



NORTH PERTH
**Chamber
of Commerce**
One Vision, One Voice

STRATEGIC PLAN 2017-2020

Mission Statement

The North Perth Chamber of Commerce is dedicated to the business community's economic success and growth.

Goal

Be the primary resource for business establishment, growth, education and development resulting in the advancement of the commercial and civic interest of our community.



The Chamber of Commerce Board of Directors is a voluntary group of individuals from the business community that serve the membership and are committed to achieving the following objectives:

PRIMARY

- Market the North Perth Chamber of Commerce as a vital, necessary and progressive organization dedicated to the betterment of business and community.
- Promote business and community growth and development.
- Unite the business community and promote local business = networking opportunities
- Communicate regularly with membership.
- Create and maintain a relationship of trust, open communication, integrity, and accountability with partners, members and the community
- Remain non-partisan and advocate a free market economy.
- Preserve the competitive enterprise system of business.
- Promote our resources to business.
- Encourage membership to become active in community issues.

SECONDARY (with more financial and staffing stability)

- Design events / programs to strengthen and expand the potential of all member businesses.
 - Support civic, social and cultural programs to increase the functional and aesthetic values of the community.
 - Demonstrate initiative and pursue projects that better business and the community, ei Youth Initiatives and Entrepreneurs
 - To act in an environmentally responsible manner and support social, cultural, health and education issues.
 - **ADVOCACY WORK:** Represent businesses in North Perth and address local issues with Municipality. Be aware of the work of our Ontario and Canadian Chambers advocacy work at Provincial and Federal Government levels.
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SWOT analysis is a tool for reviewing an organization and its environment.

STRENGTHS

- Dedicated Board of Directors
- Excellent events = more financial stability
- Capable, energetic staff
- An organization that is active in the community
- Good connection with BIA and Municipality
- Successful Partnership Program
- Excellent marketing material, social engagement
- Info Center | Resource Center
- Good reputation in the community, better Chamber branding

WEAKNESSES

- Industry Gaps on Board (Manufacturing & Ag Sector)
- What kind of Networking is good in our community
- Director involvement, support and understanding of mission / strategic plan

OPPORTUNITIES

- More communication
- Value to membership
- Directors becoming stronger advocates
- Constant Communication, in variety of means
- Improve personal interaction with membership
- Attract new members
- Advocacy work that strengthen reputation of Chamber's mission to support businesses
- better marketing of the business community, joint efforts with the BIA
- Staff development
- Joint board meeting with other local chambers for development

THREATS

- CFIB - is it competition?
 - Board Composition
 - Trying to be everything to everyone - loosing focus
 - Loss of memberships and/or partners
 - Businesses closing
 - An inactive membership
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Core Functions of the North Perth Chamber of Commerce

PRIMARY

- 1. Town Promotions / Tourism Marketing
- 2. Hosting Community / Business Events
- 3. Communication
and also
- Member Services and Benefits
- Shop Local Dollar Program
- Networking, Education and Training

Challenge:

Networking is a key reason why businesses join the Chamber - but time and resources are continually identified as issues why they are unable to participate. Are there other forms of Networking that would be of value to members?

Current Solution:

Engage with other organizations to promote and offer up opportunities to our membership.

SECONDARY

- 1 Employee Attraction
- 2 Support Community Development
- 3 Entrepreneur / Youth Mentorship Programs
- 4 Advocate for member issues



Key Strategies

Strategic Direction # 1 – ORGANIZATION MANAGEMENT

Objective:

Secure the Chamber's financial positioning to -

1. Employ a second staff member, providing more permanent hours
2. Ensure the infrastructure of the Chamber can professionally support its growth.
3. Manage financial implications of Chamber operations, maintain updated bylaws and ensure that resources are adequate to support the core services of the North Perth Chamber.

Recommended Actions:

MAINTAIN INTERNAL FINANCIAL AWARENESS, REPORTING, AND ACCOUNTABILITY

- Continue to review budget, adjust to stay within
- Ensure financial resources are adequately aligned to the strategic directions of the Chamber (ensure that required funds are required to achieve longer term goals)
- Staff development plan
- Increase net membership

BOARD GOVERNANCE

- Conduct training for Board members in member benefits, priorities, programs
- Encourage board participation in lead roles at events, and member activities / networking
- Meet with other area boards for growth & development of a better board, improving membership

INCREASE VOLUNTEER BASE

- Encourage volunteer participation for organization of networking and events

GOAL -

As we grow in Organization Management & Membership Management - we will be able to look into more of the secondary core functions with the assistance of more staff

Strategic Direction # 2 – MEMBERSHIP MANAGEMENT and CORE FUNCTIONS

Objective: Member attraction and retention

Business will succeed by accessing products and services that provide networking, marketing and benefit opportunities for members and their employees.

Challenges:

- *To increase membership with existing competition for financial and volunteer contributions.*
- *Being relevant to the Business Community who don't know what a Chamber's core functions are*

Recommended Actions: Increase net membership

- A dedicated recruitment effort to expand the diversity of membership to include more manufacturing, trade, and agricultural businesses
- Find more testimonial type stories, request shares, - find an outside voice to share experience
- Creative networking - work with other organizations to facilitate more interactions/connections
- Maintain good communication with existing membership through website, social media and communication tools, such as Wightman TV, Constant Contact, etc (Can the office develop a tracking system of how often we are reaching our members, and in what format)
- Better reporting to the board of memberships
- Create a Committee designated to Membership Review and Planning

GOAL -

As we grow in Organization Management & Membership Management - we will be able to increase staffing to confidently manage our membership, and look into more of the secondary core functions

Recognizing our Partners:



LISTOWEL TECHNOLOGIES INC | MUNICIPALITY OF NORTH PERTH
WIGHTMAN TELECOM | IDEAL SUPPLY | TD CANADA TRUST
LIBRO CREDIT UNION | WARD & UPTIGROVE
TRILLIUM MUTUAL INSURANCE CO | EASTLINK and Media Sponsor: The Listowel Banner

*"Do not go where the path may lead, go instead where there is no path and leave a trail."
~Ralph Waldo Emerson*

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ACCOMODATION:.....	2
AUTO	11
LARGE.....	25
AG	8
NON-PROFIT	18
PROF. SERVICE	57
RESTAURANT	13
RETAIL	39
TRADE	22
MARKETING	4

**Sold in 2016 -
and kept in our
community!**