



WHEATLAND COUNTY

Where There's Room to Grow



Request for Decision

March 24, 2020

Resolution No. _____

Date Prepared March 17, 2020

Subject

Decision-making topic title

Strathmore District Chamber of Commerce: Name Change Request.

Recommendation

Clear resolution answering – what/who/how/when

RECOMMENDATION: THAT Wheatland County Council Choose Option 1:

Resolution: That Council provide the Strathmore & District Chamber of Commerce \$1,500.00 to change the name from Strathmore & District Chamber of Commerce to The Strathmore Wheatland Chamber of Commerce.

CAO Comments

Any additional comments regarding the reason for the recommendation

RECOMMENDATION

Report/Document: Attached ☐ Available ☐ None ☒

Key Issue(s) / Concepts Defined

Define the topic, reference background material and state question to be answered

The Strathmore & District Chamber of Commerce has been representing businesses of all sizes in the Town of Strathmore and Wheatland County. It is an organization formed by progressive individuals and businesses who work together to progress the field of commercial, financial, industrial and civic interests in the community.

The organization is governed by a Board of Directors elected at the Annual General Meeting or appointed by the Board for an interim period. The Board sets the policies and directions of the Chamber of Commerce, with the goal of building interest in business through networking, member benefits and education.

The Chamber has recently initiated discussions surrounding changing the name to be more representative of both municipal jurisdictions (the Town of Strathmore and Wheatland County) and has suggested changing the name from the Strathmore & District Chamber of Commerce to the **Strathmore Wheatland Chamber of Commerce**. This name change is aimed at representing the businesses and interests of both jurisdictions equally.

Relevant Policy / Practices / Legislation

Cite existing policies, practices and/or legislation

Wheatland County Council elects one Councillor to the Board of the Chamber of Commerce.

Strategic Relevance

Reference to goals or priorities of current work program

Wheatland County Economic Development Strategy

Response Options and Desired Outcome(s)

Main result, along with highlighted requisites and benefits

Option #1: THAT Wheatland County Council choose Option 1:

Resolution: That Council provide the Strathmore & District Chamber of Commerce with \$1500.00 to change the name from Strathmore & District Chamber of Commerce to The Strathmore Wheatland Chamber of Commerce.

Option #2: THAT Wheatland County Council choose Option 2:

Resolution: That Council provide the Strathmore & District Chamber of Commerce with \$1500.00 to change the name from Strathmore & District Chamber of Commerce to The Strathmore & Wheatland Chamber of Commerce.

Option #3 THAT Council approve an alternate recommendation.

Council Representation is recommending Option #1 - Approval for the following reasons:

The proposed name change is representative of the municipal jurisdictions and business interests, and it is short, creative and fits with organizational name length and branding.

IMPLICATIONS OF RECOMMENDATION

General

Consequences to community, overall organization and/or other agencies

N/A

Organizational

Policy change or staff workload requirements

N/A

Financial

Current and/or future budget impact

\$1500.00 will be paid from the Economic Development operating budget.

Environmental, Staff and Public Safety

Consequences for the environment, consideration of effects on the safety of staff and the public

N/A

Follow-up Action / Communications

Timelines, decision-making milestones and key products

Communicate with the Strathmore & District Chamber of Commerce the results of the Request for Decision.

Submitted
by:

Councillor Donna Biggar

Reviewed
by:



Brian Henderson, CPA, CA
CAO