

October 13, 2020

To all our valued members,

MEMBERSHIP RENEWAL 2021

As we approach the end of 2020 and the season of membership renewal, we want to sincerely thank you for your membership of CCA through one of the most remarkable years in our 76 year history.

Here in October 2020 we find ourselves reflecting on a year like no other while also speculating on the next one which will likely still be heavily impacted by post pandemic scenarios, political pressures and continued economic strain. These simple facts and how to respond are what will most certainly drive us as a team in the months ahead.

As an Association we are proud to represent our industry in providing a framework that enables businesses and communities to thrive, especially in tougher times, and thus we have focused on how to support our members and industry through COVID as it thrust itself right into the middle of our lives in March. This is what made our industry strong during the crisis and it is what will make us even stronger moving forward.

We cannot produce any easy answers for such times as these but we can assure you that we will leave no stone unturned and we will be relentless in seeking access to opportunities through Buildworks and beyond while we seek the best partners, the right solutions and best resources to be tools and strategies that you and your business can use.

At the CCA we aim to foster relationships between individuals and organizations that will provide the basis of truly great achievements in the built environment. With remarkable individuals and organizations throughout our industry that are marked by technical ability, craft, ingenuity and commitment we have so much to draw on.

Our CCA membership and the Board of Directors have represented many of the strongest individuals and organizations that have made up our industry in the City of Calgary for over 75 years. The commitment of many over the decades has allowed CCA to make a difference for all and the legacy still continues today.

That is what membership of CCA is all about – being a part of a community that cares deeply about each other and the communities that we build.

As a champion of the industry and a voice on relevant issues with all levels of government and throughout society, we also strive to represent the industry and stand for the issues that are so important to our members.

We also recognize that our members are businesses and in today's world there are many pressures, challenges and opportunities that have to be navigated in order to thrive. Through our **Business Hub** we have begun to secure partners that are able to bring their expertise and knowledge to bear on these areas and in doing so we are committed more than ever before to help you gain the insights that will assist you in operating the highly successful enterprises that are fundamental to a great construction industry.

Our industry is resilient and, just like Calgary, we meet every challenge with characteristic resolve and a work ethic that has seen us through some tough times. Our contributions to the communities that make up our city and to our skyline are there for all to see and we will continue to build on what we started. The city that we have built is consistently voted one of the best places to live in the world and it is indeed a privilege to be a part of such a legacy as we move into the future.

We have been reaching out directly to our members throughout this year and we invite you to call or visit us at the CCA as we truly want to hear from you in person as to how we can continue to have your backs and secure you the needed support in the months ahead.

Rest assured we will be doubling down on our efforts to bring business knowledge, insight and expertise through our **Business Hub** webinars and other virtual sessions. We may be unable, for the meantime, to be together in person but through our growing virtual education program, Municipal and Provincial advocacy and all strategic means at our disposal, we are committed to partnering with our members in directly supporting their efforts to navigate the immediate future as businesses in an essential industry.

Come and continue to be part of writing the next chapter in our industry as we embark on the journey together.

With sincere best wishes to you all for a healthy and successful 2021 and beyond,

Craig Clifton



Chair

Wm (Bill) Black B.SC, LEED AP



President & COO

2020 YEAR IN REVIEW



Calgary
Construction
Association

Engaging our
Community
to Build
Better!





ADVOCACY

As an Industry Association, advocacy is an incredibly important role – perhaps even more so in today’s world and, while it may not be the most visible thing we do, it is a core focus of CCA.

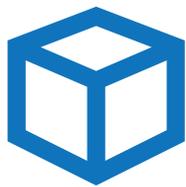
Within the construction association, the world of advocacy is somewhat of an ecosystem with CCA focusing on the municipal sector with the City of Calgary, ACA focusing on the provincial side and Canadian Construction Association tackling Federal. We coordinate amongst each group to ensure the most effective strategies are being leveraged. With the outset of COVID-19, we were met with a significant need to respond. CCA was highly active over the last 7 months in several ways that reinforced to us the importance and value of advocacy:

