



ACHESON BUSINESS ASSOCIATION

**STRATEGIC
PLAN 2021**

LOOKING TO THE FUTURE



THE HUB & VOICE OF ACHESON

VISION

We foster an engaged business community in Acheson to build meaningful connections, be a strong representative, and a valuable resource to our members.

MISSION

The ABA is the heart of Acheson, strengthening businesses in the community to drive and foster success.

GOAL #1

ESTABLISH A VOICE

ABA represents our members locally and Provincially on issues that affect day-to-day operations, project uncertainty, and red tape.

Collaborate with government officials, the county, surrounding cities and local chambers to align on key issues to the community.



LOOKING TO THE FUTURE

Committee & Board Growth

Committee Development

Tri-Region Collaboration

Strength In Numbers



GOAL #2

INFORMATION & RESOURCE HUB

Be the catalyst for connectivity to resources, to ideas, and to one another.

We source and provide vital information, tools, and resources for your business.

We access and deliver relevant news and information that is not readily accessible, and which is relevant to the local business community.

Our directory aids in business referrals, guiding traffic to your business, and bringing awareness to you.



LOOKING TO THE FUTURE

Cultivate & Educate
Information Pipeline

News for You

Member Promotion & Awareness



GOAL #3

MEMBERSHIP SERVICES & ENGAGEMENT

Provide a unique competitive advantage for our members.

We host events and find opportunities to come together as a business community that will facilitate meaningful networking and opportunities to build better business connections for members.

We celebrate our peers in the business community and gather for business awards, news coverage and other key business milestones.

At the core of the ABA we are working to foster a vibrant business neighbourhood that connects, refers, and collaborates for mutual success.



LOOKING TO THE FUTURE

Membership Driven Association
Cultivate ongoing Stakeholder Feedback
Growth of Vibrant Business Community
Engagement: Member only events
Education and Networking
Business Awards



ABA SUCCESSES & WINS

2001 - 2004

ABA lobbies Canada Post to create Acheson as it's own area rather than grouped in with Spruce Grove. Lobbying is successful.

Business Recognition Awards established. ABA works with Alberta Transportation and Parkland County on Acheson signage.

