

2020 HIGHLIGHTS

Together, We Are Stronger

So much has changed since March 11th when the World Health Organization declared COVID-19 a global pandemic. Our economy has been damaged and for many local businesses, temporary closures, restrictions, and staff layoffs have been devastating. As we have tried to adapt to a new reality, with constant updates on government assistance and safety guidelines, the Airdrie Chamber of Commerce is proud to see that our business community has chosen kindness, compassion, and resilience throughout this extremely challenging year.

Throughout 2020, we have encouraged our community, more than ever, to SUPPORT LOCAL! By partnering with the City of Airdrie with the "Put Your \$ Where Your Heart Is" contest, to launching our own "Wear It Proud" heart Airdrie toque initiative, we have been working diligently to support all our members. Through regular communication, we have informed you on government guidelines, and subsidies and we have promoted our members through countless social media posts. We also offered our members opportunities to promote themselves through video campaigns and new marketing opportunities. Although some of our major events such as the Airdrie Home & Lifestyle Show were cancelled, we still offered 15 online and in person events, always making the safety of our business community our priority. From our first ever picnic in the park to our annual Airdrie Business Awards, it was wonderful to see our members' smiling faces.

Through it all, you, the Airdrie Chamber of Commerce members, have been making a difference by contributing to the great work that our local, provincial, and national chambers are doing to advocate for business during the crisis. We have contributed to major changes in government programs and will continue to support local businesses with advocacy efforts moving forward.

Even though it feels like everything has changed because of the COVID-19 pandemic, our commitment as an organization to our community remains constant.

We are here for you and we will emerge stronger than ever.

YOUR AIRDRIE CHAMBER OF COMMERCE



COMMUNITY

Creating worthwhile connections within our community.



COMMITMENT

Committed to promoting, representing, and enhancing local business.



VISION

Making Airdrie a desirable place for business and expansion.



ADVOCACY

We advocate to foster a strong economic environment.

OUR COVID RESPONSE

All levels of chambers came together quickly to respond to the COVID-19 crisis. Locally, the Airdrie Chamber joined the Airdrie Business Support Group by partnering with Economic Development, Bow Valley College, Community Futures West, Rocky View Employment Services, and Career Leap. We cross promoted and partnered on events and campaigns, as well as support programs all with the goal to provide the best care for businesses during the pandemic.

The provincial and federal chambers with our support worked diligently with the government to develop business support programs. In connection with chambers across the country, the Canadian Chamber of Commerce developed the Canadian Business Resilience Network to support business throughout the global pandemic. Local, provincial, and the national chambers worked closely together to advocate for government support for all business. The power of this network had a major impact on the funding that was made available to support business through one of the most challenging times in history.

2020 EVENTS & CAMPAIGNS

SUPPORT LOCAL CAMPAIGNS



Put Your \$ Where Your Heart Is - September - November 2020

The Airdrie Chamber was proud to be invited to partner with Airdrie Economic Development encouraging people to shop local, submitting their receipts for chances to win prizes and entering those businesses in for a \$10,000 marketing grand prize. Over 1600 entries, with over 500 individuals and 300 businesses represented, totaled over \$275,000 of local shopping.



Wear it Proud - November - December 2020

An initiative to raise funds for local businesses by selling heart Airdrie toques for the community to purchase and show their support. The impact of COVID-19 has left many businesses needing resources and relief. 50% of all proceeds from toque sales will be distributed as a \$1000 grant to Airdrie Chamber of Commerce Member businesses.



Show us
your Toque!



ONLINE & IN PERSON EVENTS

The first few months of 2020 allowed for typical workshops and networking opportunities but we quickly needed to adapt to COVID-19 restrictions starting in March. The following is a list of events that we offered while following strict Alberta Health Services restrictions and guidelines.



This Year's Going to be Different: Developing your 20:20 Vision - January 2020
Presenter: Suze Casey



Are you Fishing in the Right Pond? Ideal Clients & Your USP - February 2020
Presenter: Stephen Simms

Networking @ Night: Speed Networking - February 2020

Teams Tools and Tech - March 2020
Presenter: Tara Pickford

Your Business Connection - May 2020 (x2)
Chamber Facilitator: Marilyn Aalhus



Your Q & A Connection - New this year!

May 2020

A virtual opportunity for Airdrie businesses to connect with federal, provincial and municipal government representatives and the Alberta Chambers of Commerce to ask questions about COVID-19 business resources.

Special Guests

- Blake Richards, Member of Parliament Banff-Airdrie
- Angela Pitt, MLA for Airdrie-East
- Peter Guthrie, MLA Airdrie-Cochrane
- Peter Brown, Mayor City of Airdrie
- Ken Kolby, Alberta Chambers of Commerce President and C.E.O.

August 2020

A virtual opportunity for Airdrie businesses to connect with health officials from Alberta Health Services to ask questions on how to prevent the spread of COVID-19 and how to best protect yourself, your employees and your customers.

Special Guests

- Dr. Brent Friesen, Medical Officer of Health, AHS
- Darcy Chrisp, Environmental Public Health, AHS
- Mayor Brown, City of Airdrie



50% of all proceeds go
back to Airdrie Businesses!

@airdriechamber #wearitproud



19th Annual Airdrie Chamber Golf Classic

On Friday, August 14th we hosted a fore-fun Texas scramble golf tournament for all skill levels at Woodside Golf Course. The tournament was designed to adhere to all the existing provincial COVID-19 protocols. We had a great turnout, fabulous weather, amazing prizes and a lot of happy people getting to spend the day on the course with a "Let's Just Play" theme. Make sure to join us in August of 2021 for our 20th Annual!



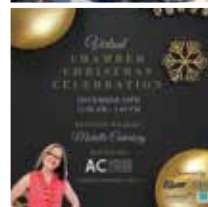
Airdrie Business Awards 2020

On Friday, October 23rd we hosted a celebration of Airdrie business with two staggered events at the Bert Church Theatre. The events were closed to the public due to COVID-19 restrictions but finalists, sponsors, and their guests came together to celebrate the Airdrie Chamber of Commerce 2020 Airdrie Business Awards Gala presented by Save On Foods. 36 finalists were recognized as Airdrie's best businesses and leaders, and it truly was an evening of celebration and support for our business community.



Airdrie Chamber of Commerce Online AGM - June 2020

Online 2020 State of the City Address with Mayor Peter Brown - June 2020
Presenter: Mayor Brown



Airdrie Chamber Picnic in the Park, Nose Creek Park - September 2020
Presenter: Margaret Palmer

Virtual Chamber Christmas Celebration - December 2020
Presenter: Michelle Cederberg



Grand Openings Attended

Airdrie Family Eye Doctors
Ascend LLP
Funky Petals
Hannah's Hope
Reuan Namthip Massage & Spa
Shoplift Deals