



INFORMATION REQUEST

INFORMATION REQUEST #: IR-20-25

REQUESTED BY: Councillor Stevenson

TOPIC: Chamber

DATE OF REQUEST: Prior to GPC Meeting 2025

DATE OF RESPONSE: November 17, 2025

QUESTION:

The increase to the Chamber of 10K/year for the next 3 years?

What is the justification?

That is a big increase from 15K/year. We used to get reports from the Chamber regarding what our \$\$ was going towards and we'd get updates on what they do to encourage visitors to patronize Spruce Grove businesses.

Is this occurring?

Basically, I want to understand the increase, what it's for and if they report to council for it.

a. Do other chambers get ongoing funding from cities or are they expected to stand on their own?

Response

There is no increase being recommended to the Chamber budget for 2026 – it remains at \$15,000/year and has been so for the past number of years. There may be some confusion as we have recommended \$10,000 for the City Centre Business Association for hosting the summer markets. In the past this was done as a public budget submission, but we have now moved it into our base budget going forward as these have become permanent events.

We meet with the Chamber every year to review the visitor statistics at the Visitor Information Centre, how they are promoting regional tourism and agree on any additional services that we may want (e.g. Community Ambassador Training, SmartStart support). Regarding other municipal

funding contributions to the Greater Parkland Regional Chamber, Parkland County provides \$15,000 per year and Stony Plain provides \$40,000 per year.

Background

Shared in the response above.

Financial Implications/Taxation Impact

As outlined in the budget presentation and business case.

Contact: Dave Walker, Director, Economic and Business Development