



REGINA & DISTRICT
CHAMBER *of* COMMERCE
LEAD | CONNECT | EMPOWER

2024 CIVIC ELECTION PLATFORM



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EXECUTIVE SUMMARY

The Role of the Regina & District Chamber of Commerce in Civic Elections

As the 2024 civic election approaches, it is essential for the Regina & District Chamber of Commerce (RDCC) to play a pivotal role in informing and educating the business community about the candidates' thoughts, policies, and platforms. This engagement is critical for several reasons:

1. Advocacy for Business Interests

The RDCC serves as the voice of the business community, advocating for policies that foster growth and sustainability. By meeting with candidates, the Chamber can ensure that the concerns of local businesses are addressed in the electoral discourse.

2. Informed Decision Making

With a comprehensive understanding of candidates' platforms, business leaders can make informed decisions at the polls. With the Mayoral Debate on October 30, the Chamber will facilitate discussion that provides insights which will assist members assess how each candidate's policies may impact their businesses and the overall economic climate in Regina.

3. Fostering Economic Growth

Candidates' policies directly affect key areas such as taxation, infrastructure, and regulatory frameworks. By engaging with candidates and disseminating information, the RDCC will share policies that support a favourable business environment and drive economic growth for Regina.

The RDCC is uniquely positioned to play a vital role in the civic election by educating the business community on candidates' policies and platforms. By doing so, the Chamber not only supports informed voting but also champions the growth and prosperity of Regina's economy and its residents. Engaging in this process will strengthen the Chamber's role as a leader in advocacy, community engagement and economic development.



DATA COLLECTION

To effectively develop our platform and the engagement strategy for the upcoming civic election, the Regina & District Chamber of Commerce employed a comprehensive data collection approach. This was achieved through three strategic methods:

1. Membership Surveys

We conducted multiple surveys targeting our diverse membership base. These surveys were designed to gather quantitative and qualitative insights into members' views on key issues affecting their businesses. By analyzing the feedback, we identified common themes and priorities that reflect the collective concerns of the business community in Regina.

2. One-on-One Meetings

To gain deeper insights, we organized one-on-one meetings with a cross-section of our membership. This approach allowed for more personalized discussions, enabling us to capture nuanced perspectives and specific challenges faced by different sectors. The qualitative data collected during these meetings highlighted the diverse experiences and needs of businesses, expanding our understanding of how candidates' policies could impact them.

3. Conversations at Events

Our networking events and forums provided an opportunity for informal yet impactful conversations with members.

Engaging with business leaders in these settings allowed us to gather real-time feedback and insights, fostering a collaborative environment where members could share their thoughts and concerns directly. These discussions enriched our data collection by incorporating the dynamic and evolving nature of business sentiment in Regina.



Through these three methods — membership surveys, one-on-one meetings, and event conversations — the RDCC has compiled a robust set of data that reflects the voices of our business community.

This informed approach ensures that our advocacy during the civic election is grounded in the realities faced by our members, enabling us to effectively represent their interests and contribute to a thriving economic environment in Regina.

ELECTION PLATFORM

1. Fiscal Responsibility

As we approach the civic election, the Regina & District Chamber of Commerce is committed to advocating for fiscal responsibility. The key issues we've heard from our membership reflect a strong desire for transparency, strategic investment, and efficient use of taxpayer dollars. Our platform addresses the following priorities:

a. Where Are My Tax Dollars Going?

Members have expressed a need for clarity regarding the allocation of tax dollars. We believe that the city must provide transparent reporting on expenditures, enabling residents and businesses to understand how their contributions are being used to support public services, infrastructure, and community initiatives.

b. Investment in the Future

Our members emphasize the importance of proactive investment in Regina's future. This includes funding for essential infrastructure projects, technology advancements, and community services that promote economic growth. We advocate for a strategic vision that prioritizes long-term benefits and positions Regina as a competitive city for business and residents alike.



c. Tax Increases: A Necessary Measure

While tax increases can be challenging, our members recognize that they may be necessary to address the significant infrastructure deficit facing the city. A well-communicated and measured approach to tax increases can ensure that funds are directed towards critical projects, enhancing the overall quality of life in Regina and supporting business growth.

d. Internal Plan to Streamline City Hall Costs

To ensure that taxpayer dollars are spent effectively, our members call for an internal plan aimed at streamlining costs within City Hall. This includes reducing inefficiencies, embracing technology for improved service delivery, and implementing performance metrics to evaluate the effectiveness of municipal operations. By optimizing city resources, we can enhance service delivery while maintaining fiscal responsibility.

