



20

**CALGARY
CHAMBER**

Annual Report

23



**Calgary
Chamber**

WELCOME

“ This year, I’m proud that we’ve shown up true to our motto – Better Together. We’ve been at the epicenter of what matters to you – our business community – connecting you with other businesses of all sizes, across sectors and with government decision makers. Calgary’s businesses have had a tremendous year of growth and success, while also overcoming challenges, and it is a great privilege to have served you through this time.

As we celebrate our shared achievements, we’re eager for this momentum to propel us into an even more promising future. I look forward to the year ahead as we continue to grow our membership and add even more benefits and value for those in the Chamber community. We look forward to continuing to provide opportunities for you to connect with each other and with government, remaining a relentless advocate and voice of business at all levels of government.

Deborah Yedlin | President and Chief Executive Officer, Calgary Chamber of Commerce

“ What a tremendous year for the Calgary Chamber of Commerce and on behalf of the Board of Directors I want to thank the team at the Chamber for navigating the tremendous challenges that come with an outstanding year. The strategy for the year resonated deeply with the Board as we supported the team to focus on the needs of our members by connecting at every level and executing on what they wanted from their Chamber. Through hard work and determination, the Chamber Team delivered several impactful outcomes including an upgraded membership model, Chamber Fest, enhanced research and so much more. The Chamber has come into its own, with tremendous growth and recognition as the voice of Calgary’s business community.

If you are a business in Calgary, you need to be connected to the one organization that is genuinely committed to your success. The team at the Chamber led the way through their dedicated efforts to truly impact the Calgary business community for the better. It has been my sincere pleasure to have served as Board Chair, and I look forward to all they will accomplish on behalf of the Calgary business community in the future.

Desirée Bombenon | Past Chair of the Board, Calgary Chamber of Commerce

“ Reflecting on our shared success over the past year, our vibrant community of businesses has demonstrated resilience, adaptability and a commitment to fostering economic growth and prosperity for all. As advocates to government at all levels, we’ve tirelessly championed policies that support businesses, drive innovation and enhance competitiveness. Through our collective voice, we’ve influenced decisions, advocated for meaningful change and ensured that the needs of our members remain at the forefront of policy discussions. Looking ahead, we remain steadfast in our dedication to serving and empowering Calgary’s business community, driving progress and shaping a prosperous future, together.

Jason Hatcher | Chair of the Board, Calgary Chamber of Commerce



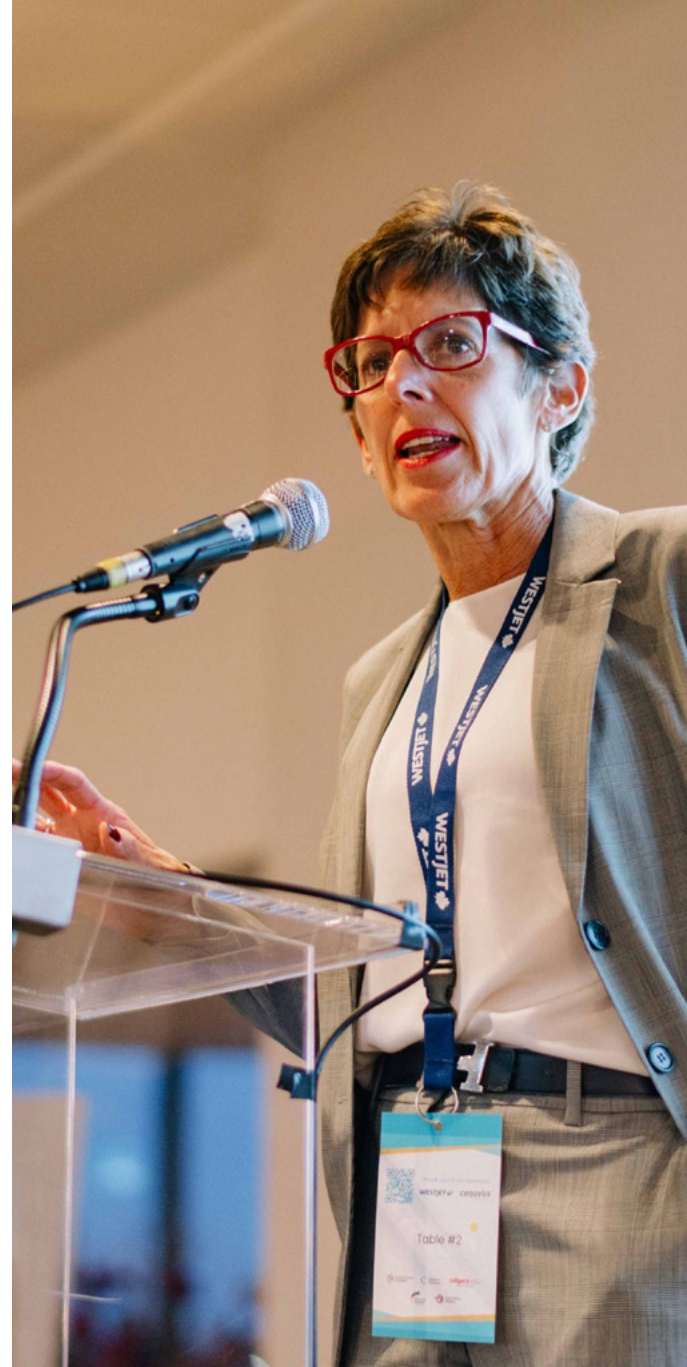
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With a legacy spanning **133 years**, the Calgary Chamber is just getting started.

