



## THE RED DEER CHAMBER OF COMMERCE STRATEGIC PLAN

- UPDATED MAY, 2007-

The Red Deer Chamber of Commerce regularly reviews its strategic plan and amends its goals and tactics in response to the ever changing economic climate in our region.

The purpose of our strategic plan is to encourage thinking and dialogue about our Chamber's broad goals and priorities, and how well they are being achieved. This overview of our Strategic plan showcases our Vision, Mission and Goals and Objectives.

### **VISION:**

The Red Deer Chamber of Commerce with its members will help all business success by fostering the most vibrant community in Canada.

### **MISSION:**

The Red Deer Chamber of Commerce promoted business growth and prosperity through leadership and innovation.

### **GOALS AND OBJECTIVES:**

#### **TO PROVIDE MEMBERSHIP WITH A STRONG COLLECTIVE VOICE**

- To encourage member input
- To identify and develop positions on issues that concern the membership
- Engage stakeholders in addressing these issues
- To enhance government relations (city, county, provincial and national)

#### **TO PROMOTE ECONOMIC DEVELOPMENT**

- To promote free enterprise, entrepreneurship, and good corporate citizenship
- To promote or undertake activities that result in economic benefit to the community.
- To support, promote, or provide programs that result in a sustainable qualified workforce
- Create trade opportunities that strengthen the business community
- To encourage and actively support the creation of new business opportunities.
- To support the retention and growth of existing businesses

#### **TO PROVIDE VALUE ADDED SERVICES TO A BROAD BASED MEMBERSHIP**

- To provide business to business networking and referral opportunities
- To provide learning opportunities that enhance member success
- To provide access to and deliver programs that reduce the members cost of doing business
- To facilitate dialogue on business and community issues

#### **TO EXCEL AS A MEMBER DRIVEN ORGANIZATION**

- To practice effective governance principles
- To provide opportunities for excellence and personal growth supporting recruitment and retention of volunteers and staff.
- To collaborate with other organizations to maximize our effectiveness
- To be financially responsible
- To increase and retain membership in all industry sectors