

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 community by providing leadership, advocacy, 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 connectivity, educational opportunities and advocacy to all levels of government.

This document will highlight the goals and objectives for 2020-2023.

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 attraction, sustainability, retention and promotion strategies.

Financial:

- Continue to achieve strong returns on our events and activities, adherence to budgets and efficiencies where possible.
- Take advantage of grants for axillary funding.
- Create balanced budget that maintains fiscal responsibility.

Community:

- Continue partnerships and leverage networks and bring value to our membership.
- Establish strong partnerships and leverage our Chamber network to better serve our membership.
- Continually seek opportunities that result in increased member engagement, and education opportunities.

Events:

- Create Sponsorship opportunities and a calendar that are managed annually so that businesses can plan and budget in advance.
- Continue signature events, monthly luncheons and Biz After 5 events.
- Seek opportunities for creation of new events.

Board:

- Continually review internal documentation to ensure our Policies & Procedures remain current.
- Maintain standardized, regular reporting from committee chairs, office and President.
- Discussion items should involve current membership concerns in the community.
- Maintain standardized financial reports and budgets from committees.
- Maintain communications and strong partnership with Economic Development our MP, MLA and Council.
- Regularly review and update strategic plan.

Administration:

- Administration to report to the Board directly on Strategic plan.
- Continue communication with the membership that allows business to understand the vast provincial and national Chamber network we belong to.
- Focus on using environmentally friendly options for correspondence distribution.
- Provide support to young entrepreneurs and new business owners.
- Refine our story and the message we want to be sending out to our current and potential members.
- Provide opportunities for staff in professional development.
- Improve our current membership model.