an incredible amount of community support by giving both their time and resources to help make every Chamber event a reality. The Chamber offers 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.

MARKETING:

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 offers home page and site-wide advertising opportunities for members to reach a larger audience and promote their business. Weekly MemberLink e-blasts are perfect for promoting an event, sharing a sale, or announcing an anniversary.

Our Member Mondays highlight a business doing something wonderful in the community, celebrating an anniversary, or milestone. Our "12 Days of Elf-Mas" highlights our local businesses and encourages shopping local for the holiday season by guessing where the pesky Chamber elf was wreaking havoc during the day. Both our members, and St. Albertans enjoyed participating and watching the elf run around town.

JOB POSTINGS:

Chamber members can post available positions, at no charge, to one of the most sought after sections of the our website. Almost a quarter of the site's traffic goes directly to our jobs page that receives almost 4000 views per month.

ROLE MODELS

The success of the St. Albert and District Chamber of Commerce is achieved through the leadership and dedication of our Board of Directors. As a Strategic Board, their commitment is to ensure the Chamber continues to be a voice for business, advocate for our community, facilitate change and growth, and lead by example.

Each board member gives additional time on one or more of our three Pillars: Governance, Risk & Audit, and Policy (Government Affairs Committee).

The Governance Pillar oversees board development, bylaw reviews, strategic planning, board effectiveness, and board nominations and consultation. The 2016-2018 Strategic Plan is scheduled for a full review this year. This process will ensure that the Chamber is aligned with the changing needs of our business community and members.

The Risk and Audit Pillar reviews monthly financial information, and operations 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 Policy Pillar (Government Affairs Committee) 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 responsible for clarifying when and where the Chamber should be involved in civic matters and in what capacity; making recommendations to the Board of Directors. They identify needs of our community for proposed policy to be crafted and refined. They also review upcoming policies at provincial and national levels and make recommendations to support, not support, or amendments to be made to the appropriate delegation.

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, the Snowflake Festival 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 continue to step up and support these projects, whether it be through sponsorship or through volunteer hours. We encourage all of our members to consider becoming more involved in Chamber activities and events.



ST. ALBERT LIFESTYLE EXPO AND SALE

Shop. Play. Taste. See - What St. Albert has to offer!

The St. Albert Lifestyle Expo and Sale marks the beginning of spring, and this year's event proved to be a sensational weekend for everyone! The 2019 Lifestyle Expo ran from April 20th to 22nd and was held at Servus Credit Union Place. This year's Expo showcased over 200 exhibitors with the products and services they offer.

The Taste of St. Albert was a hit again year featuring food from Central Social Hall, Hutch & Howl, Louisiana Purchase, Skybox Grill, and the Ukrainian House.



2019 St. Albert's Got Talent Winners:

Jordan Ho [ELEMENTARY]
Dante Fecteau [JUNIOR HIGH]
Mariya Chvojka [SENIOR HIGH]

A special thanks goes out to all of the sponsors, volunteers, and exhibitors for making the Expo a huge success!

Book your booth for next year at
www.stalbertchamber.com/expo or call 780.458.2833



Every Saturday, rain or shine, from the second weekend in June to the weekend before Thanksgiving in October, the St. Albert Farmers' Market continues to be the largest outdoor farmers' market held in western Canada.

The St. Albert Farmers' Market is 37-years-old, and some of the vendors have been coming back for over thirty of those years. Each weekend the market has 270 vendor stalls selling fresh produce, homemade baking, pickles & preservatives, woodwork, farm fresh chicken, pottery, honey, arts & crafts... and the list goes on!

St. Albert Centre sponsors a free Park N' Ride that runs from the mall to the market. Cranky's Bike Shop continues to provide a complimentary bike parking station in front of their business on St. Anne Street at the north entrance of the market.



The St. Albert Farmers' Market was honoured with the Alberta Tourism Sustainable ALTO Award. We continue to look for ways to engage our staff and vendors in giving back to the community.

The market is proud to continue to partner with the St. Albert Food Bank and has donated a collective 17,000 lbs in four years. We are proud to have shared this success with other markets who are doing the same in their communities. Our buskers, many of them young musicians, pay a \$10 fee each Saturday to participate in the market. At the end of each market season on behalf of the Buskers, the St. Albert Rotary Club is given a cheque in the amount of \$1,500 to be used through their Community Services Committee to support young musicians that struggle to pay for music lessons.



St. Albert Chamber 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.

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 and prizes.

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 dedicated volunteers and sponsors to make the day the best it can be.

Thank you!

Business in Blue Jeans

Decorate. Dress Up. Celebrate!

The week leading up to the Rainmaker Rodeo was supported by many local businesses this year. Eleven businesses decorated their workplace in a western theme, wore western style clothing, and found fun ways to celebrate 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 Foisy Law for taking first place, St. Albert CIVC for second place, and Ironwood Estates for third.

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



Snowflake Festival

The 2019 Snowflake Festival and lighting of the St. Albert downtown Christmas tree was the largest and best yet. It is the biggest winter festival in St. Albert with an estimated 15,000 attendees!

Visitors spent the evening in the beautiful Perron District enjoying a visit from Santa, a winter-friendly petting zoo, children's arts and crafts, live entertainment, the Snowflake Express train, horse-drawn wagons, shinny hockey, cookie decorating, and judging the gingerbread contest.

Many downtown businesses joined in the fun and participated by staying open late, keeping warm drinks on hand, and offering some early Christmas specials to festive shoppers.

