

STRONGER TOGETHER

Strategic Plan 2018 - 2019

Our **VISION** is to be the key advocate for business in West Ottawa.

Our **MISSION** is to create prosperity by cultivating business and community growth through advocacy, economic development and leadership

Be The Voice

Strengthen our **advocacy** work through collaboration and communication.

Concentrate on local issues including city budget, infrastructure and government elections.

Collaborate with local, provincial and federal Chambers and stakeholders on key issues.

Develop a communications strategy to engage and inform businesses on relevant issues.

Be A Leader

Create and support **economic development** initiatives that grow businesses.

Collaborate with local stakeholders on issues including talent, tourism, entrepreneurship and leadership.

Engage volunteers to represent the membership at various community tables and events.

Create independent task groups with focused goals and timelines on economic opportunities.

Be The Network

Increase awareness, support and value of Chamber **membership** in Ottawa.

Develop a targeted membership strategy to increase growth, retention and diversification.

Develop a communications plan to increase awareness of member value and benefits.

Monitor and analyze membership engagement and satisfaction with events and programs.

Ways We Work

Collaboration | Communication | Engagement | Inspiration | Strategy | Technology

Values

Innovation | Leadership | Non Partisan | Independent

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CEO'S MESSAGE

The West Ottawa Board of Trade's history is deep in the growing communities of Nepean, Kanata, Goulbourn and West Carleton. Our business community has benefited greatly over the years from the dedication and investment of volunteer business leaders and community stakeholders. The prosperity of a community is, in part, reflected in the strength of its local Chamber. And as the opportunities and challenges of a business community change, so must its Chamber. That is why I am thrilled to present our new strategic plan; Stronger Together.

This plan firmly establishes our intention to step fully into our role as the key voice of business in West Ottawa. Our purpose is to create growth and reduce barriers to business. We will achieve our goals by harnessing the power of collaboration; with our members, with our fellow Chambers and stakeholders and with our decision makers in government. We will actively seek opportunities to work with member businesses and thought leaders to advance our community; leading when necessary and following when meaningful. We will embrace innovation and change with a focus on our 'why'. The global economic landscape is changing quickly and the coming years promise to transform our businesses and our lives more profoundly than any prior period. Ottawa will either flourish with opportunity or risk being left out. The key will be how we work together; communicate and approach a common vision. Businesses need our support. We work closely with our local, Ontario and Canadian Chambers to influence policy and share access to toolkits and services that can directly assist businesses. However, there is much more to be done and it can be done – together.

Special thanks to our friends at Rhapsody Strategies, Trefor Munn-Venn and Lewis Kavanagh, for your authentic contributions in leading our team through this process. You are truly talented. Thank you and congratulations to our board and staff for dedicating the time and energy to chart this path for our future. Your belief in the value of our work and your personal contributions in realizing our potential sets you apart as leaders in our business community. Thank you to all our volunteers and community stakeholders for what you do in your business and for our community. Thank you to our members. We are excited to strengthen our relationship with you moving forward. You are the key element in this plan and the catalyst to impact Ottawa.

Yours in prosperity,
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CEO | West Ottawa Board of Trade



CHAIR'S MESSAGE

As the incoming Chair of the Board of Directors, I am extremely excited by the incredible work done by our organization over the past year. As we enter 2018, we will continue to focus on solidifying our vision of being the key advocate for business in West Ottawa. As our community's voice of business, we have spent much of the past year making outstanding progress in the areas of advocacy, collaboration, community partnerships, membership development, and networking opportunities. The coming year will see us continue to focus on these key areas as we work to implement our new Strategic Plan.

With municipal and provincial elections just around the corner, the next twelve months promises to be an exciting time for our community, our city, and our province. From Kanata North to Stittsville to Barrhaven and beyond, West Ottawa remains a dynamic and rapidly growing region, and the West Ottawa Board of Trade is poised to remain a strong voice for the needs of our business community.

I am truly honoured and humbled to lead our Board through this exciting period, and I will endeavour to work hard on behalf of you, our valued members. Thank you sincerely for your continued commitment to our community and for helping to build a vibrant economic environment. The work we do as individual business professionals is crucial to the future success of our region, and I am confident that, working together, we can accomplish so much more.

Best wishes,
Mischa Kaplan
Chair | Board of Directors | West Ottawa Board of Trade