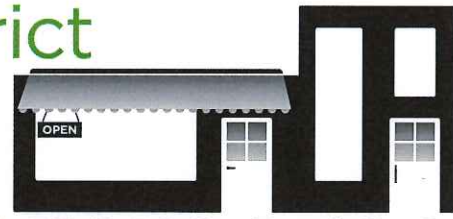
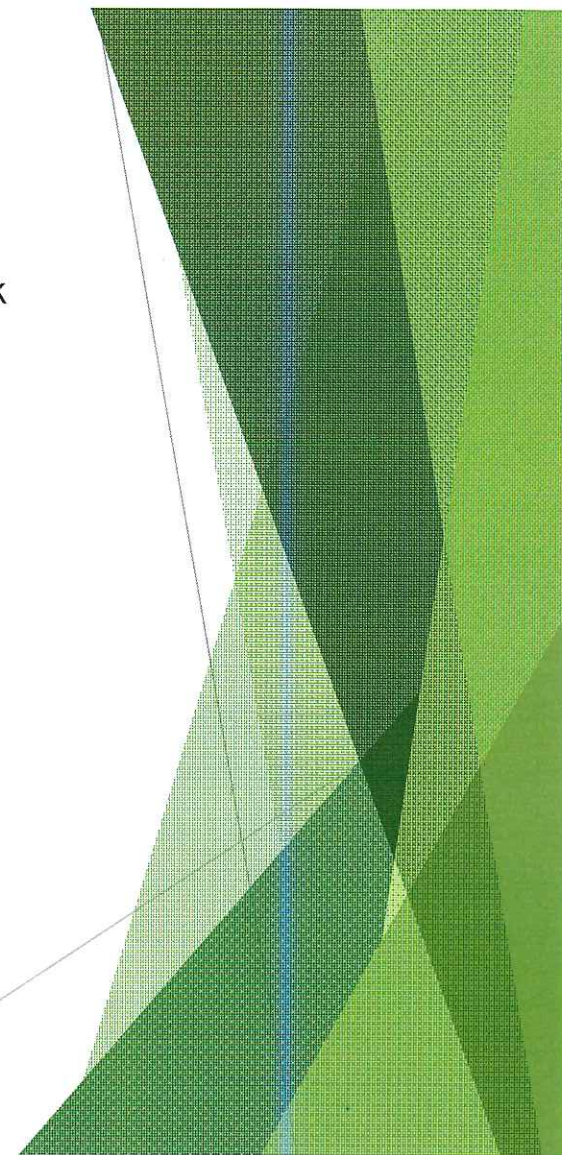


St. Paul & District
Chamber
of **Commerce**



Strategic Framework

- ▶ The Chamber has developed a Strategic Framework, which guides the work being done by the Board and Staff.
- ▶ Vision Statement: The St. Paul & District Chamber of Commerce is the champion of the business community, promoting the sustainable economic development and livability of St. Paul and district.
- ▶ Mission: The St. Paul & District Chamber of Commerce is the champion through support to business, promotion of growth and advocacy.
- ▶ Framework Pillars:
 - ▶ Sustainability
 - ▶ Community Engagement & Growth
 - ▶ Value Proposition



