



STRATHROY & DISTRICT  
CHAMBER OF COMMERCE

“THE VOICE OF BUSINESS”

# our vision for the future

Strategic Plan 2023-2028



# Our Priorities for 2023 to 2028



## Increase Member Benefits

Increase benefits to our membership, including member rates for events and non-member rates also create a full schedule of events for entire year.

Look at partnerships with businesses to gain discounts for members eg. security companies, merchant support companies, social media companies, human resource companies, etc.

Develop new and interesting events for members including professional workshops, Young Entrepreneurs & Professionals and Women In Business events.



## Develop Sponsorship Program

Develop a sponsorship levelling system to show cost of sponsorship and the benefit to the sponsoring business.

Develop 5 year term sponsorship commitment to yearly events, along with each special event such as Member Workshops, Young Entrepreneurs & Professional and Women In Business events.



## Enhanced Communications

Build on the Chamber's brand and platforms using traditional and non-traditional tools.

Develop communications highlighting members. Who they are, what they do, and why they are members.

Increase functionality of our social media presence along with upgrading website to be more interactive for members.



## Membership Growth & Retention

Limit membership reduction and grow membership with attainable goals yearly.

Use other like size chambers and companies as reference.

Retention rate of 90% and year over year new member increase of 15%.

# Roadmap By Priority 2023 to 2026

## Increase Member Benefits

Develop member benefit package for new and existing members to be delivered in a timely and cost sensitive manner.

## Develop Sponsorship Program

Develop a sponsorship levelling document for each Chamber event listing cost of sponsorship along with benefits of sponsorship for participating businesses.

## Enhanced Communications

Communications plan that clearly defines the Chamber's audience, messaging and vehicles for delivery.

## Membership Growth & Retention

Membership retention plan including regular check-ins, follow-up and members who don't renew membership.

# Performance Measures 2023 to 2026

## Increase Member Benefits

Increase in benefits for members year over year as per partnerships, member to member discount program, membership value rate at all Chamber events.

## Develop Sponsorship Program

75% sponsorship fulfillment year over year for each Chamber event,

## Enhanced Communications

Increase year over year engagement by 10% on each platform.

## Membership Growth & Retention

Retention at 90% and year over year new member increase by 15%.