



2021 Member Report

| April 2022

About Us

The Edmonton Chamber of Commerce is one of the longest-running and most influential business organizations in Canada.

We're part of a robust business community that extends regionally, provincially, nationally, and around the globe within the Chamber and World Trade Centre Networks.

For over 133 years, we've contributed to ambitious, foundational projects that have helped build Edmonton into the city it is today. Our track record of success has made us the sought-after voice of business in Edmonton.

Our member companies represent small, medium, and large businesses, and every sector of the economy, from heavy industry and manufacturing to retail and non-profit organizations.

We are proud of our work and our members. We are unwavering in our commitment to using our powerful voice to champion Edmonton and the entire region as a great place to live, work, and do business. Our Board of Directors is a strong, diverse and balanced blend of business leaders and community influencers whose knowledge and experience strategically guides us.

Our Purpose

We support and enhance the Edmonton Metropolitan Region business community by advocating for conditions that ensure competitiveness, delivering exceptional educational experiences, and connecting people and businesses—all in a socially responsible manner. It's what we do.

Our Vision

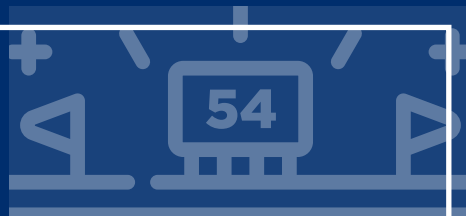
To be a trusted and reliable voice for business through partnership and innovation by building resiliency, promoting corporate social responsibility, encouraging inclusive growth, and providing valuable opportunities for our members.

Membership

Our membership is extensive and diverse. We represent small, medium, and large sized businesses in every sector of the economy. These job creators make up a vast portion of Edmonton and Alberta's economic engine and are eager to grow.



1649 members
employing over
100,000 people



300+ events posted
via the
community calendar



25+
member blogs



95 member to
member
promotions

Advocacy

Businesses are ready for innovation, recovery, and growth. We use our powerful voice to influence decisions made by every order of government, ensuring businesses have the competitive conditions they need to succeed.



6 policy committees



56 participating members



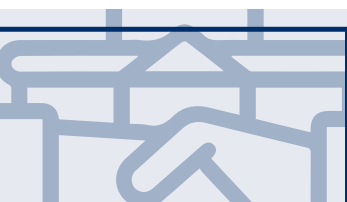
7 new policy positions published



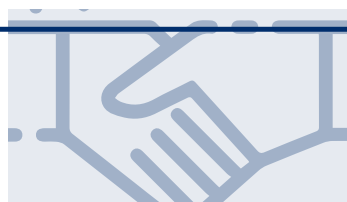
Continued advocacy to improve COVID-19 support programs for business



Committees considered 99 policies proposed by our Chamber network across the province and country



Federal and Provincial budget submissions



2 election recommendations

Challenge to Change: 2021 Federal Election Platform, Municipal Priorities for a Competitive Edmonton

☒ Property tax increase below rate of inflation

☒ Agreement for early learning and child care to support parents in the workforce

☒ Removing interprovincial trade barriers

☒ Increased investment in high-speed internet infrastructure

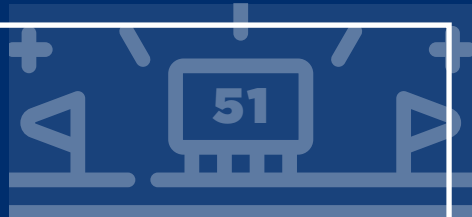
☒ Programs that address skills gaps in the labour market

☒ Calling for a review of the response to the pandemic

☒ Fiscal guardrails to guide long-term fiscal planning

Events

Our education and advocacy events create opportunities for members to learn about things that matter to them and provide opportunities to connect with like-minded business leaders, fostering success within their industries and the broader business community.



51 events hosted
webinars, hybrids
and in-person



5,100+
attendees



**11 events with
political leaders**

BETTER YEG
WHEN IT'S
campaign to help small
businesses

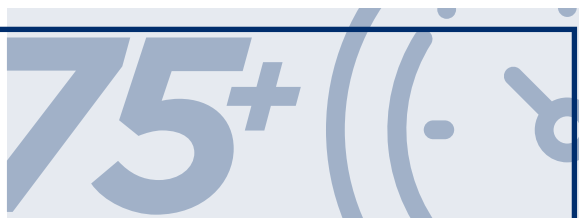
- ☒ Sample the City
- ☒ Market
- ☒ Workshop: Using Digital Marketing to Grow your Business
- ☒ Show Us Your Business
- ☒ Business Essentials Funding
- ☒ Office Lunch on the Chamber
- ☒ Let's Get Digital
- ☒ Short-Term Coworking Space

Trade Accelerator Program

The Trade Accelerator Program (TAP) is an innovative, results focused program, designed to accelerate strategic development and to better prepare businesses for an expansion into international markets. Top industry experts provide the necessary coaching needed to build a personalized export strategy, and equip businesses with the tools and resources to find success and grow.



3 program cohorts hosted



75+ hours of workshops and presentations led by industry experts and provincial and federal government representatives



16 companies completed a customized export plan



Companies had an average total revenue growth of 40%
(1 year after graduation)

- ✓ **4 Yukon companies** participated in program for the first time
- ✓ **95% of companies** agreed that TAP was immensely helpful in preparation for exporting
- ✓ **61% of Edmonton graduates** are actively exporting and **34% of Edmonton graduates** have entered new markets since completing the program

Connections

Our online platforms keep our members and the Edmonton Metropolitan Region business community up-to-date on the latest happenings within our organization, community, and region. Our events and community calendar highlights the dynamic events that Edmonton's business community has to offer.

 **99,700+ website visitors**

 **10,000+ newsletter subscribers**



7,400+
followers



4,400+
followers



13,600+
followers



1,800+
followers



Contact Us

Let us help you leverage your membership.

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Advocate. Educate. **Connect.**