

OKOTOKS & DISTRICT CHAMBER OF COMMERCE

STRATEGIC PLAN 2019





Vision:

To be a committed, viable, supportive organization contributing to the ongoing health of the Okotoks and District business community.

Mission:

To strengthen the business climate by providing leadership, representation, networking opportunities, services and education to our membership.

Plan:

The Okotoks & District Chamber of Commerce will continue to strive towards meeting the needs of our business community, through advocacy, connectivity, and educational and informative learning opportunities.

This document will highlight the goals and objectives for 2019.

The Okotoks & District Chamber of Commerce sees within its mandate a clear role in supporting the Town of Okotoks in its economic growth, as well as business sustainability, retention and promotion strategies.

Through a positive partnership, both the Town of Okotoks and the Okotoks & District Chamber of Commerce provide a cohesive message to the business community that the Town is “Open for Business” and ready to work with varied business ventures.

**Financial:**

- Continue to achieve strong returns on our events and activities, adherence to budgets and efficiencies where possible.
- Research grants for summer employee (January 30th: applied for CSJ grant!).

Community:

- Continue partnerships with CFH, McBride Career Group and Bow Valley College to leverage networks and bring value to our membership.
- Establish strong partnerships and networks with community groups working to service businesses such as: Meet & Mingle, OBA, Town of Okotoks Events, Elma Street and OTO to increase our advocacy efforts for all business;
- Continually seek opportunities within the community that result in increased member engagement, member education opportunities or Chamber revenue;

Events:

- Create Sponsorship opportunities that are managed annually so that businesses can plan and budget in advance as a year-long commitment separate from the work of the event committees;
- Continue monthly luncheons and Biz After 5 events;
- Trade Show, Golf Tournament, Business Excellence and Christmas Party remain signature events.

Board:

- Continually review internal documentation to ensure our Policies & Procedures remain current
- Establish Terms of References (TOR) for each committee;
- Create standardized, regular reporting from committee members, office and President that result in less discussion about events at board meetings;
- Discussion items should involve current concerns and what Board members are doing in the community and why it's creating value;
- Create standardized financial reports and budgets from committees;
- Schedule Quarterly updates from Economic Development;
- Schedule Annual engagements with MP & MLA;
- Annual review of personnel;
- Request board training from the ACC
- Create a Membership Committee and include member to member discounts as a focus;
- Continually recruit to committees as means of succession planning;



- Start board recruitment in late fall 2019;
- Create 3 year Strat Plan in fall 2019.

Membership:

- Engage with 25% of our members face to face with the goal of leveraging their networks and programs to bring value to other members or events through those relationships;
- Establish Member to Member deals on our website (function of Membership Committee);
- Encourage member to member visits and hosting of events;
- Utilize members for committees and communicate our needs regularly.

Administration:

- Admin to report to the board directly on Strat plan;
- Ensure that TOR's get complete for each committee;
- Hold responsibility for marketing with Board liaison;
- Oversee (CSJ) the inclusion of the Chamber at summer events so the Chamber has a presence;
- Create branding for the Chamber that allows business to understand the vast provincial and national chamber network we belong to;
- Create branding around our local entrepreneurs, to support and promote them through the Chamber and highlight their importance to the community and local economy;
- Focus on using environmentally friendly options for correspondence distribution;
- Provide mentorship to young entrepreneurs.
- Define our story and the message we want to be sending out to our current and potential members;
- Dissolve the marketing committee and have a liaison from the board oversee chamber branding;
- Allow paid staff to oversee the marketing budget.