

2018/2019



Strategic Plan

WHITECOURT & DISTRICT
CHAMBER OF COMMERCE



Who we are.



The Whitecourt & District Chamber of Commerce is a non-profit action organization designed to meet the business needs of our community. It is a voluntary organization of progressive individuals and businesses that work together to advance the commercial, financial, industrial and civic interests of the Whitecourt and Woodlands County business community.

The Chamber of Commerce is a catalyst - a common vehicle mobilizing enlightened members from all segments of the business community to work together for the common good of the total community. With the aim of achieving economic success, staff, volunteers and business people strive to keep their areas economic conditions at a level where businesses and residents willingly and enthusiastically risk their capital in their community in the hope of making a profit.



Our history.

The Whitecourt & District Chamber of Commerce started in 1960 when the population of Whitecourt was one thousand. In 1980 we registered with the Canadian Board of Trade as a corporation named the Whitecourt and District Chamber of Commerce. In 2011 we became a Society through the Alberta Government Societies Act as the Whitecourt & District Chamber of Commerce.

"Our Mission is to strive to promote and improve the Economic and Social Prosperity of Whitecourt & District."



2018 in focus.

Jan

Swearing in ceremony for 2018 Board of Directors

Feb

Caribou Rally coordinated with over 100 local people rallying at the Alberta Legislative Building; Meet & Greet with UCP Leader Jason Kenney

Mar

Economic Forum took place with over 125 business members in attendance

Apr

Information session on first ever China trip coordinated through the Chamber, resulting in 44 travelers taking part in the tour; First Empowering Women In Business event with Debra Kasowski

May

36th Annual Trade Fair saw over 4000 visitors go through the gates to enjoy vendors, children's activities and an outdoor artisan market; Employment Standards Workshop hosted

Jun

Second Empowering Women In Business event with Carla Gradin; Annual Networking Golf Tournament with 65 registrants

Jul

The Whitecourt & District Chamber of Commerce purchased the Synergy Business Centre, renaming it the Whitecourt & District Chamber of Commerce Business Centre

Aug

Re-branding of the Chamber complete with new logo; Over 30 individuals took part in Industry Tours of Millar Western and ANC





Our pillars.

ADVOCATE:

For public policies that will foster a strong, competitive economic environment that benefits our region.

EDUCATE:

Focusing on opportunities that impact workforce quality, business recruitment, and community growth.

NETWORK:

By creating opportunity for businesses to collaborate and share knowledge that will strengthen the local economy.

PROMOTE:

Our valued members and our organization through effective media and impactful events throughout the community.





Advocate.

WORK WITH MUNICIPAL, PROVINCIAL, AND FEDERAL GOVERNMENT ON BEHALF OF OUR MEMBERSHIP BUSINESS COMMUNITY

- Meet with provincial and federal officials on a quarterly basis
- Explore economic issues and advocate as directed by our members
- Request advocacy issues or requests at membership meetings
- Proactively inform membership of advocacy occurring in other regions

REPRESENT MEMBERSHIP BUSINESS COMMUNITY AT MUNICIPAL COUNCIL MEETINGS





Educate.

INVESTIGATE AND COORDINATE EDUCATIONAL SEMINARS TO BENEFIT THE BUSINESS COMMUNITY

- Economic Forum
- Small Business Week workshops
- Empowering Women in Business seminars twice annually
- Impactful information seminars twice annually
- Electoral debates and candidate hosting



Network.

COORDINATE AND EXECUTE EVENTS PROMOTING NETWORKING AND PARTNERSHIPS AMONG THE MEMBERSHIP

- Annual golf tournament
- "Bring A Friend" mixer in November
- Christmas Networking Event in December

ACT AS A RESOURCE TO EMERGING BUSINESS IN THE REGION

- Business incubator commercial lease space
- Communal business services including boardroom and photocopying

EMPOWER MEMBER BUSINESSES TO EXPLORE COLLABORATIVE ENDEAVORS AND PARTNERSHIPS

- Downtown Business Association
- Highway Corridor Business Association
- Caribou Alliance





Promote.

COORDINATE INITIATIVES
SHOWCASING THE LOCAL BUSINESS
COMMUNITY AND POSITIVELY IMPACT
THE LOCAL ECONOMY

- Annual Trade Fair
- Christmas Festivities
- Small Business Week Gala
- Annual Midway
- Farmer's Market collaboration
- Grand Opening celebration coverage

ACT AS A PROMOTIONAL AFFILIATE FOR MEMBER BUSINESSES

- Membership business visits
- Travel tours
- Weekly Fan Out newsletter
- Social media sharing and posting

INFORM THE BUSINESS COMMUNITY ON THE BENEFITS OF
BEING A CHAMBER MEMBER

- Chamber Plan Health Benefits
- Affiliate discounts and programs
- Promotional items
- Office building grand opening
- Membership drive

WHY JOIN A CHAMBER?

Chambers of Commerce are stronger than ever. By joining, you get members-only perks, exclusive advertising and networking opportunities, and a whole lot of exposure for yourself and your organization. **Get on board and see the difference!**



* See your Chamber for current discounts available.



HEALTH & DENTAL PLANS
exclusively for
CHAMBER MEMBERS

chamberplan.ca

[GET A QUOTE](#)

Employees Value Employee Benefits

As a small business owner, you understand how important your employees are to you. Simply put, the right employees can “make” the company. But, it can be challenging to attract and retain the right talent. Today, top employees demand a comprehensive health insurance plan. In fact, in a 2016 Canada health survey, 77% of respondents say they wouldn’t move to a job that didn’t include health benefits.

By providing your employees financial protection as well as fast and easy claim reimbursement, you can find and attract the best employees. The Chambers of Commerce Group Insurance Plan[®] can offer you a truly flexible benefit solution based on what’s best for you and your employees.

The Group Benefits Plan Made Specifically for Small to Midsize Businesses

The Chambers Plan was specifically designed with the products, services and administration tools to match the needs of today’s small businesses. With more than 30,000 firms insured under the Plan, it is the most popular employee benefits program in Canada for small to midsize businesses.

There are no industry restrictions. All for-profit businesses are eligible while they are members of a participating Chamber of Commerce or Board of Trade, a membership that allows you to access a multitude of business resources and connect to a network of professionals like yourself. The Chambers Plan’s innovative offerings and proven rate stability allow you to provide a comprehensive benefit plan to fit any budget.



www.whitecourtchamber.com