Since our inception in 1891, we have been dedicated to empowering businesses to achieve their utmost potential by fostering connections and providing essential support for growth.

In 2023, we welcomed more than 375 new members and orchestrated more than 60 events. Together with our community, we advocated for changes in crucial policies affecting our members, such as electricity regulations, the Emissions Cap and equitable property tax ratios, among others.

Our commitment to driving progress extends beyond advocacy. We launched *ACCELERATE*, our provincial election platform, to propose pragmatic solutions addressing fiscal responsibility, affordability, economic diversification, talent retention and infrastructure development.

Through unwavering dedication, we continually fortify and elevate Calgary's vibrant business community, poised to shape a prosperous future for all.



375+
new members



20+
sectors



50,000+
followers
across five
social media
platforms

INCLUSION, DIVERSITY, EQUITY
AND ACCESSIBILITY

In 2023, the Chamber expanded on our inclusion, diversity, equity and accessibility (IDEA) efforts like never before. With the help of our internal staff committee and external subcommittee, we began to flesh out our IDEA events, initiatives and resources for members.

From an events perspective, our Confluence YYC series held panel discussions for International Women’s Day and broader IDEA efforts within Calgary. We created a new series of networking receptions focused on connecting women executives to build connections and foster collaboration. We also supported many IDEA-focused events within the business community, including marching in the Calgary Pride Parade alongside other city-building organizations.

To offer IDEA-focused programming to our membership, we partnered with CCDI to offer a certificate in inclusion, diversity, equity and accessibility, expanding our members’ knowledge base while helping them understand their own internal biases.

We’re looking ahead to 2024 and beyond to bolster these initiatives and engage with more partners to even better represent and create opportunities for every Calgarian.

ADVANCING ECONOMIC
RECONCILIATION

As part of our commitment to reconciliation and engagement, our emphasis highlighting and engaging with Indigenous businesses and entrepreneurs deepened as a Chamber. We prioritized learning for our staff and Board of Directors through a series of comprehensive training sessions in collaboration with our partners, including KAIROS, Forum Community Relations and other educators.

In parallel, we organized events promoting Indigenous inclusion within the business community, with a focus on economic reconciliation. These initiatives underscore our ongoing commitment to creating meaningful dialogue, tangible progress and outcomes.

Our reconciliation journey is ongoing and we extend an open invitation to the broader business community to join us. Together, we can forge a future built on mutual respect, understanding and prosperity for all.



ABOUT THE TEAM

In 2023, the Calgary Chamber found a new home. We bid farewell to our decade-long residence at the historic Burns Building and made a strategic move to The Ampersand, a net-zero, accessible building perfectly aligned with our values. This new location not only enhances our connectivity to the downtown core but also provides heightened accessibility through the +15 network, provides a public lobby and a state-of-the-art conference centre, which we utilize for our roundtables, workshops and informal events. Beyond the practical advantages, our new home also provides further collaboration with our Champion member, Aspen Properties. We look forward to welcoming our members to our new space for many years to come.

