

RED DEER DISTRICT CHAMBER ADVOCACY FRAMEWORK

A. PURPOSE

The Red Deer District Chamber actively champions the interests of our diverse members by fostering a collaborative environment with local stakeholders, municipal, provincial and federal governments and advocating for policies that stimulate growth, innovation, and sustainability in the Red Deer and district business community.

This framework outlines our strategic approach to champion the interests of our diverse membership. We will advocate for policies that foster growth, innovation, and sustainability in the Red Deer and District business community. By addressing the specific needs of local businesses, we aim to promote an environment where industries thrive, innovation flourishes, and the community prospers. By aligning advocacy efforts with the Chamber's mission, vision, and values, we will continue to foster a thriving, sustainable economy and a vibrant community for Central Alberta.

B. SCOPE

This policy applies to the advocacy work of the Board, the CEO, and the Manager of Policy & Government Relations.

C. POLICY

1. Guiding Principles

1.1 Pro-Business Growth and Economic Development

We will Advocate for policies that stimulate business growth by supporting entrepreneurship, innovation, and expansion in Red Deer and district.

We will promote streamlined regulatory processes and optimized compliance processes. Support initiatives such as incentive programs and downtown revitalization to attract and retain businesses.

1.2 Fiscal Responsibility

We will advocate for fiscally responsible policies to ensure consistency and sustainability in the costs of doing business in Red Deer and district.

We will support predictable and equitable tax policies, such as aligning business tax increases with the previous year's rate of inflation plus growth, to maintain a stable and competitive tax environment that attracts and retains investment.

1.3 Free Market Principles

We will champion the principles of a free market economy, advocating for minimal government intervention to foster competition, innovation, and efficiency.

We will support greater private-sector delivery of services and encourage governments to focus on core services that directly benefit the community.

1.4 Workforce Development

We will emphasize the importance of a skilled labor force by advocating for policies that support workforce training and development in Red Deer and district.

We will collaborate with local educational institutions and industry stakeholders to address workforce shortages and create opportunities for upskilling.

1.5 Strategic Infrastructure Investment

We will support investments in critical infrastructure, including transportation, technology, tourism, and utility services, to enhance business operations and regional connectivity.

We will advocate for infrastructure development that is more cost recovery based and aligns with economic growth objectives.

1.6 Collaborative and Committed

We will maintain open communication channels with members, local stakeholders, and all levels of government, sharing updates on local initiatives and collaborative partnership opportunities.

2 Key Advocacy Areas

2.3 Municipal Advocacy (The City of Red Deer and Red Deer County)

2.3.1 Economic Development

- We will advocate for streamlined regulatory processes, reduced red tape and optimized compliance processes.
- We will support initiatives that attract and retain businesses, including long range strategic choices that support partnerships and innovative solutions to long standing service challenges (i.e. Homelessness, Downtown Revitalization)

2.3.2 Infrastructure and Transportation

- We will promote private delivery in critical infrastructure, including roads, utilities, and broadband connectivity.
- We will advocate for improved public transportation systems that are more responsive, and real-time based vs old models that are less nimble to support workforce mobility.

2.3.3 Fiscal Responsibility

- We will encourage public consultation in municipal budgeting practices and balancing the needs of the city with the needs of the business community.
- We will advocate for predictable and equitable tax policies that do not overburden businesses and demonstrate fiscal responsibility.

2.3.4 Community Safety and Vibrancy

- We will support measures that enhance safety and livability in business and commercial areas.
- We will advocate to align efforts that promote tourism, cultural events, and public spaces.

2.4 Provincial Advocacy (Government of Alberta)

2.4.1 Labour Market and Workforce Development

- We will advocate for funding and policies that address workforce shortages, including skills training and immigration pathways.
- We will support investments in education and apprenticeship programs in partnership with local institutions like Red Deer Polytechnic.

1.4.2 Taxation and Competitiveness

- We will promote policies that maintain Alberta's competitive tax environment while ensuring sustainable fiscal management.

1.4.3 Energy and Sustainability

- We will advocate for balanced energy policies that support both economic growth and environmental stewardship.
- We will support funding for businesses to adopt clean technologies and practices.

1.4.4 Mid-Sized City Fairness

- We will advocate for recognition of Alberta's Mid-Sized Cities and ensure that there is fairness in investment and project funding.

1.5 Federal Advocacy (Government of Canada)

2.5.1 Trade and Market Access

- We will advocate for policies that enhance market access for Alberta businesses, particularly in agriculture and energy sectors.
- We will support infrastructure funding for transportation networks to improve supply chain efficiency.

1.5.2 Immigration and Workforce

- We will promote reforms to streamline immigration processes, ensuring businesses can access global talent that is ready and willing to work.
- We will advocate for federal funding to support local housing and community services for newcomers.

2.5.3 Support for Small and Medium Sized Enterprises (SME's)

- We will encourage federal investment in programs that support SME's, including innovation and digital transformation initiatives.
- We will advocate for Federal Taxation that is equitable for Alberta and SME's.

D. ADVOCACY PROCESS

1. Member Engagement

- 1.1 We will work with established policy committees and/or ad hoc working groups to address specific advocacy areas.
- 1.2 We will conduct regular surveys, roundtables, and forums to gather input from members on key priorities.

2. Policy Development

- 2.1 We will research and analyze local, provincial, and federal issues affecting the business community.
- 2.2 We will develop position statements and policy recommendations in consultation with stakeholders.

3. Government Relations

- 3.1 We will meet regularly with elected officials and government staff to share issues affecting the business community, and to present policy recommendations.
- 3.2 We will participate in public consultations and submit formal feedback during policy development processes.

4. Member Awareness

- 4.1 We will communicate advocacy efforts and successes to members through newsletters, social media, and events.
- 4.2 We will collaborate with media outlets to amplify key messages.

5. Evaluation and Reporting

- 5.1 We will measure the impact of advocacy efforts through member feedback and policy outcomes.
- 5.2 We will provide quarterly updates on advocacy initiatives and progress toward strategic goals.

E. APPLICABLE LEGISLATION

- 1. Boards of Trade Act**
- 2. Lobbyists Act**

F. RELATED RDDC POLICIES

- 1. RDDC BC-12: Advocacy on Behalf of Members and Stakeholders**
- 2. RDDC GP-10 Advocacy**

G. REVISION HISTORY

Date (mm/dd/yyyy)	Description of Change	Board Approval (mm/dd/yyyy)
01/27/2025	Document Created	