



Request for Expressions of Interest

SIGNATURE PARTNER IN EXCELLENCE

Date of Solicitation: April 20, 2021
Closing: May 25, 2021

Chamber Accreditation Council of Canada

Developed in 2004, the chamber accreditation program evaluates chambers of commerce against national standards to promote excellence in chamber management. The program is operated by an arms-length organization called the Chamber Accreditation Council of Canada (CACC). The CACC is composed of Chamber representatives from each provincial chamber of commerce and the Canadian Chamber of Commerce —our national network spans urban centres and communities with more than 450 chambers of commerce/boards of trade representing more than 200,000 businesses from coast to coast.

Building a Better Network Through Achievement of & Delivery Upon Standards of Excellence

To ensure the continued achievement of management and operation excellence of the Chambers of Commerce and their teams in service to our local business communities, CACC is seeking the partnership of a national brand leader who shares our vision of and dedication to the pursuit of excellence.

Herein, the CACC details the Accreditation program and an unparalleled opportunity for national brand and thought-leadership exposure for our new signature partner in the communities our member Chambers of Commerce and Boards of Trade operate.

Prospective partners to be considered should submit their Expressions of Interest to CACC, with a corporate profile, including background and areas of specialization/expertise, length of time in business or professional practice, the current number of staff, location(s) of office(s), correct legal name and legal status of the proposing entity, and correct mailing address with name of contact and their contact details.

Expressions of Interest should be submitted electronically to Shelley Morris shelley.morris@mymts.net before **May 25, 2020** for review and consideration.



Excellence Powered by...

A Signature Partnership with the Chamber Accreditation Council of Canada (CACC)

An opportunity to engage and build brand awareness within our national network of more than 450 chambers of commerce and boards of trade representing more than 200,000 businesses from coast to coast.

CACC Signature Program Partnership: \$50,000 annually for three to five years.



Chamber Accreditation Program Overview

Developed in 2004, the accreditation program is operated by an arms-length organization called the Chamber Accreditation Council of Canada (CACC). The CACC is composed of Chamber representatives from each provincial chamber of commerce and the Canadian Chamber of Commerce.

Accreditation is the acknowledgment that member chambers have been successfully evaluated against a rigorous set of national standards and have demonstrated excellence in Chamber management. To achieve accreditation, a chamber must meet minimum standards in critical areas pivotal to a Chamber's success, including organization/governance, policy and advocacy and membership programs/services.

There are currently 63 accredited Chambers of Commerce in Canada out of a total of approximately 450 staffed chambers. A similar program operates in the United States and has 207 accredited chambers out of a total of 7,000 total chambers. Accreditation is a prestigious honor that distinguishes the high quality, expertise, and strong leadership displayed by accredited chambers of commerce.

What can CACC & the Chamber Network offer?

High **visibility & access** coast-to-coast to Chambers of Commerce and their boards of directors – in other words: to thousands of business leaders in hundreds of Canadian communities. The Chamber network has unparalleled reach into communities and to businesses.

Partnering with the CACC and the accreditation program, our new signature partner can enhance their connection and access more businesses, in more communities — in major and secondary markets.

- **CACC will begin our relationship by announcing YOU to the world!**

We launch with a media announcement via Canada-wide press release announcing **your company** as the network's accreditation partner with quotes from **your CEO** alongside some of our high-profile chamber representatives.



- **Let's Feature Your Local Teams Across Canada.**

Providing introductions/podium time at Chamber events with business leaders/owners across the country.

- Canadian Chamber of Commerce AGM – when recognizing all newly accredited chambers.
- Provincial Chamber AGMs – when recognizing all accredited and reaccredited chambers.
- Local chamber events – opportunity **for your local team** members to present CACC Accreditation Certificates to recipient chambers in front of their business members.
- Don't forget to smile: There are plenty of photo opportunities at all events.

- **If Delivering Business Excellence is What You Do...Showcasing You & Business Excellence is What We Do.**

CACC will profile **your company** as a thought-leader and expert in delivery upon standards of excellence.

- Opportunity as event/webinar presenter on what it takes to be a best managed entity, in concert with companies and chambers that are recognized as accredited or best managed.
- Opportunity as presenter on accreditation topics that your company has expertise in such as governance, strategic planning.

- **The Power of Your Brand Recognition is a Key Ingredient!**

CACC will ensure prominent and broad logo placement on multiple channels. (e.g., Powered by...)

- Accreditation website
- Accreditation checklist
- Accreditation certificate
- Promotional opportunities: online advertising via provincial chambers of commerce, social media, etc.

How will CACC use our Signature Partner's Investment?

- **Awareness & Engagement:** Marketing to enhance awareness and interest in the program.