- March 17th, 2020 we formed an ad-hoc group of Construction Leaders in Calgary, which was responsible for the creation of the “Pandemic Safety Planning Document”. This document received national recognition and was instrumental in us ensuring that construction was deemed an essential service in Calgary.
- We participated along with ACA, CAA and CEA in the Alberta Joint Industry Response Team (AJIRT) intended to align all these key voices in lobbying the Province for COVID-19 related matters; in particular how stimulus and future work would be rolled out to the industry.
- AJIRT and ACA, along with CCA & ECA have coordinated lobbying of the province around costs associated with the pandemic on existing projects, while also pointing out that their approach to new bids around the risks associated with future COVID-19 matters needed to change.
- BILD, BOMA and NAIOP also collaborated with us on the “Pandemic Planning Document”
- We were directly involved in all engagement sessions hosted by the Province regarding the Prompt Payment initiative and provided industry feedback to inform their process.
- Our City of Calgary Liaison Committee, which is the main vehicle for CCA’s Advocacy role with the City, was able to ramp up the frequency of our meetings, which has led to valuable dialogue creation related to our industry and our role in helping the City moving forward. Our meetings and the exchange of ideas and requests of information are enhancing the relationship even more, as well as our desire to be the trusted advisor and subject matter expert of choice for the City.

A few lessons learned over this period have been:

- The construction industry can rally around a common purpose and deliver results that influence change – this will be powerful in the future.
- If you want to be viewed as a resource, then you need to act like a resource.
- There are numerous great opportunities for us to build much stronger capabilities in this area.

With what we have learned in the last 7 months and the individuals we have at our disposal, this is a major focus for Calgary Construction Association moving forward, in terms of building further capability and influence in the best interests of our members.



BuildWorks

Canada

BuildWorks launched its new portal on April 6th, 2020 with a secure site and with smarter technology, which allows for better functionality for users and members of our association using the platform.

In BuildWorks' ongoing commitment to providing you with the best service and project opportunities, the E-Solutions team has been working diligently to re-establish the services users have come to expect from BuildWorks, while also building in new offerings designed to enhance your member experience.



Pre-Bid information – we will report and post over 300 pre-bid leads this year with a focus to get to 600 in 2021 (75% of this content is privately funded)



**BID
RESULTS**

We are focusing more than ever on finding and posting Bid Results and Award information for the 3,700 plus public opportunities BuildWorks will come to advertise this year.

2020 will see BuildWorks Canada re-launch our Private Invitation to Bid Service (formerly On Demand). This option allows General Contractors to find and invite you to bid on their private work. Along with our “Invitation to Bid Service” we will re-launch an improved Public Directory which will allow CCA’s members to highlight their skills, experience, and pre-qualification information to the entire marketplace. We will be adding resources and connecting your business to new work through:



Pre-Bid Information – we research zoning and development permits, along with multiple other news sources to find work in the design and planning stage and report this information through BuildWorks. We know how important it is to connect our members to these opportunities early in the design stages.



Active Bid Information – we will continue to report on OPEN tender opportunities in the province as we have since the establishment of the CCA in 1944. This is our core service, and we will continue to connect you to work in the bidding stages of procurement. BuildWorks will continue to add more bid results and award information because we know how important this information is to your business, and this



Directory and Invitation to Bid – we will create the premier directory of commercial construction participants for Western Canada. Allowing you to highlight your experience and qualifications to the entire market, while GC’s using our private Invitation to Bid service find you and invite you to bid!

