

Slave Lake and District Chamber of Commerce

Strategic Plan 2017-2020 (reviewable annually)

Vision Statement:

"A membership driven organization providing outstanding support for local commerce"

Mission Statement:

"To promote local businesses through advocacy, facilitation, and partnership"

Strategies

1. Survey regional business to inform the chamber and grow membership.

Activities

- A. Establish a formal process to welcome new businesses including the following actions
 - provide a chamber membership package to all prospective members including information regarding the chamber plan and other benefits
 - contact the town CAO and the EDO to get information on new businesses in the region
- B. Solicit topics of interest for discussion and speaker presentations;
 - provide information to the business support network for future meetings
- C. Highlight benefits of membership to new and existing businesses;
 - engage with new and existing businesses who are no longer members or have never been a member
 - start a "bring a guest program" to the regular meetings
 - survey businesses that have chosen to not renew their membership
 - develop cross promotion initiatives with the Business Support Network
 - create "mixer events" outside of the regular meeting to engage existing and new members
 - ensure existing and potential members are aware of the Chamber Plan and other services
- D. continue to build membership within region

Measurement

- a) Increased membership by 25% (to 108).
- b) Numbers in attendance at regular Chamber meetings and ensure quorum at Executive meetings
- c) Number of new businesses who have joined compared to number of new businesses established
- d) Number of Chamber members attending Business Support Network events and vice/versa
- e) Number of guests (potential new members attending regular Chamber meetings)
- f) Number of existing businesses that have renewed membership and those that have joined for the first time

2. Offer engaging meetings with networking opportunities for attendees.

Activities

- A. Promote 11:30 a.m. – 11:45 a.m. to network;
 - Use round tables at regular meetings to promote interaction among members
 - Assign a Chamber director to each table to facilitate discussion and survey guests (as needed)
 - Engage high school and college students in chamber meetings and activities whenever appropriate.
 - Increased satisfaction demonstrated through regular surveys
- B. Feature a “Hot Topic” chosen by members, promoted prior, and then THE focus for networking before the meeting is called to order;
 - ideas can be forwarded to the Business Support Networks
- C. Go green, shorten the agenda; members to print supporting documents;
 - Project meeting documents on a screen
 - Deal with appropriate items at the “Board” level rather than at the regular meeting
- D. Allocate time for members to promote their business, fundraisers, distribute information, etc....
 - Offer new members the opportunity to make a brief presentation about their business
 - Encourage others to share at the Business Support Network
- E. Chamber Board members to be available after the meeting to hear concerns.
 - Provide opportunities for members to provide input for future meetings
 - Create an a more engaged group, and encourage membership of guest attendees
 - Collect discussion items for Board meetings

Measurement

- a) Number of members pleased with regular meeting contents.
- b) Number of members participating in meeting agenda discussion
- c) Survey attendees after meetings

3. Promote and support regional businesses and the greater community through partnership

- A. Work with external organizations and agencies to the benefit of our members including by not limited to:
 - Town of Slave Lake
 - MD Lesser Slave River
 - Northern Lakes College
 - First Nations Communities

- B. Offer evening mixers open to current potential members;
 - Encourage business-to-business collaboration
 - Grow membership
 - Provide forum for informal discussions
- C. Use “Destination Marketing” to bring about growth, opportunities within tourism;
 - Participate in regional economic development and tourism initiatives
- D. Inform and leverage Business Support Network activities.
 - To grow membership
 - To optimize professional development opportunities

Measurement

- a) Number of partners engaged with the chamber
- b) Number of formal presentations to partners
- c) Number of partner led activities that include the chamber

4. Maintain, grow, and develop community events

- A. Annual Awards Gala
- B. Spring Trade Show
- C. Farmers’ Market: Attract more vendors
- D. Riverboat Daze: Secure a safer site; bring back Sandblast;
- E. Annual Fall Corn Roast: grow, encourage other regional produce
- F. Small Business Week Presentations
- G. Shop local Passport to Christmas:
- H. Forums, Presentations, Business Related workshops throughout the year

Measurement

- a) number of events that meet budget expectations
- b) Attendance at events
- c) Revenue
- d) Satisfaction Surveys.

5. Advocate on behalf of local businesses within the community and to all levels of government

- A. Explore opportunities to establish a small business incubator
- B. Provide information to assist members in understanding new and existing policies related to business
- C. Promote local resources available to assist businesses
- D. Develop contacts and lists of experts to assist with chamber projects and activities

- E. Participate in Alberta Chamber of Commerce activities.

Measurement

- a) Number of community partnerships
- b) Number of partnerships with other chambers and the Alberta Chamber of Commerce
- c) Number of businesses requesting the use of Chamber resources
- d) Survey of membership

6. Support and promote professional development opportunities to existing and potential chamber members

- A. Offer affordable training options; working with community partners like Northern Lakes College, Adult Education Committee, Business Support Network and individual businesses
- B. Source local speakers when available and source external experts when required
- C. Promote professional development opportunities
- D. Publish a newsletter a newsletter on a regular basis providing information about the Chamber and other items of interest to business.
- E. Establish volunteer board positions responsible for:
 - marketing/advertising/communication and
 - professional development.

Measurement

- a) Number of professional development activities
- b) Number of people taking part in professional development activities
- c) Number of Newsletters published
- d) Surveys of membership and PD participants