Even Olaf, the Christmas Minion, and Grinch and Max joined the fun! It was an amazing evening and is one of St. Albert's signature seasonal events.



Presented
By: **CIDEX**
group of companies



The 2019 Small Business Week ran from October 16th to October 24th; starting with the kick-off at the Chamber's 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.

This year, 72 businesses were finalists in nine categories. Congratulations to all of them!

Nominations are open to the public in June and close at the end of August. Finalists are invited to the interview process throughout September.



2019 AWARDS OF DISTINCTION RECIPIENTS

COMMUNITY BUSINESS LEADERSHIP
KDM Management Inc

MARKETING
Brian Cyr - RE/MAX Professionals

OUTSTANDING CUSTOMER SERVICE
Empire Salon

IGNITE
Endeavour Brewing Company

BUSINESS TO BUSINESS
Staples St. Albert

YOUNG ENTREPRENEUR
Gretzie Parth - GPMMAKEUP Inc.

COMMUNITY STEWARDSHIP
Stop Abuse in Families (SAIF) Society

SMALL BUSINESS (1-9 EMPLOYEES)
Proline Electric Ltd.

SMALL BUSINESS (10+ EMPLOYEES)
Toast Breakfast and Lunch



CHAIR'S AWARD OF DISTINCTION
Quantum Chemical



LYNDA MOFFAT WOMAN OF DISTINCTION
Rosanna Fischer -
KDM Management Inc.

ST. ALBERT VISITOR WELCOME CENTRE



Since 2014, the St. Albert and District Chamber of Commerce has managed the St. Albert Visitor Welcome Centre.

The St. Albert Visitor Welcome Centre offers a wide variety of services and amenities. Our Visitor Welcome Centre has won an AMMY Award for Visitor Service Excellence in Visitor Services. It has been a finalist for the Operational Excellence - Innovation Award, and most recently was chosen as a venue to film training videos for Alberta Culture and Tourism. These videos are used for the Visitor Welcome Centre Spring Training Course.

St. Albert's Visitor Welcome Centre was one of the first in the province to take the Visitor Information Services out into the community. You will see the Visitor Welcome tent at several of St. Albert's major local events such as: Northern Alberta Children's Festival, the Farmers' Market, Rock'n August, the Lifestyle Expo, and more!





Shelly Nichol
Director of Finance
& Administration

Roxane Closson
Visitor Welcome
Manager & Farmers'
Market Manager



Meggan
Nepoose-Hill
Events Manager



Leslie St. Jean
Communications
Coordinator



Jennifer McCurdy
President & CEO



Angela Pacholok
Members Services
Manager



Christina
Green-Siracky
Member Services &
Sales Coordinator

Amanda Reid
Administrative Assistant



CHAMBER STAFF

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,
Monday to Friday from 8:30 am - 4:30 pm.



LOOKING FORWARD

“The Chamber is one of those organizations that from my observations over the years has made a difference in our community.”

I am very pleased to have been elected to serve as the 2020 Volunteer Chair of the St. Albert and District Chamber of Commerce. As a long-time resident of St. Albert, the quality of life in St. Albert is second to none. This is due in no small part to the many strong organizations that make our city a vibrant and desirable place to live. The Chamber is one of those organizations that from my observations over the years has made a difference in our community.

We have done this by continuing to provide community events including the largest Outdoor Farmers' Market in Western Canada, the Lifestyle Expo, the Snowflake Festival, and of course Small Business Week.

The Chamber also recognizes that the past few years have presented challenges for many of our businesses. Our Government Affairs Committee, which I have had the pleasure of chairing for the last couple of years has looked at some of these challenges and advocated where applicable on behalf of our businesses. I know this committee will continue to be strong advocates for retention of current businesses as well as

continued economic growth in St. Albert.

We will continue to collaborate with both St. Albert City Council as well as City Administration on initiatives that support not only our existing businesses but also that will attract new businesses. The Chamber appreciates the respectful relationship it has with the City of St. Albert Council and City Administration and looks forward to continuing this relationship in 2020. As the area the Chamber serves includes part of the Sturgeon County, we are also appreciative of the positive relationship with the Mayor and staff of Sturgeon County and look forward to continuing same in the coming year.

I would be remiss if I did not indicate that our Chamber is so fortunate to have Jennifer McCurdy as our President and CEO as well as our other staff members that successfully operate the Chamber and its activities. I am also very excited to work with our 2020 Board of Directors this year, and I look forward to hearing your ideas as to how best we can fulfill the

Chamber's vision and mission for 2020.

I can promise that the Board and staff of the Chamber will continue to be committed to supporting and serving all of the members and to ensuring that businesses in St. Albert and District can thrive and attract new businesses to our community and the Chamber.

Margaret Mrazek, QC
2020 Volunteer Chair



2020 BOARD OF DIRECTORS



Margaret Mrazek, QC
Chair
Lawyer



Mark Stoneleigh
Past Chair
ATB Financial



Curtis Crouse
1st Vice Chair
A-1 Heating and One
Hour Plumbing



Garry Wetsch
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Landrex



Jill Bulmer
Treasurer
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Connie Clark
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Randy Denton
The Co-operators -
Denton Agencies Ltd.



Mel Garbe
Lift Legal



Angie Hampshire
St. Albert Gazette



Paul Lanni
Averton Group of
Companies




Julie Quantz-Kovac
Oil City Signs Inc.



Shawna Randolph
Shawna Randolph
Communications

St. Albert and District
Chamber of Commerce

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