The RDCC stands firm in its commitment to fiscal responsibility. By addressing these key issues — ensuring transparency in tax allocation, advocating for future investments, considering necessary tax increases, and promoting internal efficiencies — we aim to foster a sustainable and prosperous economic environment for all of Regina's residents and businesses.



2. Strategic Infrastructure Plan

The Regina & District Chamber of Commerce emphasizes the need for a comprehensive and strategic infrastructure plan. Our members recognize that well-planned infrastructure is crucial for economic growth, community well-being, and the overall quality of life in Regina. Our platform includes the following key priorities:

a. Strategic Construction

To maximize efficiency and minimize disruption, we advocate for a coordinated approach to construction projects. This includes:

Integrated Projects: Water pipes, sidewalks, and road repairs should be combined and executed simultaneously. This integrated approach reduces the time and costs associated with multiple separate projects, ensuring that essential infrastructure improvements are delivered more efficiently.

Coordination on Major Streets: Improved coordination of construction activities on major streets will help mitigate traffic disruptions and enhance overall public safety. By planning and scheduling projects effectively, we can minimize inconvenience for residents and businesses.

b. Communication on Infrastructure Priorities

Clear communication about the infrastructure plan is essential for transparency and community engagement. We call for:

Regular Updates: The city should provide regular updates on the priorities and timelines for infrastructure repairs, including facilities, roads, and streets. This ensures that residents are informed about ongoing projects and their potential impact on daily life.

Public Involvement: Engaging the community in discussions about infrastructure priorities will help align projects with the needs and expectations of residents and businesses. Public forums and consultations can foster collaboration and build trust.



c. Highlighting the Benefits of Construction

It is important to communicate the positive outcomes of ongoing and future construction projects. We propose sharing information on:

Economic Spin-Off: Emphasizing the economic benefits of infrastructure projects, such as job creation and local business opportunities, will help garner support from the community.

Long-Term Savings: By investing in infrastructure now, the city can save on future maintenance and repair costs, ultimately leading to lower long-term tax burdens for residents and businesses. Sharing these benefits can foster a more positive perception of construction activities.

The RDCC believes that a strategic infrastructure plan is vital for Regina's growth and sustainability. By advocating for integrated construction projects, clear communication of priorities, and highlighting the benefits of infrastructure investments, we aim to ensure that Regina remains a vibrant and competitive city for all its residents and businesses.

3. Public Safety

Members of the Regina & District Chamber of Commerce recognizes that public safety is a fundamental component of a thriving community and a vibrant business environment. With that in mind, together with our members, we have identified several key priorities to enhance public safety in Regina:

a. Additional Resources for Emergency Services

To ensure the safety of residents and businesses, we advocate for increasing resources for police, fire, and emergency medical services (EMT). This includes:



Enhanced Staffing: Increasing the number of personnel in these critical services will improve response times and overall effectiveness, ensuring that emergency situations are managed swiftly and efficiently.

Training and Equipment: Investing in ongoing training and modern equipment for first responders will enhance their ability to address the diverse challenges faced by our community.

b. Increased Presence in Downtown Areas

A visible and active presence of emergency services in downtown Regina is essential for fostering a safe environment that encourages future business growth and community engagement. We support:

Patrols and Visibility: Increased patrols in high-traffic areas can deter crime and enhance public confidence, making downtown a more attractive destination for residents and visitors alike.

Community Events: Collaborating with local businesses and organizations to host community events can promote safety while also fostering a sense of community and belonging.

c. Comprehensive Presence, Enforcement, and Outreach Strategy

A holistic approach to public safety requires a coordinated strategy that encompasses enforcement and community outreach. Our recommendations include:

Collaborative Initiatives: Establishing partnerships among law enforcement, community organizations, and local businesses to create outreach programs that educate and engage residents on safety issues.

Crime Prevention Programs: Implementing programs focused on crime prevention and community engagement can empower business owners and foster a collaborative approach to safety.



Feedback Mechanisms: Creating avenues for community feedback on safety concerns will help law enforcement better understand and respond to the specific needs of different neighborhoods.

The RDCC is committed to advocating for enhanced public safety measures that protect residents and support business growth.

By focusing on additional resources for emergency services, increasing visibility in downtown areas, and implementing a comprehensive outreach strategy, we aim to create a safer, more vibrant community that attracts investment and fosters economic development for all of Regina.

4. Secondary Concerns Affecting Business Growth and Quality of Life

The Regina & District Chamber of Commerce recognizes that several secondary concerns must be addressed to ensure a favorable environment for business growth and an improved quality of life for all residents. Our platform highlights the following key issues:

a. Small One-Issue Candidates

The Chamber believes that the future of Regina requires candidates who can think strategically and consider the broader implications of their policies.

