



# Chamber of Commerce Brantford Brant

Strategic Plan  
2019 and beyond

# Purpose of this Document

Articulate what the Chamber stands for.

Set out the guiding principles of the organization

To be read in conjunction with the bylaws, board policies and committee mandates.

Reflect the needs and desires of the Chamber membership.

To stand as a continuously reviewed and updated document based on the desire of the Chamber membership.



# Guiding Principles

## Mission

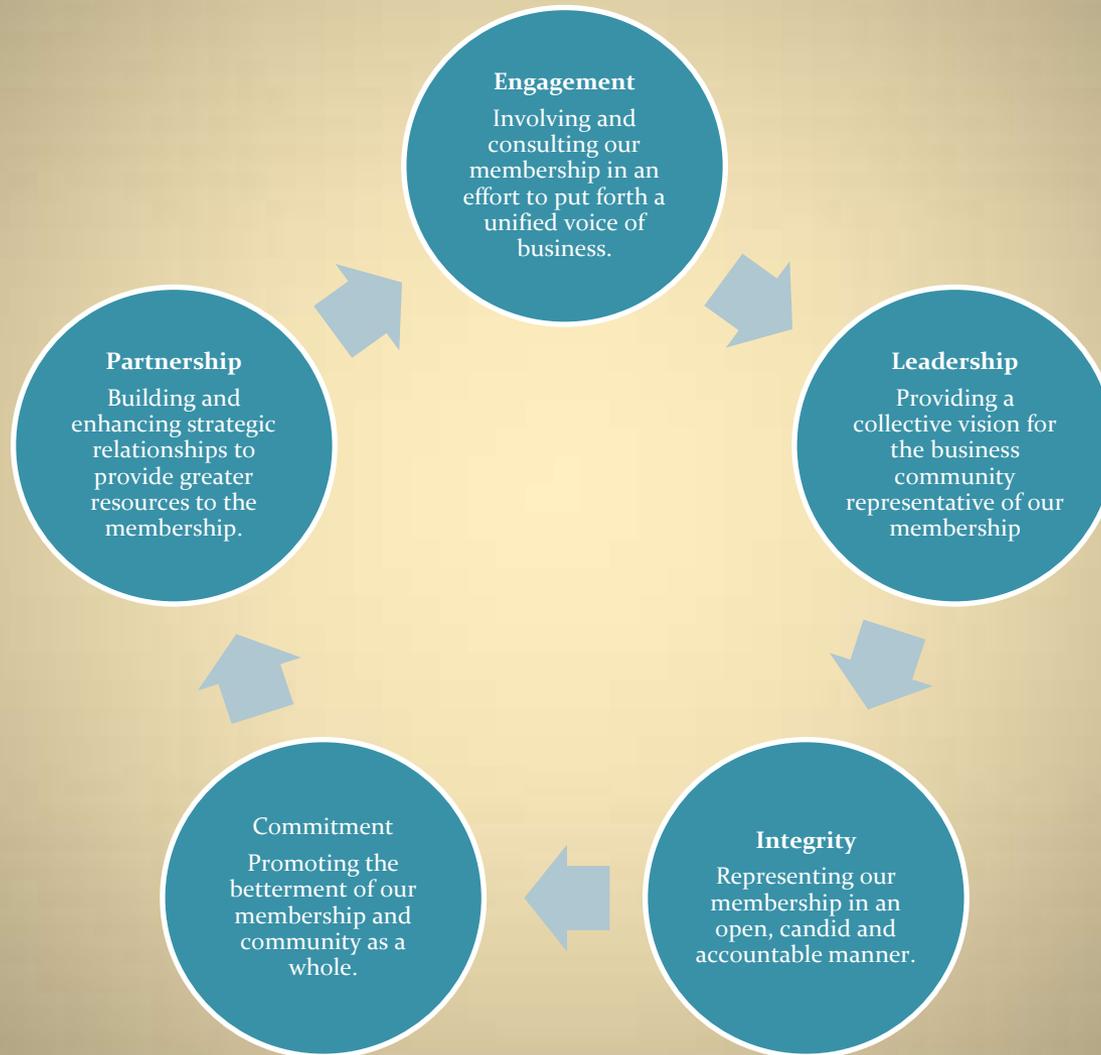
To be the voice of business that promotes economic growth and prosperity in our community.

## Vision

A successful business environment for our membership.



# Values



# Strategic Objectives

## Advocacy

To be the united voice of business in our community with a commitment to advocate for the betterment of our business community on a municipal, provincial, federal and international level as required by the membership.



# Advocacy Priorities

Remain engaged with all levels of government including municipal councillors, mayors, First Nations elected Council, MP and MPP

Develop, publish and update policy papers to guide our Board, staff and Chamber members.

Organize and participate in forums, round tables, election readiness and interviews with members of all levels of government and key stakeholders.

Participate in Ontario and Canadian Chambers of Commerce policy developments and debates.

Survey, educate and engage Chamber members with respect to key priority items.



# Membership

To attract and retain a membership base of adequate size and diversity that is reflective of our local community and provide value to that membership base.



# Membership Priorities

Ensure the board of directors maintains representation from enumerated business categories.

Attract new members through targeted recruitment, events and professional development.

Engage members to ensure all enumerated business categories are properly represented.

Identify and enhance value offered to Chamber members.



# Partnerships

To maintain and develop partnerships with the Ontario Chamber of Commerce and Canadian Chamber of Commerce and other key stakeholders for the benefit of our members.



# Partnership Priorities

Leverage available resources to advocate for and provide a better environment for Chamber members.

Participate in conferences, committees, networking and other opportunities presented by key stakeholders.

Engage officials at all levels of government.

Engage the Chamber membership and leverage existing relationships.



# Community

To facilitate a membership network  
to enhance relationships  
and increase market opportunities



# Community Priorities

Market and provide the premiere networking and business themed events in the community.

Initiate and foster relationships with key community stakeholders and representatives of government at all levels and create a link with Chamber membership.

Engage the Chamber membership.

Develop and enhance market opportunities for the Chamber membership.



# Organizational Integrity

To operate the Chamber with the highest standards and in accordance with good governance practices.



# Organizational Priorities

Ensure the long term viability of the Chamber and protect the investment of the Chamber membership.

Prepare, implement and update executive and staffing succession plans as well as emergency plans as required.

Ensure the proper and transparent use and review of budgets, records and financial statements.

