

# 2018-2019 STRATEGIC PLAN

## PRAIRIE SKY CHAMBER OF COMMERCE

### 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) Expand and promote member benefits
- 1.5) 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

#### OBJECTIVE

- 1.1) Develop relationship with local business partners
- 1.2) Be the pulse of business issues in Warman, Martensville and area

Goal 3: COMMUNITY
To build a strong and prosperous community, nurturing the growth and development of local businesses
OBJECTIVE
1.1) Increase Chamber involvement and support in community events that align with mandate of Chamber
1.2) Increase resident engagement in WMBEXA

Goal 4: OPERATIONS
To develop and enhance the operational efficiency of the Warman Chamber of Commerce
OBJECTIVE
1.1) Explore business hub options
1.2) Review policies/bylaws 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