While individual issues are important, we need leadership that focuses on comprehensive, big-picture thinking from the Mayor and Council. This holistic approach will ensure that decisions made today support long-term growth and sustainability for the city.



b. Government Relations

Building and maintaining positive relationships with provincial and federal governments is crucial for the economic health of Regina. We advocate for:

Collaborative Initiatives: Engaging with government partners to explore joint projects, funding opportunities, and policy alignment that can benefit the local business community.

Business Needs: Ensuring that the voices of Regina's businesses are heard in provincial and federal discussions, allowing for a more supportive regulatory and economic environment.

c. Catalyst Projects

The Chamber supports the development of catalyst projects that drive economic growth but insists on a collaborative funding model. We propose:

Shared Investment: Encouraging projects that involve investment from provincial, federal, and private sources, rather than relying solely on taxpayer dollars. This approach will help distribute financial responsibility and ensure that projects have robust backing.

d. Better Civic Communication

Effective communication is essential for fostering community engagement and promoting positive developments. We recommend:

Highlighting Success Stories: The city should actively share success stories and positive outcomes related to business and community initiatives. This not only builds pride but also encourages further investment and participation from the community.



e. REAL (Regina Exhibition Association Limited)

The RDCC believes that fixing and fully implementing robust business plan that focuses on the future. REAL is vital for economic growth and tourism attraction. We advocate for:

Actionable Strategies: Ensuring that the plan is not just a framework but includes actionable strategies that address the immediate economic challenges REAL faces.

Entertainment Leader: ensure the new leadership team at REAL understands the positive economic impact that events, concerts and conventions can have on our business community.

The RDCC emphasizes that addressing these secondary concerns is essential for fostering a vibrant business environment and enhancing the quality of life in Regina.

By promoting strategic thinking in leadership, building positive government relationships, ensuring shared investment in catalyst projects, improving civic communication, and revitalizing REAL we can create a supportive framework for sustained economic growth and community well-being.

Final Thoughts

As we approach the civic election, the Regina & District Chamber of Commerce stands united with our membership as the voice of business in our community.

Our platform reflects the invaluable insights and concerns shared by our membership, highlighting key components essential for fostering a thriving economic environment and enhancing the quality of life for all residents.

At the forefront of our platform is fiscal responsibility. Our members have emphasized the need for transparency in how tax dollars are allocated, prudent investment in future projects, and an internal plan to streamline City Hall operations.



By prioritizing these aspects, we can ensure that public funds are used effectively to support the growth of businesses and the well-being of our community.

Equally important is our call for a strategic infrastructure plan. The need for coordinated construction, clear communication on infrastructure priorities, and a focus on the long-term benefits of investment is paramount.

Our community deserves an infrastructure that not only meets current needs but also paves the way for future growth and development.

Public safety is another critical area of concern. Our members recognize that a safe environment is vital for business growth and community engagement.

By advocating for additional resources for emergency services, increased presence in downtown areas, and comprehensive outreach strategies, we can create a safer Regina that fosters investment and prosperity.

In addition to these key components, we must also address secondary concerns that can impact our business growth and quality of life. From ensuring strategic leadership to building positive relationships with government these issues require attention and action.

Together, we can create a Regina that not only supports business growth but also enhances the overall quality of life for its residents.

The Regina & District Chamber of Commerce is committed to advocating for these priorities, ensuring that the voices of our members are heard and that our city remains a vibrant and competitive place to live, work, and thrive. Let us move forward together towards a prosperous future for Regina!



Platform Summary

Regina & District Chamber of Commerce 2024 Civic Election Priorities:

- **Fiscal Responsibility**
 - transparency in how tax dollars are allocated
 - prudent investment in future projects
 - internal plan to streamline City Hall operations
- **Strategic Infrastructure Plan**
 - the need for coordinated construction
 - clear communication on infrastructure priorities
 - a focus on the long-term benefits of construction investment
- **Public Safety**
 - a safe environment is vital for business growth and community engagement
 - additional resources for emergency services
 - increased presence in downtown areas
 - comprehensive outreach strategies
- **Secondary Concerns That Can Impact Business Growth and Quality of Life**
 - **Small One-Issue Candidates**
 - we need leadership that focuses on comprehensive, big-picture thinking
 - **Government Relations**
 - maintaining positive relationships with provincial and federal governments
 - **Catalyst Projects**
 - the Chamber supports the development of catalyst projects that drive economic growth but insists on a collaborative funding model.
 - **Better Civic Communication**
 - highlighting City success stories
 - **REAL (Regina Exhibition Association Limited)**
 - a healthy REAL is vital for economic growth and tourism attraction.