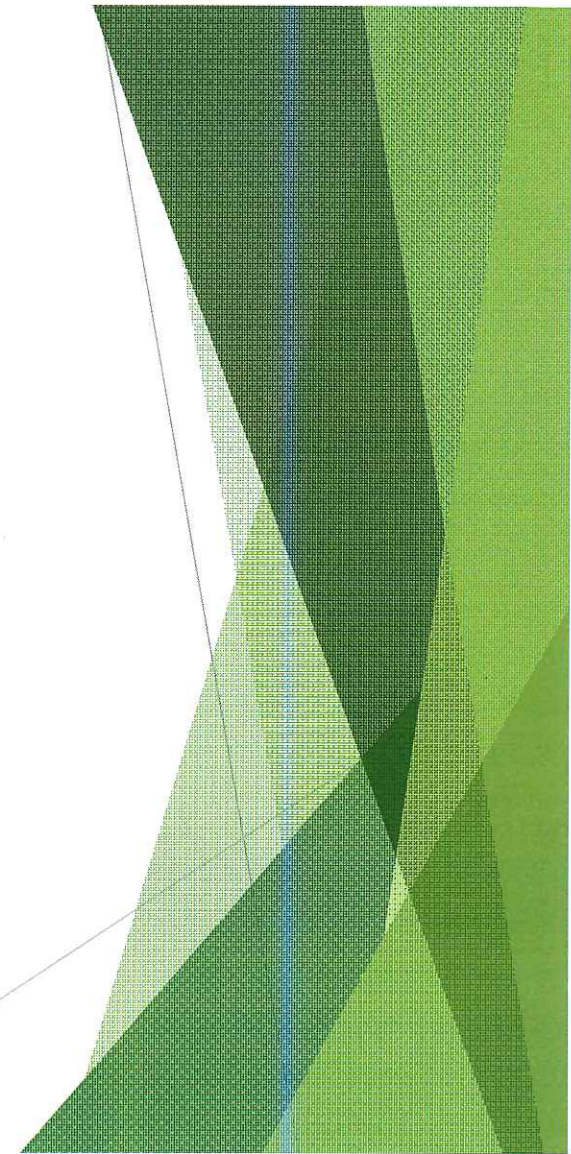
2017 Budget

Revenue	
Membership	26,000.00
Grants – Municipal	10,000.00
Grants – Other	5,000.00
ATB Interest	180.00
Rodeo Supper	15,000.00
Small Business Week	1,000.00
Earn Events	1,000.00
Workshops	500.00
Newsletter	250.00
Radio Promo	3,000.00
Christmas Promo	1,000.00
Winter Trade Show/Chamber Christmas Party	12,000.00
Chamber Insurance	10,000.00
Sign Logo Program	10,000.00
	94,930.00

EXPENSE	
Rent	4,000.00
Advertising	2,500.00
Phone & Fax	500.00
Insurance	1,350.00
Interest/Fees	50.00
Office Supplies	2,000.00
Equipment/Repairs	1,000.00
Web Maint/hosting	500.00
Scholarship	500.00
Travel (local)	100.00
Conference Expenses	1,500.00
Membership Dues (ACC & CCC)	1,865.00
Promotional	465.00
Legal & Accounting	1,500.00
Rodeo Supper	10,000.00
Christmas Promo	500.00
Winter Trade Show/Christmas Party	10,000.00
Small Business Week	500.00
Workshops	200.00
Earn Event	1,000.00
Radio Promo	1,500.00
Gifts & Donations	100.00
Logo Sign Program	5,600.00
AGM Expenses & Member Mixers	1,000.00
WCB	200.00
Employee Benefits	10,000.00
Wages	36,500.00
	94,930.00

Successes

- ▶ Joint St. Paul & Bonnyville Chamber AB Labour Grant
 - ▶ Monies received to address Labour Market Needs Initiatives: Business Support Network, EARN Events, WOW Events & Workshops
- ▶ Portage College Incubator Initiative
 - ▶ Working with Portage College to promote entrepreneurship
- ▶ WOW (Wisdom & Opportunity for Women)
 - ▶ Successful launch of WOW Network and events
- ▶ Two Hills Trade Show Attendance
 - ▶ Increased Awareness of the St. Paul Chamber in surrounding areas
- ▶ Increased Engagement
 - ▶ Three new board members/attendance at General Meeting
- ▶ Partnerships
 - ▶ Community Learning, Portage College, Community Futures, AB Hub/RABC, Bonnyville Chamber of Commerce



