



STRATEGIC PLAN

PORT HOPE & DISTRICT
CHAMBER OF COMMERCE

2016 - 2020



MISSION STATEMENT

The Port Hope & 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 and business prosperity.

STRATEGIC INITIATIVES

GOAL #1 Increase and retain membership

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

Objectives/Strategies

1. Develop a retention and recruitment strategy
2. Enhance communication
 - a) To our members
 - b) On behalf of our members
 - c) Increase Board interaction and participation with members
3. Provide value for membership dues
 - a) Connect members to required resources
 - b) Create events based on member needs
 - c) Provide opportunities for collaborations and partnerships between members

GOAL #2 Policy & Advocacy Works

Be the Voice of Business for Port Hope

Objectives/Strategies

1. Engage in effective advocacy to bring issues that matter to our members to the forefront of the public agenda
 - a) Be an articulate and persuasive advocate for business
 - b) Define issues that are important to our members
2. Reinforce our position as a strong, respected Chamber of Commerce in the municipality and province
3. Liaise 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 Policy & Advocacy committee in the minds of members and municipal government

GOAL #3 Organization and Administration

Maintain a sustainable, independent, effective and dynamic business association

Objectives/Strategies

1. Review current Governance Model
 - a) Ensure accountability of CEO through monitoring and measurement
 - b) Plan for best use of staff and volunteer time
2. Utilize technological resources to maximize efficiency
 - a) Ensure online presence meets the needs of members
 - b) Monitor and enhance technological communications as necessary
3. Remain financially sustainable
 - a) Fundraising
 - b) Membership dues & programs
 - c) Monitor Service Ontario viability
4. Succession Planning
 - a) Develop succession plan for Chamber board of directors
 - b) Develop succession plan for Chamber staff
 - c) Develop succession plan for Service Ontario

GOAL #4 Community Relations

Maintain and enhance relationships with community stakeholders

Objectives/Strategies

1. Engage and encourage collaborations to benefit our members
 - a) Continue current member partnerships
 - b) Identify new potential partnership opportunities
2. Support the municipality with strategies that benefit Chamber members
3. Support and encourage member participation with local non-profit and charitable organizations