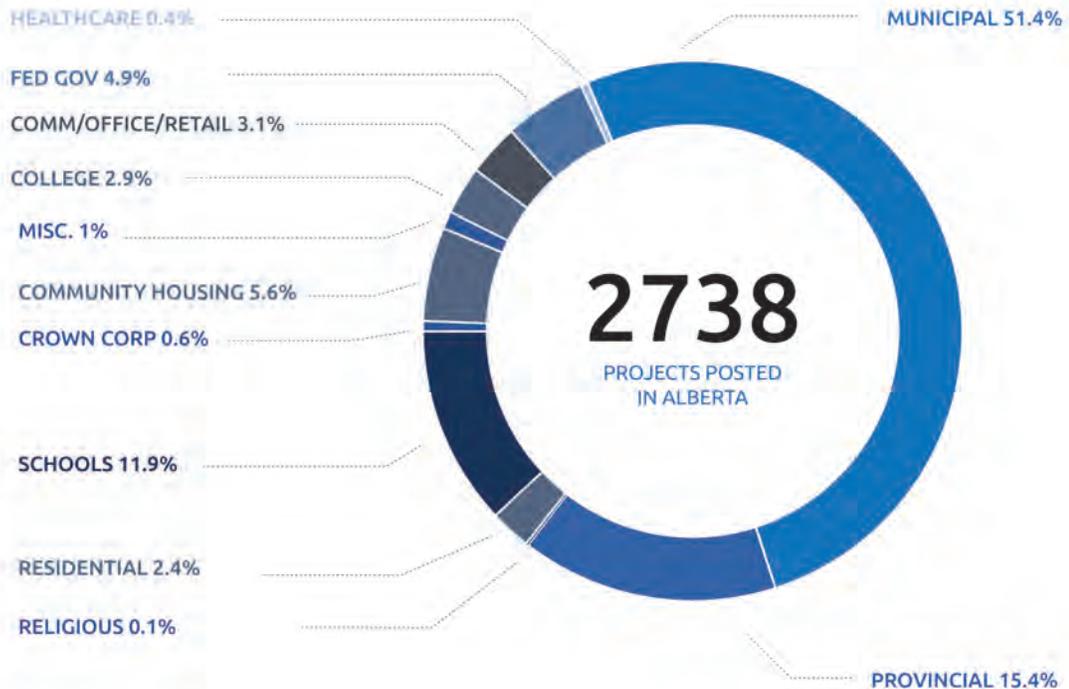
For helpful videos, including a full platform walkthrough, please visit the BuildWorks [website](#) or [YouTube channel](#). Thank you for your continued patience as we continue the platform transition.



