



Brandon
Chamber
of
Commerce

June 21

2017

2016-2017 Strategic Planning Update



WHO ARE WE?

WHO WE ARE

The Brandon Chamber of Commerce is an independent, membership driven, non-profit organization that represents Brandon business at all levels.

WHO WE REPRESENT

- The Chamber of Commerce has existed as the voice of Brandon business since its incorporation on May 14, 1883.
- The power of over 800 delegates, representing over 600 different types, sectors and sizes, give the Chamber a voice that can effectively speak louder than one business alone.
- Through the Chamber, the business community can be assured that the business perspective is heard on issues of the day.

MISSION & VISION

MISSION

To encourage growth in the Brandon community by fostering a progressive business environment, favourable to enhancing existing and attracting new business.

VISION

- A vibrant, growing organization with a diverse, inclusive membership that reflects the dynamic business environment in Brandon and delivers recognized value for its members.
- Through strategic partnerships with business and community organizations and leadership in the chamber movement, the Brandon Chamber is a catalyst for business development and growth in the region.
- Respected at all levels of government and the community as a highly credible and influential organization, the Chamber is and the voice of Brandon's business community.



WHAT WE DO

- ✓ Advocacy
- ✓ Education
- ✓ Networking
- ✓ Communication
- ✓ Services
- ✓ Business Development

AREAS OF FOCUS

1. Economic Development
2. Government Accountability & Leadership
3. Diversity & Inclusiveness
4. Communication of Chamber Value Proposition
5. Vibrant, Growing Organization

ECONOMIC DEVELOPMENT

- Developed a project with BU to identify roadblocks to establishing new businesses in Brandon
- Supported the Soybean Crushing Facility business group in their efforts to attract business to choose Brandon
- Developed policies that support economic development of the region (see below)
- Actively advocated and engaged members on the proposed Development Charges to ensure a transparent and fair model.



GOVERNMENT ACCOUNTABILITY

- Advocated on City, Provincial and School Division budgets with focus on accountability and efficient use of tax dollars
- Strengthened relationship with Brandon School Division with increased engagement for feedback
- Increased presence and representation with government and stakeholders by attending various events in Winnipeg including the provincial budget, Manitoba Chambers AGM and other events.
- The Chamber developed three policies – Support for hog supply, Changes to Manitoba planning act, Support for First Nation Urban Development Areas

DIVERSITY & INCLUSIVENESS

- Conducted outreach with aboriginal stakeholders to improve understanding and focus efforts on increasing their membership and engagement
- Garnered support for co-sponsorship of Changes to the Manitoba Planning Act Policy
- Built partnership with Aboriginal Chamber to co-host event and signed MOU
- Arranged and hosted a regional Chamber meeting to explore opportunities for partnership in advocacy and economic development.
- Developed and strengthened partnerships with various stakeholders and groups

COMMUNICATION OF THE CHAMBER VALUE PROPOSITION

- Used social media to share advocacy work of the Chamber Network
- Increased number of Chamber 101 sessions to education members of benefits
- Implemented New Member Orientation strategy to understand member needs and expectations & match with Chamber benefits
- Engaged members and potential members through increased social media increasing reach and followers