2001

2002

2003

2004

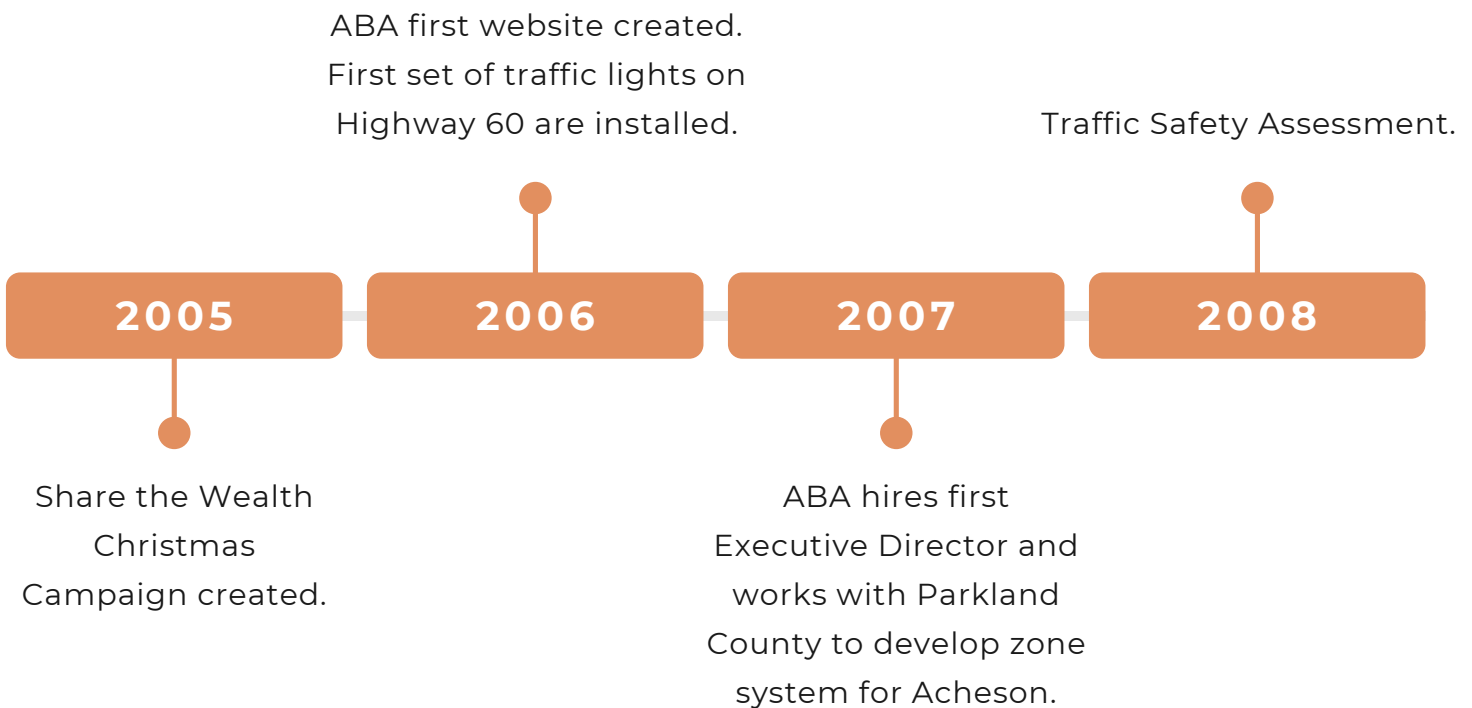
ABA Board Formed

ABA works with Parkland County to create the first map of the Acheson Area.



