

### GET THE WORD OUT:

Take the advantage of our networking and promotional opportunities to raise the profile of you business.

### GET INFORMED:

Use our events and information to help your business succeed.

### GET REWARDED THROUGH MEMBERSHIP:

Participate in our group benefits, merchant discounts, fuel programs and other effective offers to save you money and enhance your bottom line.

### GET INVOLVED AND GET THE ANSWERS:

Support our efforts on your behalf. We work for our members and the entire Port Hope business community to foster an environment that helps our local businesses succeed and prosper.

## BE A PART OF IT.

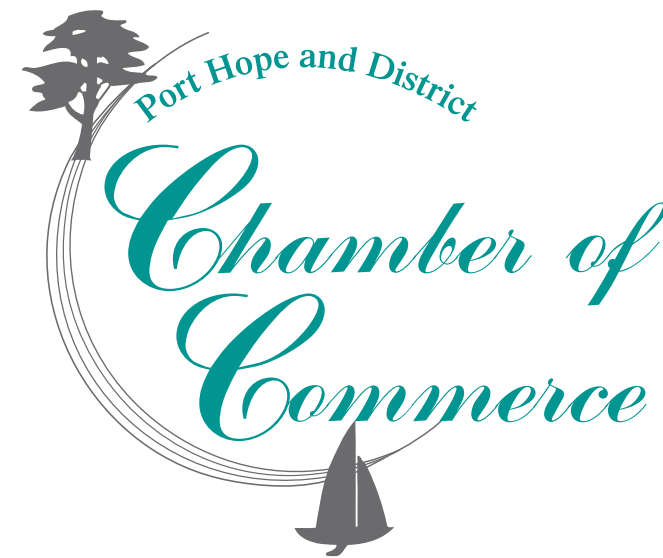
For information on membership and more, contact [info@porthopechamber.com](mailto:info@porthopechamber.com)  
see us on the web: [www.porthopechamber.com](http://www.porthopechamber.com)



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## Strategic Plan

Port Hope and District Chamber of Commerce  
2012- 2016

The Strategic Plan for 2012-2016 has a refreshed vision, focus and direction for the Port Hope and District Chamber of Commerce. This document represents a renewed commitment to our members through excellence in services provided, advocacy and education.

### Mission Statement

The Port Hope and District Chamber of Commerce is Port Hope's leading business organization providing maximum value to its membership by being responsive to our member's needs.

### Vision Statement

Be recognized as the 'Voice of Business' dedicated to Port Hope's economic development and business prosperity.

### Shared Values

- demonstrate financial responsibility and accountability to our members at all times
- advocate policies as publicly as possible
- continuously challenge the governance model and committee operations
- empower management and leverage staff expertise
- build a supportive technology framework

[www.porthopechamber.com](http://www.porthopechamber.com)

## Strategic Initiatives



### GOAL #1 Membership Programs and Services

Be responsive to our members' needs and commit to excellence in services provided.

#### Objectives/Strategies

1. Rigorously define the member market
  - a. Analyse membership from 2009-2012
  - b. Review what other chambers are doing
2. Evaluate programs and services and participation
  - a. Chamber group insurance package
  - b. Merchant services
3. Provide value for membership dues
  - a. Recognize the growing differences in our members' needs
  - b. Understand members' changing preferences and values
  - c. Offer effective, creative solutions
4. Develop enhanced and improved educational and training opportunities for our members
  - a. E-learning and relationship building/networking
  - b. Increase communication about member businesses to community
5. Attract and engage young professionals and new entrants to the business community.

### GOAL #2 Policy and Advocacy work

Engage in effective advocacy to bring issues that matter to our members to the forefront of the public agenda.

#### Objectives/Strategies

1. Be the 'Voice of Business' for Port Hope
  - a. Be an articulate and persuasive advocate for business view points and fiscal responsibility
2. Develop relationships with local media
3. Liaison with municipal government
  - a. Municipal policy and bylaw advocacy
  - b. Monitor proposals and actions by local government which may affect local business
  - c. Develop strategies for keeping the Chamber and the Advocacy Committee constructively in the minds of members and municipal government
4. Develop a process for collecting, processing and reporting active advocacy issues

### GOAL #3 Organization and Administration

Empower staff and enhance staff expertise.

#### Objectives/Strategies

1. Staff training
  - a. Invest in our staff – increase their value and self-worth
  - b. Incorporate e-learning into training approaches
2. Build on our successes
  - a. Establish guidelines for committees' reports
  - b. Identify the challenges and opportunities that lie ahead for the Chamber
3. Build financial resources
  - a. Through fiscal accountability and fund-raising programs

### GOAL #4 Technology Planning

Build a robust technology framework that will guide us into the future.

#### Objectives/Strategies

1. Review our online presence and match it to the needs of our members
  - a. Find funding opportunities
2. Develop a technology plan
  - a. To make us technology based
  - b. To take services to our members not the members to our services
  - c. Create new ways to add value – educate members
  - d. Increase resources available to technology
3. Create new ways to add value that were not conceivable in the past
  - a. To fundamentally change the way the Chamber delivers value
  - b. To enhance or replace existing delivery services

### GOAL #5 Governance

Build a dynamic, sustainable, independent, representative, and effective business association.

#### Objectives/Strategies

1. Continuously overhaul governance model
  - a. Stay fresh and relevant and responsive to our members' needs
  - b. Allow for better use of volunteer and staff time
2. Review and change current committees and their operations
  - a. Clearly define the role of the committee chair and the skills required to do the job
3. Seek out skill based board members when necessary
4. Develop special programs/committees for key issues affecting our community
  - a. PHAI and the Nuclear Industry
  - b. Special program for HBIA along with Downtown Revitalization Committee
  - c. Continue with a special program for IDEAHUB