

Strategic Plan 2022 – 2024

Latest revision: August 23, 2022



What is the Erin Chamber of Commerce?

The Erin Chamber of Commerce (ECC) is a non-partisan, not-for-profit incorporation which exists to serve its business members. ECC is our business community's advocate and a vehicle for our businesses to collaborate.

Our vision is... ***To provide support and promote economic success for businesses in Erin.***

Our mission is ... ***The Erin Chamber of Commerce will provide advocacy, benefits, education, networking events & marketing to and for its members; through creative, functional and cooperative public relations, website, fundraising and membership actions.***

Objectives of Our Strategy

1. We will be the voice for Erin businesses, and advocate for their needs
2. We will provide our members with tangible benefits to assist with the costs and challenges of running their business
3. We will hold events that increase awareness of our members and the Erin business community
4. We will provide meaningful education opportunities and help to connect our members with the tools and information they need to be successful
5. We will integrate networking opportunities into our programming and events
6. We will produce an annual budget and workplan to manage and grow an effective organization

Strategic Goal #1 – Advocate on Behalf of Erin Businesses

ECC is committed to being the LEADING voice for business in the Erin community.

Supporting Actions:

- Meet with our members to identify, understand, and engage with the relevant issues that affect our business community. Surveys and other engagement tools may also be used.
- Share these concerns with elected officials on a quarterly basis
- Meet with the Economic Development Officers for Erin and Wellington County to gain insight on upcoming programs and to share the issues identified by our members
- Participate as a member of the Town of Erin's Economic Development Committee
- Share our advocacy efforts and business concerns on the Erin Chamber website
- Produce an annual advocacy report to members outlining progress on the current issues

Strategic Goal #2 – Build and Promote a Meaningful Benefits Package

ECC is committed to providing members with access to benefits that reduce their costs, enhance their productivity, and aid their competitiveness.

Supporting Actions:

- Provide members with access to information on the Chambers of Commerce Group Insurance Plan

- Provide members with access to information on cost saving programs available through:
 - o Ontario Chamber of Commerce (<https://occ.ca/affinity-programs/>)
 - Elavon payment solutions
 - Purolator preferential pricing
 - Grand and Toy discount pricing
 - o Canadian Chamber of Commerce (<https://chamber.ca/service/savings-programs/>)
 - ESSO Fuel Savings
 - Chambers Shipping Program (Freightcom)
 - Canadian Chamber Insurance Services
- Cultivate local options for business services with member-to-member discounts

Strategic Goal #3 – Host Community Events that Promote Erin Businesses

ECC is committed to hosting, and partnering on, events that promote our members and the Erin business community.

Supporting Actions:

- Hold an event approximately once per month, with a variety of formats and target audiences, and report these events in an annual calendar
- Develop a planning tool/template to ensure our events can be planned, promoted, and executed efficiently and effectively
- Review events for their effectiveness in increasing awareness of our member businesses
- Co-host individual business milestone events: ribbon cuttings, anniversaries, etc.

Strategic Goal #3 – Provide Our Members with Relevant Information and Education

ECC is committed to understanding the needs of our member businesses and tailoring educational opportunities to support them.

Supporting Actions:

- Match the identified needs and concerns of our members with opportunities for educational and informational materials and sessions
- Host, or partner on, education meetings at least once per quarter and provide opportunities for local speakers and members to present educational material
- Send out a monthly e-newsletter with information and relevant links on current or future business issues and policy changes (Municipal, Provincial and Federal Levels)
- Post information on our website regarding local business seminars and webinars provided by:
 - o Waterloo Wellington Community Futures
 - o Guelph Wellington Business Centre
 - o Wellington County
 - o Town of Erin Economic Development Committee
 - o Ontario Chamber of Commerce
 - o Innovation Guelph

Strategic Goal #4 – Foster Community Building Through Networking Opportunities

ECC is committed to building relationships amongst local professionals by integrating networking into our programming and events.

Supporting Actions:

- Provide networking time during Erin Chamber events
- Inform members when other members are hosting events
- Evaluate future opportunities for, and interest in, member socials and/or networking groups

Strategic Goal #5 – Plan and budget for Erin Chamber’s Growth and Success

ECC is committed to building a responsive and stable organizational structure which can respond to the needs of its members.

Supporting Actions:

- Develop a member recruitment package to share with prospective members
- Ensure all board members and supporting volunteers/staff understand the benefits of membership
- Set annual new member and retention targets and evaluate success in an annual report
- Actively canvas non-member business to join the ECC
- Develop an annual budget, supporting workplan and to report on progress at the Annual General Meeting
- Hire an Administrative Director to run the day-to-day operations of the ECC and to implement actions as directed by the Board and through the strategic plan
- Maintain current content on our Erin Chamber website
- Evaluate future opportunities for, and interest in, social media and other promotional channels