

2019/2020



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."



2019 in focus.

Jan

Swearing in ceremony for 2019 Board of Directors.

Feb

Launch of Business Incubator Program.
First educational workshop held.
Bill C-69 Community Impacts presented to Senators.

Mar

Annual Economic Forum featuring Kevin Keller.
Women in Business presents Olympian & Entrepreneur Cheryl Bernard.

Apr

Class 1 Driver Training discussion in conjunction with industry.
All candidates provincial election forum hosted.

May

37th Annual Trade Fair with approximately 4000 visitors and 90 exhibitors.
Representation at the Alberta Chambers of Commerce annual AGM and Policy Session.
Industry Tours of ANC and Millar Western begin.

Jun

Second education workshop held.
Annual Networking Golf Tournament took place at the Whitecourt Golf & Country Club.

Jul

First ever Summerfest held in downtown corridor, featuring a multi day midway, entertainment and local shopping.
Administration attendance at the Alberta Chamber Executives conference.

Aug

Over 80 individuals took part in Industry Tours to ANC and Millar Western mills through the summer.
Multiple Ministers attended meet & greets with the membership.





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
- Invite provincial and federal officials to Chamber meetings twice annually

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
- Board representation of member business community at municipal council meetings
- Attend Political Action Day events
- Explore renewal of Caribou Policy for 2020





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
- Representation on Youth Career Advisory Committee
- Involvement in regional post secondary efforts



Network.

COORDINATE AND EXECUTE EVENTS PROMOTING NETWORKING AND PARTNERSHIPS AMONG THE MEMBERSHIP

- Annual golf tournament
- Holiday Networking Event in December

ACT AS A RESOURCE TO EMERGING BUSINESS IN THE REGION

- Business incubator commercial lease space
- Complimentary meeting space for members at Chamber of Commerce Business Centre

EMPOWER MEMBER BUSINESSES TO EXPLORE COLLABORATIVE ENDEAVORS AND PARTNERSHIPS

BUSINESS VISITS FOCUSED ON MEMBER RETENTION & ATTRACTION

- 250 Members by end of 2020





Promote.

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

- Annual Trade Fair
- Christmas Events
- Small Business Week Gala
- Midway & Summerfest

ACT AS A PROMOTIONAL AFFILIATE FOR MEMBER BUSINESSES

- Membership business visits
- Travel tours
- Chamber benefits
- Weekly Fan Out newsletter
- Social media sharing and posting
- Grand Opening celebration coverage

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

- Chamber Plan Health Benefits
- Affiliate discounts and programs
- Promotional items
- Membership drive
- Celebrate 2020 as 60th Anniversary of WDCC



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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