

Red Deer & District Chamber of Commerce Strategic Plan

Mission:

The Red Deer & District Chamber of Commerce enhances business growth and prosperity through leadership and innovation.

Vision:

The Red Deer & District Chamber of Commerce with its members will help all business succeed by fostering the most vibrant community in Canada.

Objectives and Goals:

To provide the membership with a strong, collective voice.

- To encourage member input.
- To identify and develop positions on issues of concern to the membership.
- To engage stakeholders in addressing these issues.
- To enhance government relations (City, county, provincial, national).

To promote economic development.

- To promote free enterprise, entrepreneurship and good corporate citizenship.
- To promote or undertake activities that result in economic benefit to the community.
- To support, promote or provide programs that result in a sustainable, qualified workforce.
- To create trade and networking opportunities that strengthens the business community.
- To encourage and actively support the creation of new business opportunities.
- To support the retention and growth of existing businesses.

To provide value-added services to a broad-based membership.

- To provide business to business networking and referral opportunities.
- To provide learning opportunities that enhances member success.
- To provide access to and deliver programs that reduce the member's cost of doing business.
- To facilitate dialogue on business and community issues.

To excel as a member driven organization.

- To practice effective governance principles.
- To provide opportunities for excellence and personal growth supporting recruitment and retention of volunteers and staff.
- To collaborate with other organizations to maximize our effectiveness.
- To be financially responsible.
- To increase and retain membership.
- To have a marketing plan

Regional Sphere of Influence

South to Penhold, east to Delburne, west to Poplar Ridge and north to Blindman River