Leadership

Deborah Yedlin
President and CEO

Marguerite Ginn
Chief Financial Officer

Ruhee Ismail-Teja
Vice-President, Policy and External Affairs

Melanie McDonald
Vice-President, Strategic Initiatives, Partnerships and Engagement

Aazil B. Jaffer
Director, Operations and Technology

Staff

Nicole Claiter
Manager, Events and Sponsorship

Salomé Créange
Digital Marketing Coordinator

Matthew Dayman
Manager, Membership Sales

Ryan Eriksen-Mckenzie
Manager, Member Engagement

Nataly Flores
Business Development Advisor

Matthew Harbottle
Senior Creative Specialist

Shannon Hazlett
Senior Public Relations Advisor

Shelaam Janmohamed
Office Coordinator

Dan Kohse
Policy Analyst

Lucia Martinez
Membership Engagement Advisor

Jam Michael McDonald
Manager, Brand and Marketing

Allison McNeil-Taboika
Events and Sponsorship Coordinator

Heather O’Donnell
Accountant

Josh Pentland
Manager, Policy and Government Relations

Vicki Rinke
Senior Executive Assistant and Governance Coordinator

Mercedes Rivero
Membership Engagement Advisor

Krista Sirilan
Office Coordinator (mat-leave)

Chelsea Wither
Senior Event Specialist

MEMBERSHIP

Focused on growth and expansion, the Chamber implemented new initiatives, programs and partnerships to enhance member experiences and bring together Calgary’s business community.

30+
new **Champion, Prestige and Purpose** members



30%
increase to membership base



40+
discounts offered through new **Member Perks Program**



INITIATIVES

Our [Member Perks Program](#), launched in April 2023, provides exposure to participating businesses while offering discounts and perks to all Chamber member businesses and their staff.

We partnered with Bow Valley College to launch the Reboot Plus Program, helping marginalized young people re-engage in both education and career development opportunities, and explore a wide variety of career paths. Through educational workshops, training and mentorship, students connected with Calgary employers to explore ideas, opportunities and inspiration.

After partnering with Crave Cupcakes, we now welcome all new Build and above members with customized cupcake deliveries, establishing a sweet relationship from the beginning.

MEMBER BENEFITS

To ensure new and established members are able to access the full scope of their member benefits, we began hosting *Understanding Your Member Benefits* workshops, showing members how to activate on the many benefits and programs available to them.

Our members took advantage of their benefits in 2023. We **activated nearly 500 member benefits**, wrote and shared **80+ custom articles and member spotlights**, featured members in **110+ custom newsletters** and shared over **280+ ads in our weekly newsletter, Pulse**.

We also continued to boost member value, adding core benefits including professional headshots and new programming, available at all levels of membership.

Chambers Plan memberships grew 20 per cent, translating into substantial savings for businesses eager to offer health benefits within organizations, resulting in increased employee engagement and retention.

Our diverse membership options comprised nine distinct levels tailored to best serve businesses of varying sizes and industries. Our curated membership offerings provide a spectrum of benefits and price points, ensuring inclusivity and relevance across the board. We also introduced student memberships to the Calgary Chamber, widening our scope to encompass aspiring entrepreneurs seeking networking opportunities as they embark on their professional journey.

POLICY

Alongside our members, the Calgary Chamber of Commerce worked to influence public policy at all levels of government. We hosted political keynotes and roundtables to hear our members’ concerns and share them with key policy makers. The results of our advocacy work, along with the voices of our members, were carried through communications channels across the city, country and beyond.



HIGHLIGHTS

Bank of Canada Governor Tiff Macklem

The Calgary Chamber of Commerce was pleased to host Bank of Canada Governor Tiff Macklem for his Economic Progress Report speech, discussing the Bank of Canada’s interest rate decisions and the country’s economic outlook.

One Alberta. One Canada.

In fall 2023, in partnership with business organizations across the province, the Calgary Chamber had the honour to host a delegation of 65 executives and entrepreneurs from across Alberta in Ottawa for thoughtful discussions on opportunities for collaboration between business and government.

