



G | P | R | C

# CHAIR'S BLOG

June 2020

When the newly unified Greater Parkland Regional Chamber of Commerce laid out our strategic plan for 2020, like many other businesses, non-profits, and associations, we did not imagine cancelling and postponing all our revenue generation sources such as out in-person events. As you may have read in our CEO's blog earlier this month, the GPRC can empathize with many of businesses as we too have had to lay-off employees, and apply for federal grants and subsidies so that we could hire staff back.

The Canada Summer Job Grant program has allowed us to hire 4 full-time summer students who will staff the newly renamed Spruce Grove and Stony Plain Welcome Centres 7 days a week. Both Welcome Centres, located in their respectful Rotary Park's will be open until the end of August, and then will be reduced to business hours after the end of summer. Going forward there will be a staff presence in the Spruce Grove office consistently and we encourage you to stop in and say hi. We are respecting all public health orders, so please wear a mask or remain 6 feet apart from all staff while you are visiting.

Downtown Stony Plain is well into phase 3 of the revitalization project and the coupon book for the affected businesses has been launched. The Economic Development team at the Town of Stony Plain did a great job on the books and we encourage you to pick one up at either of our offices.

As mentioned in previous blog posts, the Greater Parkland Regional Chamber of Commerce is committed to three pillars in our strategic plan: Advocacy, Membership and Organizational Excellence. To ensure we can accurately and efficiently advocate for the businesses we represent, we have dedicated an entire page on our website to advocacy. Recently, we added a form to the advocacy page where businesses can easily and quickly let us know what issues they have, how they're being hindered, or where there are unnecessary barriers and obstacles for them. I encourage you to check it out by clicking [here](#), and if you have an issue you would like to see your chamber advocate on your behalf for, I encourage you to let us know through the channel on our website.

Coming up on July 25 the Chamber will be supporting a national initiative, The Big Spend. As The Big Spend says on their website, "Local small businesses make our communities run. They support community events, sponsor sports teams. They also provide nearly 70% of all private sector jobs in Canada." The overall goal is to have 1 Million Canadian make an intentional purchase at a local small business, and we hope to have residents in our community participate and support our great businesses. Watch our social media channels in the coming days to see how you can get the word out in your stores and encourage participation.

We Are GPR and we will work to represent our entire community.

Stay safe, stay healthy and take care of one another!

Richard Wong

Chair, GPRC

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