BuildWorks

CONSTRUCTION OPPORTUNITIES - Q3

OWNER TYPE

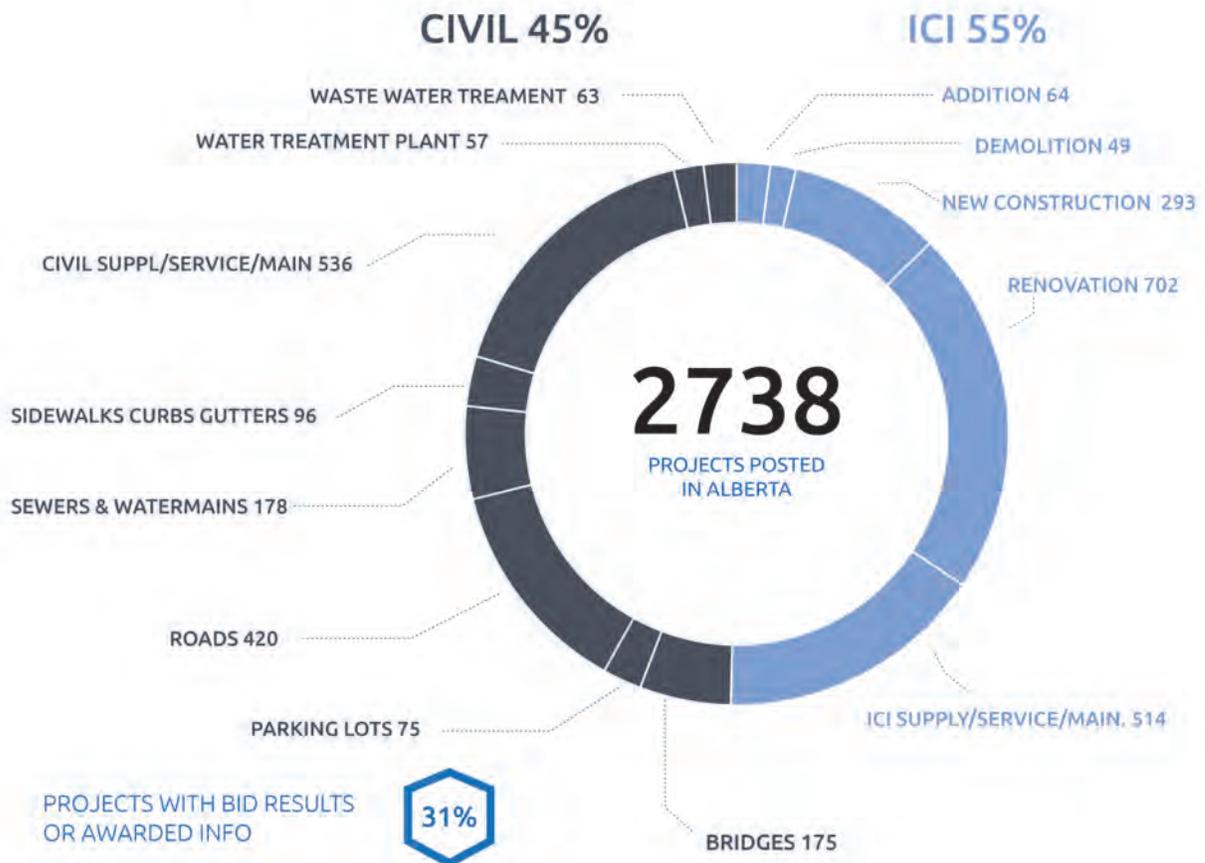




BuildWorks

CONSTRUCTION OPPORTUNITIES - Q3

CLASSIFICATION OF WORK





EDUCATION

Educating our industry's best workers, trades people and talent is one of the pillars of the CCA. Fostering the next generation of construction leaders will always be a top priority for the industry and it is CCA's job to support this. We know that the future lies in the growth of skills and professional development of new employees, along with those needing ongoing continued advancement in their careers. The Calgary Construction Association takes pride in providing education to those seeking to advance, not just themselves, but their organizations and our industry.

CCA's last "in-class" course was the "Construction 101 & Beyond" in early March of this year. As the pandemic brought the province to a lockdown, we had to re-evaluate our program and coordinate with course instructors on how to virtualize the curriculum, whilst maintaining the authenticity of the teaching/learning experience. Working alongside Edmonton, Vancouver, and other local Construction Associations, we put together an education calendar of courses that would host courses, instead of cancelling them for the lack of attendance. We started our revitalized program with "Managing Change in Construction", and then added on "Construction Industry Ethics" and "Subcontracts 101" onto the virtual platform. We opened our updated calendar and brought back canceled and most-requested courses, now with instructor-led training, online modules, platform learning for a strategic, realistic education experience within 3 weeks of the COVID-19 lockdown.

495

Virtual student hours

656

In-class student hours

149

Scheduled courses on
the Education Calendar

43

Students have written
the Gold Seal Exam

CCA has scheduled 149 course dates on its Education calendar so far. In addition, we have hosted 656 in-class student hours and over 495 virtual student hours. CCA has been a strong and reliable resource for information and connections for our members and customers and will continue to advocate for the Gold Seal program, led by the Canadian Construction Association. 43 students have written the Gold Seal Exam this year and we will continue to answer your questions about courses, inquiries, registrations, and more as requested.

EVENTS

We had some major events in store for this year at the Calgary Construction Association, but 2020 had a very different plan for us all. We were so excited for our sold-out AGM, which we sadly had to cancel just prior to COVID hitting. During that time, we should have been planning our spring golf tournament and scheduling our next networking event, instead we switched gears to provide industry updates and offer support to our members during unprecedented times. CCA knew its members had unanswered questions, needed credible updates, and would require further clarity on the daily changes, in response to the pandemic.

Our first, and by far, most repeated sessions were the ones we coordinated with Elevated HR. The “Q&A for Untested Times” webinars provided credible updates and clarifications on the rapid changes as the pandemic unfolded. What initially started as a daily check-in hub for information seekers and a means to ask questions and communicate updates, became a key source of information for our members. While most of us were working from home, or working towards keeping your businesses open, amongst you were those who were looking for a better, clearer understanding of labour laws, mental health, and provincial updates on COVID-19. We, as an association committed to creating our own pandemic safety guide, provided daily updates on new regulations and rules being released, relayed employee/ employer benefits, resources, and subsidies that we curated into a centralized resource to provide the most up-to date information and guidance to over 1000 participants during the challenging times.

