

## Role of Chamber of Commerce

A chamber of commerce is an association or network of businesspeople designed to promote and protect the interests of its members. A chamber of commerce is made up of a group of business owners that share a locale or interests. They will choose leadership, name representatives, and debate which policies or projects to espouse and promote.

Chambers of commerce also play an important role in local municipalities in promoting business activity and representing chamber members. Chamber of commerce members meet to discuss and attempt to shape policy that relates to the business and overall economic environment.

Chambers of Commerce will act to promote public policies that are in the best interest of business and may also attempt to promote policies that serve specific industries or geographic locations. Some tactics that Chambers of Commerce might use include advocacy, expressing their positions publicly, attempting to educate its members, and mobilizing other business groups on a particular issue.

Chambers of Commerce can act as a bridge between governments, small businesses, corporations, schools, religious organizations, and the public.

Plus, getting involved with a Chamber of Commerce can offer significant benefits to your business, including making new friends, contacts, accessing Chamber benefit programs and attracting new customers.

## Role of Regional Community Development Committee (RCDC)

The Regional Community Development Committee (RCDC) is an economic development committee composed of Smoky Lake County, the Town of Smoky Lake, and the Village of Vilna. RCDC is guided by the 2007-2027 Strategic Plan created by our community.

Striving to deliver the following strategic priorities:

1. Improve the Region's Economic Development Capacity
2. Diversify the Region's Economy
3. Promote the Region
4. Attract New Residents to the Region
5. Maintain the Region's Quality of Life
6. Protect the Region's Natural and Historic Assets

The Smoky Lake Regional Chamber of Commerce informs the decision making of the Regional Community Development Committee (RCDC) through our President Noel Simpson, who is a public member at large on RCDC. As well, our Vice President Michelle Wright is also the Community Economic Development Officer (CEDO) The Community Economic Development Officer (CEDO) is responsible for developing, facilitating, and promoting plans, projects and initiatives that contribute to the development of the Smoky Lake Region and its economy.



**REGIONAL COMMUNITY DEVELOPMENT COMMITTEE (RCDC)  
STRATEGIC PRIORITIES CHART DECEMBER 2021**

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RCDC PRIORITIES	
NOW	2007-2027 Strategic Plan Objective
<b>REGIONAL GUIDE</b>	2.8, 2.14
<b>VICTORIA DISTRICT ECONOMIC DEVELOPMENT STRATEGY</b>	3.10, 4.1
<b>BUSINESS RETENTION AND ENHANCEMENT</b>	2.1, 3.1
<b>TWINNING WITH UKRAINE</b>	3.7
<b>VILNA MAINSTREET REVITALIZATION</b>	2.1, 3.1
<b>NEXT</b>	<b>ADVOCACY</b>
<ul style="list-style-type: none"> <li>FUTURE FACILITY PARTNERSHIPS</li> <li>REGIONAL TRANSPORTATION STRATEGY FOR SENIORS AND MEDICALLY-AT-RISK</li> <li>REGIONAL COMMUNITY DEVELOPMENT COMMITTEE (RCDC) REFRESH</li> </ul>	<ul style="list-style-type: none"> <li>Mental Health Services (RCDC Goal 5)</li> <li>Broadband access (Goal 2)</li> <li>Lending Barriers</li> <li>REDA Funding</li> <li>HAK II</li> </ul>
RCDC STRATEGIC PLAN: 2021 Goals and Activities	
<b>Goal 1: Improve the Region's Economic Development Capacity</b>	
1.1	Ensure the Joint Municipalities Committee works towards the implementation of the Smoky Lake Region Strategic Plan.
1.2	Retain full-time economic and community development officer for the Region to lead the ongoing implementation of the Plan.
1.3	Develop and adopt rolling three-year action plans to implement this Strategic Plan over the next 20 years.
1.4	Assign the responsibility for monitoring and assessing the implementation of the Strategic Plan to the Economic Development Committee. Appoint community members to the Committee to assist in the evaluation. Report progress on an annual basis.
1.5	Establish mechanisms to enable the Region's residents and businesses to provide input in the economic development process.
1.6	Strengthen collaboration with member communities of the Northeast Alberta Information HUB Ltd. and pursue other partnerships with surrounding communities.
1.7	Strengthen economic development partnerships with First Nations and Metis communities.
1.8	Provide municipal Councilors and managers with learning opportunities in the areas of economic development.
<b>Goal 2: Diversify the Region's Economy</b>	
2.1	Undertake a Regional opportunity identification exercise for business attraction, retention, and expansion. Identify and pursue value-added agricultural opportunities in the Region. Ensure the identified opportunities are relevant and respond to regional and global trends.
2.8	Identify and eliminate impediments to economic development and business growth in the Region.
2.10	Provide a forum for a series of ongoing business development and self-employment training seminars in the Region (e.g., seminars on best practices for employee attraction, retention, and training; development ag-tourism products; global trends in agriculture; direct marketing; e-commerce; securing business financing; etc.
2.11	Support a youth entrepreneurship program in conjunction with local school districts, provincial learning institutions, and Community Futures.
2.14	Encourage "buy local" campaigns. Develop an inventory of businesses in the Region. Encourage procurement practices that support these businesses.
<b>Goal 3: Promote the Region</b>	
3.1	Develop and integrated marketing plan to attract visitors, business and residents to the Region.
3.2	Develop and implement a communications plan to raise awareness of the Region's quality of life and economic development opportunities.
3.5	Implement a branding program for the Region.
3.7	Promote the Region provincially and internationally.
3.10	Encourage the development of outdoor recreation and adventure tourism products within the Region.
<b>Goal 4: Attract New Residents to the Region</b>	
4.1	Develop and implement a marketing plan. Focus the plan on attracting residents to existing urban areas and waterfront properties.
4.10	Develop and implement a plan to encourage seasonal residents to consider living in the Region.
<b>Goal 5: Maintain the Region's Quality of Life</b>	
5.1	Support cultural activities and organizations across the Region. Continue to lend support to community events and to encourage activities that promote appreciation for cultural diversity.
5.2	Develop a volunteer sector revitalization plan.
<p align="center"><b>KEY: NOW Priorities: BOLD GREEN NEXT Priorities: BLUE <i>Italicized are Advocacy Issues</i></b></p>	