Challenges

- ▶ Relocation of Office to Portage
 - ▶ Requirement to purchase own equipment/relinquish shared equipment & furniture
- ▶ Equipment failure
 - ▶ Requirement to purchase new computer
- ▶ Limited capacity with one staff member
 - ▶ Grant provides resources, but limited capacity to execute well
- ▶ Required Website Updates
 - ▶ Required updates due to outdated platform
- ▶ Continued challenges with engagement and perceived value
 - ▶ Cancelled workshops/events
- ▶ Static membership
 - ▶ Gained new members, but lost previous members due to economy
- ▶ Chamber Group Insurance Plan Revenue decline
 - ▶ Members opting out of Insurance Plan due to economy/fewer employees

Opportunities

▶ CARES Grant

- ▶ Delayed application to October to put additional and concentrated effort into the application
- ▶ Requires matching dollars, which were not allocated in the 2017 budget
- ▶ Focus: Phase One: Strategic Framework (complete)

Phase 2: Outcomes: Community Readiness; Shop Local; Chamber Event

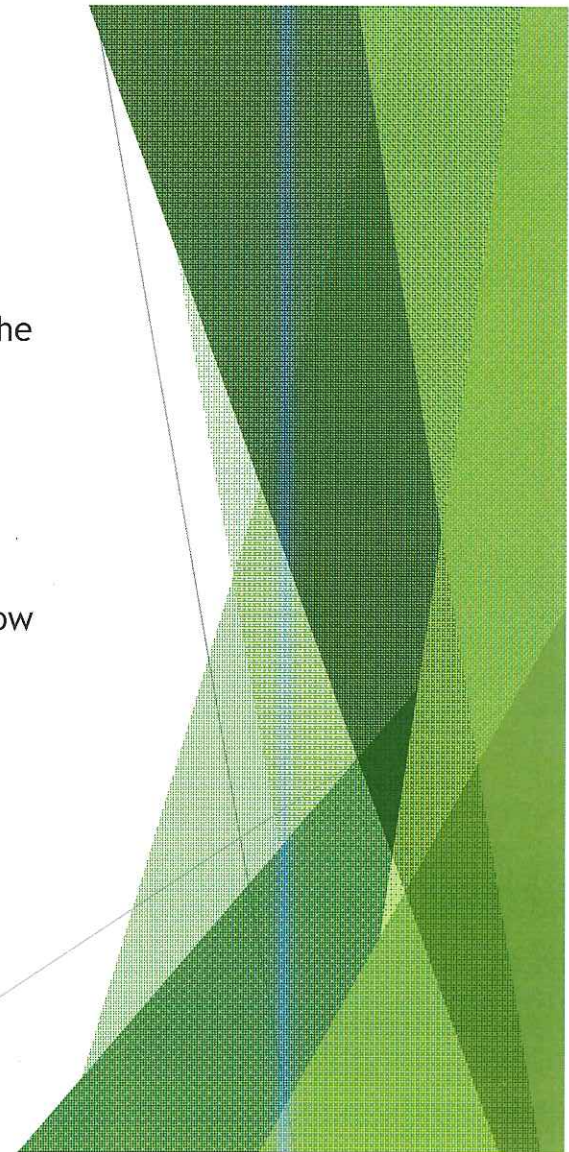
Phase 3: Execution: Document Resources; Shop Local Campaign; Tradeshow

▶ AB Labour - Labour Market Scan Study

- ▶ Grant opportunity exists with AB Labour to produce a Labour Market Study to provide an greater understanding and responsiveness to those needs.

▶ Partnerships

- ▶ Increased opportunities to work with partners to increase capacity and reduce duplicity of services.



The Request

- ▶ The St. Paul & District Chamber of Commerce respectfully requests the continued and increased support from the County of St. Paul No. 19, in the sum of \$10,000.00. The increased funding would allow:
 - ▶ the Chamber to overcome obstacles faced early in 2017;
 - ▶ make application to the CARES Grant in the fall 2017 for matching dollars;
 - ▶ move toward increasing the capacity of the Chamber.

Under the Strategic Framework (Pillar One - Sustainability), the goal is to increase efficiency and capacity of the Chamber to move to a self sustaining organization.