In addition, the association collaborated with our incredible industry partners and created the “Business Hub” virtual sessions, which would help to answer many questions that our members were seeking answers to. A few of our partnering “Business Hub” sessions included:



Goodfellow & Schuettlaw, Borden Ladner Gervais LLP and Whitelaw Twining LLP joined us for two virtual Legal Panels for discussions about the contractual aspects impacted by COVID-19.



MNP advisors held a Business & Finance Panel and facilitated an informative conversation around how to navigate through the pandemic and be resilient in the face of this new normal.



“Surety Industry Approach to COVID-19 Risks” -- The Surety Association of Canada, Intact Insurance Company and Trisura Guarantee Insurance Company hosted and provided insights on how COVID-19 may affect bonding and bonded contractors.

Combined attendance of our member exclusive “Business Hub” sessions exceeded 1600 attendees. As the association stepped up and pivoted into creating virtual events and offering education courses during the provincial lockdown, we have continued to host our networking events virtually. Setting strategies is not always easy, especially when it is conducted via computer screen, but our association and you as a member have proved ourselves to be adaptable and resilient .

We continue to work alongside all our partners and have launched a series of virtual webinars, professional panels, general information sessions, and brought value to our membership community by hosting member exclusive events such as the one with Todd Hirsh, VP and Chief Economist at ATB Financial. CCA has a total of upwards of 2000 members engage with us over the last 8 months, and although we have truly missed engaging with you in-person, we are committed to making the new virtual platforms an engaging and rewarding experience.

A photograph of a construction site with workers in hard hats and safety gear, overlaid with a red tint. Scaffolding and construction materials are visible in the background.

MEMBERSHIP

CCA has always been a strong champion for our members and their needs, and this year was yet another example of the CCA putting you first. In the beginning of 2020, we placed a dedicated member engagement employee to be the gatekeeper of membership at the association, and for our members to have a specific individual to contact.

Along with having a direct resource, the CCA team spent the first few weeks of the provincial lockdown reaching out to our members directly; and provided the most up-to date mandated pandemic information. We rolled out our “Welcome Wednesdays” team introduction calls which allows recently joined members of the association to meet our CCA team via Zoom. During this call, we take the time to explain our roles at the CCA and discuss with you the ways in which we contribute to our member base. It also allows us the chance to better understand you, our member, your company and/or organization and, to ultimately strive towards continuing to serve you better.

As the in-office operations were shutting down in Calgary, CCA made itself available to communicate updates with members via check-in calls, personalized emails, virtual Commissioner for Oaths and answering incoming inquiries. We were listening to the challenges our members were facing and bringing that information back to the CCA’s administrative and leadership team, as well as the Board. As the CCA team, we work together across boundaries, to meet the needs of and to help our members succeed. We strive to provide you with outstanding service and unsurpassed support that together, delivers premium value to you, our members.



As part of our commitment to serve you better, we asked our members to share with us what they would like to see more of, or what they need less of, how we can service you better and what we can do to better support you and your business. We received valuable feedback from the survey we sent out mid-September, and we are working towards responding to the information with the goal to ensure that you receive the most out of your membership at the CCA.

All in all, this has been one of the busiest and most engaging years in CCA’s 76 year existence.

COMMUNICATIONS

CCA launched its new Constructor Weekly newsletter in June. Our new weekly newsletter is revamped, user-friendly, and enables us to support and showcase our programs and members to a broader audience. We have created sections to highlight our members, with a link back to their website, so that our members are more visible than ever to our community. In addition, the newsletter features advertising space for our members to promote their businesses, products, and services; something that was not available to them in the past. Through our business partners, we are publishing a series of knowledge-based articles that will provide you with ongoing insight.



If you are a member at the Calgary Construction Association, please ensure you are signed up to receive the “Constructor Weekly” newsletter. If your organization or company has any great photos of projects that are currently in process or completed, and you would like to share -- please send them to Lena Hogarth at lenahogarth@cgyc.ca. We would also love to share your company celebrations, anniversaries, retirements, etc. with others.