



THE STRATEGY

We are a grassroots not-for-profit business network, built by business for business. We are a champion for business and an essential source of information and solutions. We help build the businesses that support our families and our communities. We strive to strengthen our brand so that our businesses and our community can be recognized as a leading edge business network across Canada, profiling our businesses and fuelling success within the region.

Our members are action motivated people with a need for achievement. They partner with us to help elevate their business to the next level, no matter where they are in the business lifecycle. They want a voice that can carry their message and represent their interests. We partner to serve our business, supplying the connections, support and influence that fuels success for both businesses and for our community.

Values: we act with integrity and are member-driven, community-minded, solution focused and collaborative

Vision: to serve the needs of every business in our region

Mission: to help as an essential source of information and solutions to strengthen our community as a catalyst for growth, uniting business, driving leadership and fuelling success through our connections, support and influence.

Goal 1: The Chamber influences regional collaboration & opportunities through the strength of our network

Objectives:

1. Explore partnership opportunities with other Chambers and organizations
2. Create like-minded business networks to promote efficient connections and pathways to information and expertise
3. Explore opportunities to engage with industry trendsetters and youth

Initiatives

- monetize Chamber consulting services
- build crowdsourcing information network
- work with organizations that have self-identified challenges and opportunities to increase efficiency
- evaluate interest in industry group opportunities and collaborations
- seek out funding avenues to support the strategic developments of partnership frameworks
- meet with local groups to explore partnerships
- explore opportunities with youth to engage and assist in reaching more diverse audiences

Goal 2: The Chamber is the connector and resource hub for all aspects of business

Objectives:

1. Streamline and optimize communication and technology to help connect businesses with the information they need
2. Create a "roadmap for success" to assist businesses on their journey
3. Make the Chamber assets inter-connected to our membership model and more easily accessible for business

Initiatives

- continue to build shop YXH marketplace
- increase awareness of business resources
- promote training opportunities and training calendar
- improve communication strategies
- improve the business directory and categorization
- create a roadmap business support series and support programs
- enhance promotional tools for members and Local First
- create instructional video content

Goal 3: The Chamber will cultivate a greater awareness and recognition of its credibility, value proposition and brand

Objectives:

1. Promote services, business opportunities, supports and information within our region
2. Create an easily accessible, easy to understand policy engagement strategy
3. Create campaigns around our brand and our people

Initiatives

- create a community based market
- evaluate smaller, cost-effective markets
- create a strategy for grand openings to increase cost-effectiveness and efficiency
- establish paid social media posts that members can purchase
- create scheduled promotions for existing members in addition to new members
- establish a member spotlight video series
- create more cost effective advertising options for businesses
- create content strategy
- engage with members and industry groups on interest areas and value proposition
- highlight local social organizations and community initiatives
- create Chamber swag
- create engagement strategy for past presidents and past directors

Goal 4: The Chamber will increase connections with our business community and create greater awareness of services

Objectives:

- Increase our focus on member attraction and retention

Initiatives

- create and implement an engagement strategy for dropped members
- restructure the organization to put more focus on members
- focus on referral program
- evaluate and streamline the membership application process
- create a benchmark plan and strategy for business attraction and retention