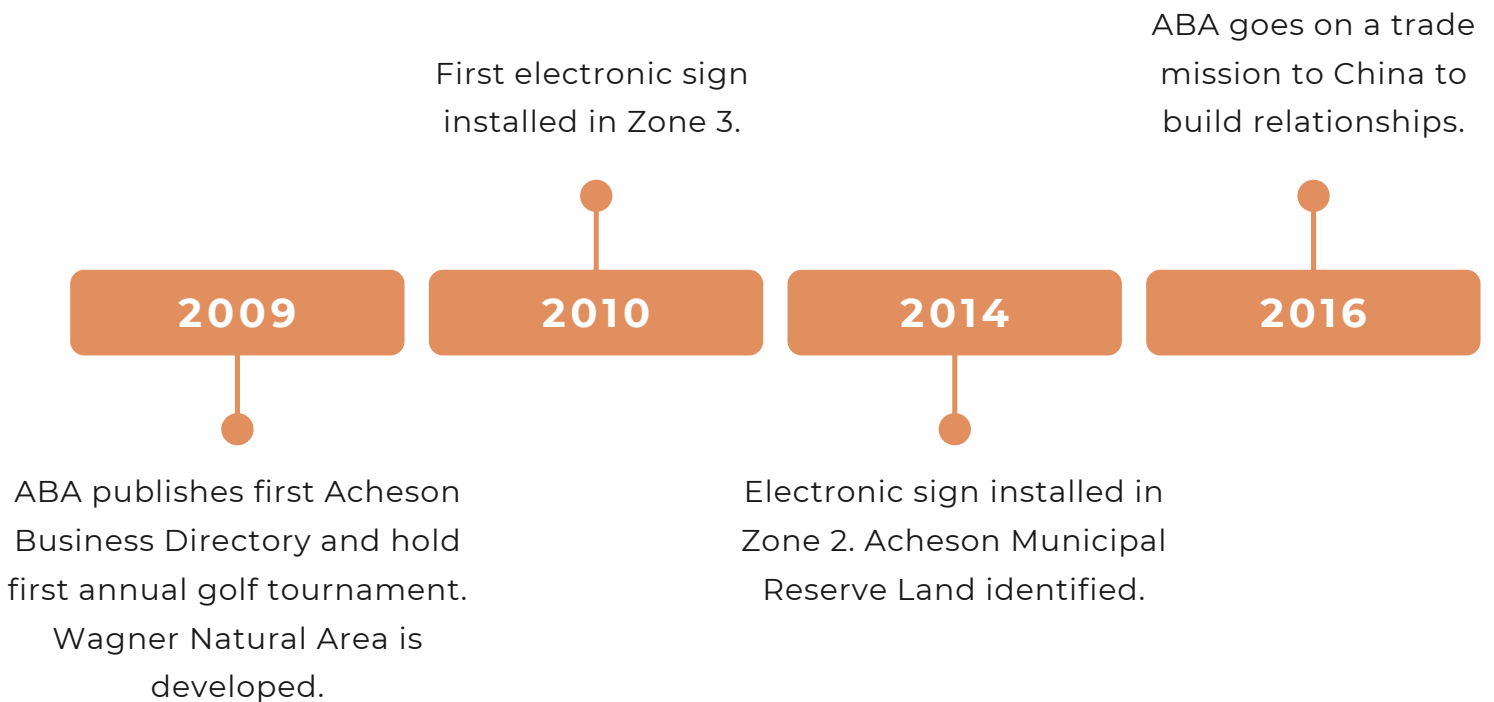
ABA SUCCESSES & WINS

2005 - 2008



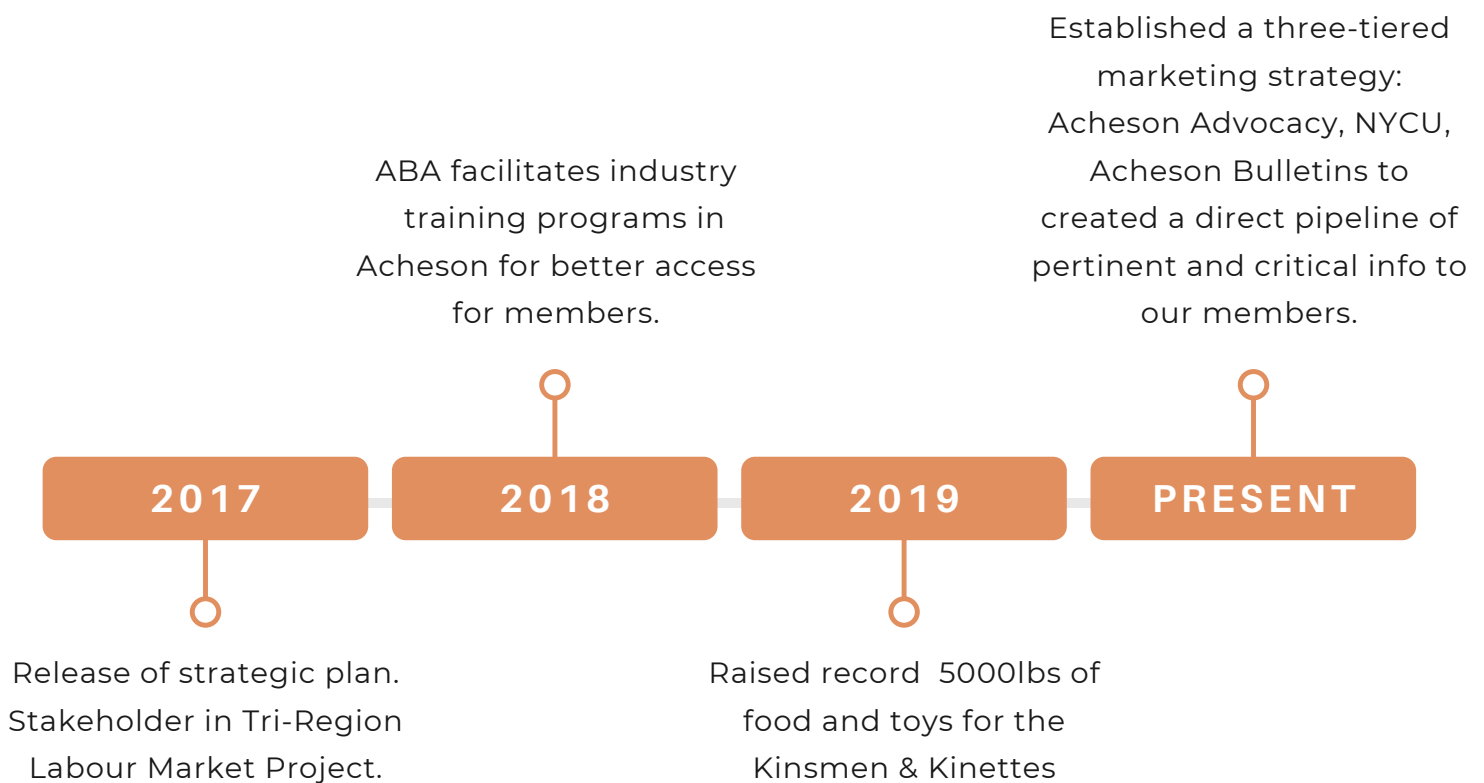
ABA SUCCESSES & WINS

2009 - 2016



ABA SUCCESSES & WINS

2017 - PRESENT



ACHESON BUSINESS ASSOCIATION

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