



STRATEGIC PLAN 2015/2016

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.

Four Strategic Areas of Focus for 2015-2016:

Members

Partnerships

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. 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

OBJECTIVE	TACTICAL STEPS
1) RECOGNIZE AND APPRECIATE WARMAN CHAMBER OF COMMERCE MEMBERS	1.1) Host business recognition awards
	1.2) Launch "Service with a Smile" campaign
	1.3) Support business spotlight features in the Gazette
	1.4) Participate in the Warman Rodeo Parade
2) INCREASE MEMBER INVOLVEMENT WITH THE CHAMBER OF COMMERCE	1.1) Host quarterly general meetings to encourage involvement and provide updates to members
	1.2) Increase involvement in the Warman's Open for Business Expo (WOBE)
3) INCREASE MEMBERSHIP NUMBERS	1.1) Hold a membership drive – meeting face-to-face and connecting with existing members and new prospects through e-mail and phone calls
4) INCREASE MEMBERSHIP VALUE	1.1) Facilitate a business-to-business network
	1.2) Expand and promote member benefits
	1.3) Generate more awareness (among members) about the benefits of ChamberMaster
	1.4) Pursue a highway sign advertisement
	1.5) Host the 2015 golf tournament

Goal 2: PARTNERSHIPS**To develop, enhance and maintain strategic partnerships while effectively advocating for businesses in Warman and surrounding communities**

OBJECTIVE	TACTICAL STEPS
1) DEVELOP, ENHANCE AND MAINTAIN STRATEGIC PARTNERSHIPS	1.1) Improve/enhance our relationship with the City Of Warman
	1.2) SaskChamber
2) PROVIDE ADVOCACY SERVICES ON BEHALF OF WARMAN CHAMBER OF COMMERCE MEMBERS	1.1) Develop an advocacy process

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

OBJECTIVE	TACTICAL STEPS
1) BUILD A STRONG AND PROSPEROUS COMMUNITY	1.1) Connect with ISC re: new business registrations in the area
	1.2) Obtain regular articles from Square One for the Chamber newsletter
2) NURTURE AND PROMOTE THE GROWTH OF LOCAL BUSINESS	1.1) Develop a "Buy Local" campaign
	1.2) Host a signature event
	1.3) Create a resource library/database
	1.4) Identify local business needs
	1.5) Provide sustainability support for new businesses

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

OBJECTIVE	TACTICAL STEPS
1) IMPROVE DAY-TO-DAY OPERATIONS OF THE CHAMBER	1.1) Full implementation Of ChamberMaster features
	1.2) Establish a savings account
	1.3) Set up a part-time office
2) IMPROVE BOARD MEMBER ATTENDANCE AT CHAMBER MEETINGS	1.1) Review bylaws re: attendance at executive meetings
3) INCREASE CHAMBER REVENUE	1.1) Pursue a digital sign for promotion and revenue generation opportunities
	1.2) Set up online RSVP and payment for events
4) PLANNING	1.1) Move toward the establishment of a full-time, paid Executive Director