



A MESSAGE FROM OUR PRESIDENT

Building upon the Chamber's 124 year history your Chamber Board of Directors worked to refine our strategic priorities to ensure the Chamber provides the services, the events, and the advocacy needed throughout and beyond 2018.

Thanks to our strong partnership with Westerner Park we are looking forward to ten years of the Canadian Finals Rodeo right here in Red Deer and the significant economic impact it will have on our community. This past year's Agri-Trade was our most successful yet thanks to strong management and the ongoing success of the agriculture sector in Canada. On the advocacy front, we as a community were successful in lobbying the provincial government to grant Red Deer College degree granting status. This long-time ask will have a monumental and lasting impact on shaping the future of our region. This work culminated in your Chamber being named the 2017 Alberta Large Chamber of Year!

As our economy continues its slow path of recovery, new and varied challenges continue to arise depending on the business. While some struggle with growth and obtaining needed talent, others are faced with higher costs, additional regulations, and intense competition from abroad. Through 2019, your Chamber will be working towards creating an environment where businesses can succeed and compete so our community can grow and be vibrant, all while celebrating this organizations incredible 125 legacy.

During this time of economic uncertainty and transition, I invite you to renew your commitment in the Chamber and our community whether it is by joining us at our events, mentoring your fellow small-business entrepreneurs, or joining one of our volunteer policy committees. It is by working together that we can foster prosperity and success in our region.

John Mackenzie
President
2017-2018

3017 Gaetz Avenue, Red Deer, AB T4N 5Y6
Phone: 403-347-4491 Fax: 403-343-6188
reddeerchamber.com



RED DEER & DISTRICT
**CHAMBER OF
COMMERCE**

2017 / 2018 Report To Members



115,892
Website Views

33
Events
1177
Event Attendees

NETWORKING
#1
reason why people join

92%
Retention

120 New Members

836
Total Members

Agri-Trade had a

\$268
MILLION
economic impact

NETWORKING
#2
Value-Added Services

150
Members Taking Advantage Of
NETWORKING

MULTI-YEAR CFR CONTRACT
to be held in Red Deer
\$20 MILLION
ESTIMATED ECONOMIC IMPACT

65
Business of the Year Nominations

7536
Social Media Followers

UNEMPLOYMENT RATE
7.00% 2017
5.60% 2018

City of Red Deer

Bank of Canada
INTEREST RATE
0.50% 2017
1.50% 2018

BUILDING PERMITS
City of Red Deer
\$15,400 2017
\$25,500 2018
(YTD \$ MILLION)