



SWIFT CURRENT & DISTRICT CHAMBER OF COMMERCE
STRATEGIC PLAN
2018

EXECUTIVE SUMMARY

To commence our strategic planning process, an environmental scan of all members has been undertaken. The member stakeholder opinions has revealed that the Swift Current & District Chamber of Commerce serves its members and represents the business community well. Based on this feedback, the Chamber has been encouraged to continue striving for continued growth and excellence. As a next step in our strategic planning process, the Board of Directors, CEO, and staff have evaluated the strengths, weaknesses, opportunities, and threats of the current Chamber of Commerce environment with a keen focus on the areas identified by our members in the environmental scan. The resulting plan capitalizes on our strengths, eliminates our weaknesses, invests in our opportunities, and identifies and manages our threats.

Going forward, we will focus on the following Vision, Mission, and Value statements:

VISION statement: “The voice of southwest Saskatchewan business, making our community the best place to live, work, and invest”

MISSION statement: “We create an environment to help businesses prosper”

VALUE statement: “We advocate, connect, and promote with integrity for our stakeholders”

STRATEGIC PRIORITIES

Strategic priorities are the key actions and initiatives that are undertaken in order to allow an organization to successfully move forward given its vision, mission, values and goals. Taken together, these overall priorities will demonstrate the Swift Current & District Chamber’s overall success in being the most influential business association in Southwest Saskatchewan. The key elements of the Swift Current & District Chamber’s new strategic direction are summarized in the following pages.

Our strategic priorities fall into four main categories:

1. Membership
2. Communications
3. Administration
4. Financial

MEMBERSHIP:

Key Initiatives and Major Steps

1. Growth

- 5-10% growth per year;
- an organized contact strategy to be implemented with monthly targets, and result tracking;
- follow up to be recorded, member contact activity.

2. Retention

- 98% membership retention target;
- key focus area;
- promote member businesses/events to provide added value.

3. Engagement

- 100% of members to be visited minimum once every 2 years;
- events to engage members, and cover a variety of interests with diverse topics.

4. Advocacy

- identify trending issues, inform members via luncheons/media releases, website/social media, Chamber Chat;
- be the voice of Southwest Saskatchewan;
- regular scheduled meetings with: City reps, MLA's, MP, RM's, Great Plains College, Tourism SC, SCCHS.

COMMUNICATIONS:

Key Initiatives and Major Steps

1. Video – expand our reach utilizing more technology

- Chamber Chat videos, member spotlights, Chamber on Tap, Luncheon events.

2. Press/Media

- deepen relationships, publish Chamber Chat monthly, highlight our activities.

3. Members – enhance, promote our members

- spotlights to add value and showcase business, information provided by member;
- external communications – website overhaul and updated business listing;
- press releases, video.

ADMINISTRATION:

Key Initiatives and Major Steps

1. Develop Board member orientation process and checklist

- existing orientation package refined and special meeting for new Board directors after AGM.

2. Data and record management review/revision

- all records and communications sorted and stored for easy access and retrieval.

3. Board member transition process

- develop checklist/timeline to ensure nominations and elections happen on schedule and are not rushed.

4. Bylaws review/revision

- portion of time at monthly board meetings to be set aside to review the bylaws and identify hot spots. All board members then have input, and committee to address revisions required. The review will likely take place over next 6-10 meetings, revisions to take place in 2019.

FINANCIAL:

Key Initiatives and Major Steps

Key goal is to safeguard the financial state of our Chamber

1. Comprehensive monthly reviews

2. Finance committee meetings prior to board meetings each month

- prepare bank account reconciliation and monthly reports.

3. Identify trends and ensure on track to budget

In support of our overall strategic direction, and in working with its key stakeholders, the Swift Current & District Chamber will be guided by the following set of operating principles:

Speak and advocate on behalf of Southwest business as a whole.

Promote the Swift Current & District Chamber as the voice of Southwest business.

Lead in the advancement of the interests of business, now and in the future, while being objective, non-partisan and provincial.

Be the critical link between the municipal and provincial government and business.

Be a leader in building, engaging, sustaining, and leveraging the power of an aligned and unified chamber network.

Plan and manage in a way that differentiates the Swift Current & District Chamber, while maintaining a high-performing management and staff team.

ADVOCATE. DEVELOP. CONNECT