



BRANDON CHAMBER OF COMMERCE

STRATEGIC PLAN

July 2016

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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.

WHAT WE DO

Advocacy

As a representative of the business community in Brandon, the Brandon Chamber of Commerce actively lobbies to achieve a positive business environment in Brandon. This includes encouraging fiscally responsible, effective and accountable government as well as addressing specific issues as may arise that impact the business community.

Education

The Brandon Chamber of Commerce facilitates and delivers educational activities, providing value to members by increasing knowledge of effective business practices, stimulating interaction between members, and enabling the Chamber to effectively represent an informed membership.

Networking

The Brandon Chamber of Commerce creates and facilitates networking opportunities to stimulate business activity between members, encourage new members, and enable members to develop valuable relationships within the business community that support active sharing of ideas and mentoring.

Communication

The Brandon Chamber of Commerce engages in clear, effective communication to show leadership within the business community, raise awareness of actions on members' behalf, support the organization's accountability to its members to ensure awareness of services and benefits available to members, and encourage new members to join the organization.

Services

The Brandon Chamber of Commerce provides value to members by enabling access to services that may not otherwise be available to small business, or that provide volume discounts or other benefits that members may not be able to achieve individually.

Business Development

The Brandon Chamber of Commerce promotes existing businesses and fosters the environment for new business, while pursuing partnerships to address specific business development concerns within the community.

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.

STRATEGIC GOALS

1. Economic Development

- Balanced, diversified growing economy
- Open for business environment
- New industries coming to Brandon (focus on medium and large businesses)

2. Government Accountability and Leadership

- Significant progressive leadership at city and school division
- Active, strategic relationships and influence at all levels of government and school division
- Proactive policy development

3. Diversity and Inclusiveness

- Greater business opportunities and participation from under-represented groups in the community (i.e. Aboriginals, youth, new Canadians)
- Greater diversity and inclusiveness of membership and engagement in the Chamber
- Alliances with other chambers and organizations with similar views and purpose
- Build and strengthen partnerships with synergistic organizations

4. Communication of the Chamber Value Proposition

- To members
- To the public

5. Vibrant, Growing Organization

- Growth of membership
- Engagement and active participation of members
- Increase awareness of member businesses
- Don't spread ourselves too thin – focus on priority projects or find additional resources

2016-2017 STRATEGIC PRIORITIES

Below are 11 strategies that the planning team identified as being the highest priority for the Chamber to pursue in 2016-2017 to help deliver on the Mission and achieve the Vision and Strategic Goals. They are organized under the themes of the Strategic Goals listed above.

The complete list of all potential strategies identified by the team and the team members' assessment of the relative priority of each strategy is provided in the Planning Materials section at the end of this document. Some of the strategies listed below are combinations of two or more strategies that were identified separately by the team but were considered to be essentially the same or very similar.

1. Economic Development

- 1.1. Develop a project with BU / ACC to identify roadblocks to establishing new businesses in Brandon
- 1.2. Develop a program to follow-up on past business development opportunities that did not proceed in Brandon
- 1.3. Form and support a community business group to influence new businesses to choose Brandon

2. Government Accountability and Leadership

- 2.1. Develop measures to promote government accountability to the public for fiscal responsibility
- 2.2. Coordinate with regional leaders in government and business to develop a system for attracting and promoting business on a regional scale
- 2.3. Establish a young business leaders/entrepreneurs group

3. Diversity and Inclusiveness

- 3.1. Gain and/or improve understanding of under-represented groups (Aboriginal, immigrant and youth) and focus efforts on increasing their membership and engagement
- 3.2. Develop a partnership strategy with specific identified partners (Boards/groups/committees) and purpose for partnership or collaboration

4. Communication of the Chamber Value Proposition

- 4.1. Develop / strengthen partnerships with media to communicate activities and value of the Chamber and to request input on advocacy issues
- 4.2. Engage members and potential members through innovative media outlets and social media

5. Vibrant, Growing Organization

- 5.1. Connect the Strategic Plan to Board meeting agendas
- 5.2. Prioritize key action items and align with available resources, or find new resources, to avoid spreading ourselves thin