22 roundtables between members and government



3 political receptions



9 keynotes across all levels of government and political parties



Federal	Provincial	Municipal
Investment Tax Credits In consultation with our members, the Chamber developed a submission and advocated extensively to the federal government on the proposed Clean Technology and Carbon Capture and Storage Investment Tax Credits, highlighting the need for revised eligibility timelines, updated labour requirements, and the inclusion of operating expenses as eligible costs.	Provincial Election Platform Early 2023, the Calgary Chamber launched, “ACCELERATE: Driving Alberta Forward,” our business-led, solutions-oriented 2023 Provincial Election Platform that highlights specific policy recommendations for consideration by all political parties. The recommendations outlined a clear path to building a strong and resilient business community and were used by multiple parties and candidates.	Property tax The Calgary Chamber successfully advocated for the lowering business property taxes. The Chamber spoke to Calgary’s City Council, advocating for a re-distribution of property taxes to improve affordability for businesses. The City’s decision to shift the property tax share by one percent, each year for the next three, is an important step to supporting businesses.
Clean Electricity Regulations The federal government’s Clean Electricity Regulations (CER) will impact both producers and consumers of electricity. With Alberta’s electricity system uniquely deregulated, the Chamber authored several recommendations to Hon. Guilbeault, federal Environment and Climate Change Minister, providing recommendations on the CER to achieve emissions reduction without compromising affordability or reliability of electricity.	Premier Smith Inaugural Address The Calgary Chamber was pleased to host Premier Smith for her inaugural keynote address to the business community, just one month following the election. The Premier shared her vision for Alberta’s economic prosperity over the next four years, including affordability supports for business, the adoption of a new fiscal framework and support for infrastructure investments in Calgary’s downtown.	Housing affordability The Chamber presented to Calgary’s City Council on the impact housing affordability has on businesses, knowing that an inclusive economy is critical to businesses’ ability to attract and retain the talent and investment they need to grow. As a result, the Chamber was pleased to see City Council vote in favor of the Affordability Task Force Recommendations.

EVENTS

Our signature events, including Chamber Fest, Small Business Week and the Charity Chamber Classic, along with our event series like Confluence YYC and Business After Hours, brought together more than 20 sectors of businesses across all quadrants of Calgary.



NEW EVENTS

Confluence YYC combined panel discussions with networking, focused on one topic in each installment of the series. Throughout 2023, we featured Money, International Women’s Day, Inclusion, Diversity, Equity and Accessibility (IDEA), Corporate Sustainability and Marketing, bringing together Calgary businesses to learn more about their areas of interest. Expert panelists provided insights and thought leadership, while attendees connected and shared wins and challenges. The **five-part series welcomed a total of 250 attendees** and were held at various member venues across the city.

Chamber Fest, a signature experience that celebrates and recognizes the Calgary business community, was one of our highest attended events. This free event, hosted in the beautiful Ampersand lobby, featured activations from partners, including delicious food and games. More than **700 members of the community** were excited to kick back and create new connections.

Business After Hours was reintroduced, enabling business leaders to network in exciting settings. From indoor skydiving to brewery tours, these events were elevated from traditional networking experiences, bridging gaps between industries and fostering meaningful connections. We hosted nearly **350 attendees** at seven editions of Business After Hours.

The Chamber Charity Classic golf tournament was fun for participants and made a significant social impact. Held at the Hamptons Golf Club in Calgary’s Northwest, the tournament **raised \$10,000** for Distress Centre Calgary thanks to our generous golfers and successful silent auction.



60+ events



5250+ attendees



700+ unique attendees



\$10,000 Donated to Distress Centre Calgary

OUR 2023 PARTNERS

PURPOSE PARTNER



PRESTIGE MEMBERS



CHAMPION MEMBERS



The Calgary Chamber's commitment to reconciliation begins by acknowledging our privilege to serve our business community within the Treaty 7 territory. We acknowledge the traditional and ancestral territory of the Blackfoot Confederacy, which includes the Siksika Nation, the North and South Piikani Nations, and the Kainai Nation. We also acknowledge the other members of Treaty 7 First Nations: The Tsuut'ina and the Stoney Nakoda, which includes Chiniki, Bearspaw and Goodstoney First Nations. We acknowledge the City of Calgary is also home to the Métis Nation of Alberta (Region 3). Finally, we acknowledge all nations, genders and spirits who live, work and play on this land, and who steward and celebrate this territory.

THANK YOU TO OUR 2023 SPONSORS

Air Canada	Glenmore Audi - Royal Oak Audi
Alberta Blue Cross	Gowling WLG
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Bow Valley College	RedPoint Media Group
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CBRE Limited	TalentED YYC
Cenovus Energy Inc.	TD Bank Group
Chevron Canada Resources	TELUS
connectFirst Credit Union	The City of Calgary
ConocoPhillips Canada	The Explorers and Producers Association of Canada (EPAC)
Chartered Professional Accountants of Alberta (CPA)	TransAlta Corporation
CPP Investments	Trimac Transportation
De Havilland Aircraft of Canada Ltd.	UFA Co-operative Limited
Direct Energy	Virtuous Circle Counselling
Edelman	Walmart
Enbridge Inc.	WBM Technologies
ENMAX Corporation	WestJet



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