



## STRATEGIC PLAN 2017/2018

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### VISION

To be the voice of the Warman and area business community.

### MISSION

Representing Warman and area businesses through advocacy, education, and networking, to build and promote a strong and prosperous community.

### EXECUTIVE SUMMARY

The Board of Directors has developed the 2017-2018 Strategic Plan with input from board members and staff. The success of the 2014-2015 Strategic Plan was reviewed and new issues and opportunities were identified to provide focus on the key areas that need to be addressed in the next two year.

#### Four Strategic Areas of Focus for 2017-2018:

Members

Advocacy

Community

Operations

In each of these areas, we have identified the goals and objectives that will ensure our success. To achieve these goals and objectives, we have outlined tactical steps toward each in our internal strategic plan working document. The details of each tactic will be discussed and monitored by the Chamber Board at a high level; the details (resources, timelines, logistics, etc.) will be the responsibility of the assigned leads. Leads for each tactic may be a Board member, a committee of Board and non-Board members, a Chamber employee, or a combination of these.

## Goal 1: MEMBERS

**To recognize and appreciate existing Chamber Members, while actively increasing membership numbers and membership value through enhanced services, increasing the member engagement in events & programs; and developing strategies to improve the retention of new/current members.**

- 1.1) Gain a better understanding of member needs and build programs/strategies to address them.
- 1.2) Improve member engagement and community partnerships through committee involvement programs
- 1.3) Diversify and grow the membership base to include sectors, business areas that are not currently represented.
- 1.4) Facilitate a business to business network with referral program
- 1.5) Expand and promote member benefits
- 1.6) Generate more awareness to current and prospective members about the benefits of ChamberMaster

## Goal 2: ADVOCACY

**To develop, enhance and maintain strategic partnerships while effectively advocating for businesses in Warman and surrounding communities**

- 1.1) Establish strong relationships with Saskatchewan Chamber of Commerce, and other Chambers throughout Saskatchewan to increase our profile and influence in these organizations.
- 1.2) Strengthen relationship with City of Warman
- 1.3) To be the pulse of business issues in Warman and area
- 1.4) To implement a model to monitor, manage and communicate advocacy efforts and successes

**Goal 3: COMMUNITY****To build a strong and prosperous community, nurturing the growth and development of local businesses**

1.1) Increase Chamber involvement and support in community events that align with mandate of Chamber

1.2) Expand chamber events (Farmer engagement, Community run, State of City event)

**Goal 4: OPERATIONS****To develop and enhance the operational efficiency of the Warman Chamber of Commerce**

1.1) Develop effective operational governance through clear goals, roles and responsibilities of Chamber ED, volunteers and board to better reflect the evolving needs of members and business community; aligned with strategic plan

1.2) Work to establish a business hub

1.3) Review policies on an annual/biannual basis to ensure thoroughness and clarity

1.4) Invest in effective professional development for board and ED

1.5) Build financial resources to be able to grow to and sustain full-time hours for Executive Director