- Website development
- Promotional webinars to increase awareness of Chamber management and Boards of Directors about the benefits of accreditation.
- Digital marketing / social media campaign
- Video montage featuring Chamber Mentors and **Your Team** experts
- Newsletter

- **Support Services & Guidance:** Providing one-on-one assistance for chambers participating in the accreditation process.

- Dedicated staffing
- Development of template documents to address accreditation gaps.

- **Language Enhancements:** Boosting our French language support for accreditation program to ensure Chambers can participate in both of Canada's Official Languages.



Canada's Accredited Chambers of Commerce

Canadian Chamber of Commerce

(2018-2020)

Alberta

Edmonton Chamber of Commerce (2019-2021)
Grande Prairie & District Chamber of Commerce (2017-2020)
Lethbridge Chamber of Commerce (2017-2020)
Lloydminster Chamber of Commerce (2018-2020)
Medicine Hat Chamber of Commerce (2019-2022)
Red Deer Chamber of Commerce (2019-2021)

British Columbia

Abbotsford Chamber of Commerce (2017-2019)
British Columbia Chamber of Commerce (2017-2019)
Greater Langley Chamber of Commerce (2017-2019)
Greater Victoria Chamber of Commerce (2018-2020)
Kamloops Chamber of Commerce (2018-2020)
Kelowna Chamber of Commerce (2016-2019)
North Vancouver Chamber of Commerce (2018-2020)
Prince George Chamber of Commerce (2017-2020)
Williams Lake & District Chamber of Commerce (2018-2020)

Manitoba

Assiniboia Chamber of Commerce (2017-2019)
Manitoba Chambers of Commerce (2018-2020)
Winnipeg Chamber of Commerce (2019-2021)

New Brunswick

Atlantic Chamber of Commerce (2018-2020)
Fredericton Chamber of Commerce (2017-2020)
Greater Moncton Chamber of Commerce (2019-2021)
Saint John Board of Trade (2017-2019)

Newfoundland & Labrador

St. John's Board of Trade (2018-2020)

Northwest Territories

Yellowknife Chamber of Commerce (2020-2023)

Nova Scotia

Annapolis Valley Chamber of Commerce (2017-2019)
Truro and District Chamber of Commerce (2017-2020)
Yarmouth Chamber of Commerce (2016-2019)

Ontario

Brampton Board of Trade (2018-2020)
Brantford Brant Chamber of Commerce (2017-2019)
Brickville & District Chamber of Commerce (2017-2019)
Burlington Chamber of Commerce (2019-2021)
Cambridge Chamber of Commerce (2017-2019)
Chatham-Kent Chamber of Commerce (2017-2019)
Greater Kingston Chamber of Commerce (2018-2020)
Greater Niagara Chamber of Commerce (2018-2020)
Greater Oshawa Chamber of Commerce (2018-2020)
Greater Peterborough Chamber of Commerce (2017-2019)
Greater Sudbury Chamber of Commerce (2019-2021)
Guelph Chamber of Commerce (2018-2020)
Halton Hills Chamber of Commerce (2017-2019)
Hamilton Chamber of Commerce (2017-2019)
London Chamber of Commerce (2019-2021)
Milton Chamber of Commerce (2017-2019)
Mississauga Board of Trade (2018-2020)
Newmarket Chamber of Commerce (2018-2020)
Northumberland Central Chamber of Commerce (2017-2019)
Oakville Chamber of Commerce (2019-2021)
Ontario Chamber of Commerce (2019-2021)
Parry Sound Area Chamber of Commerce (2019-2021)
Port Hope Chamber of Commerce (2019-2021)
Prince Edward County Chamber of Tourism & Commerce (2016-2018)
Quinte West Chamber of Commerce (2017-2019)
Sarnia Lambton Chamber of Commerce (2018-2020)
St. Thomas & District Chamber of Commerce (2019-2021)
Timmins Chamber of Commerce (2019-2021)
Trent Hills Chamber of Commerce (2017-2019)
Whitby Chamber of Commerce (2017-2019)



Québec

Chambre de commerce de Val d'Or (2019-2021)
Chambre de commerce et d'industrie de Drummond (2018-2020)
Fédération des chambres de commerce du Québec (2017-2019)

Saskatchewan

Greater Saskatoon Chamber of Commerce (2019-2021)
Regina & District Chamber of Commerce (2017-2020)
Saskatchewan Chamber of Commerce (2017-2019)
Yorkton Chamber of Commerce (2017-2020)

Yukon

Whitehorse Chamber of Commerce (2019-2021)

For more information on the program, see [Accreditation | Accredited Chambers \(accreditationcc.ca\)](http://accreditationcc.ca)

