

2018 – 20 Strategic Plan for the Greater Peterborough Chamber of Commerce

Pillar One: *The Business of the Chamber*

Objectives and Actions (for each objective)	Lead Responsibility	Outcomes and Benefits, and/or Tools/Yardsticks/Targets to Measure the Success or Completion of each Objective and Action
VOB Page in the Examiner	Staff	<ul style="list-style-type: none"> • Provide relevant editorial and advertising features. • Maximize revenue opportunities through member advertisements. • Ensure format is visually pleasing and easy to read.
Membership Directory	Staff	<ul style="list-style-type: none"> • Provide online and downloadable/printable options. • Continually seek to improve overall speed, efficiency and effectiveness. • Provide referral statistics to members.
eNewsletter	Staff	<ul style="list-style-type: none"> • Provide regular email communication with members. • Syndicated distribution via social media (Twitter, Facebook) to maximize reach. • Simplified content and layout to make it easy to read and mobile-friendly. • Include updates from members, Ontario Chamber of Commerce, and Canadian Chamber of Commerce.
Website	Staff	<ul style="list-style-type: none"> • New website launched in 2018. Simplified content and layout to make it easy to read and mobile-friendly. • Explore and maximize opportunities from online advertising/sponsorships.
Sponsorships	Staff	<ul style="list-style-type: none"> • Maximize sale of sponsorships for each individual event/opportunity. • Establish budgets, sales material, committee support, and targets.
Chamber Business Centre	President	<ul style="list-style-type: none"> • Maximize the revenue available via the leasing of 12 individual offices.
Trips to China and India	Staff	<ul style="list-style-type: none"> • Maximize revenues through ticket sales. • Establish a strong group following: “Where are we going next year?” • Structure as an affinity program.
#lovelocalptbo	Staff	<ul style="list-style-type: none"> • Provide a unique marketing opportunity for members. • Maximize revenues through sponsorships. • Encourage consumers to support community by supporting local businesses.
Trade Shows	Staff	<ul style="list-style-type: none"> • Review and assess each show annually; refresh accordingly. • Maximize revenues through sponsorships and booth sales. • Raise awareness of Chamber/promote Chamber brand through event marketing.
Publicity	Staff	<ul style="list-style-type: none"> • Continually review with respect to strategy and consistency of message. • Ensure the Chamber remains leading-edge and relevant. • Tell Chamber story/communicate our message via VOB, Business911, media commentary, eNews, LinkedIn, Facebook, Twitter, marketing of events and shows.
Document Certification	Staff	<ul style="list-style-type: none"> • Offer members options for service: online or in-person. • Provide direct service/benefit to members in manufacturing sector.
Farm Family of the Year	Staff	<ul style="list-style-type: none"> • Provide sponsorship and administrative support to recognize important contribution of agricultural community.
Chamber Handbook	Staff	<ul style="list-style-type: none"> • New tool which compiles virtually everything we do into one document. To be used for onboarding and retention with individual components designed to be used as stand-alone items.

Pillar Two: *Advocacy/Policy*

Objectives and Actions (for each objective)	Lead Responsibility	Outcomes and Benefits, and/or Tools/Yardsticks/Targets to Measure the Success or Completion of each Objective and Action
Creating Policy Resolutions <ul style="list-style-type: none"> Federal Provincial Municipal 	Policy Committee, Staff	<ul style="list-style-type: none"> Monitor federal, provincial, or municipal acceptance and implementation. One required every two years in order to maintain Accreditation status.
VOB Page in the Examiner	Staff	<ul style="list-style-type: none"> Significantly improve awareness in the community of the Chamber and the work we do.
Task specific Advocacy Sub-Committees	Policy Committee and Volunteers	<ul style="list-style-type: none"> As required, form sub-committees to examine and have significant impact on issues relevant to membership.
Mediate, Facilitate, Arbitrate	Policy Committee, Board and Staff	<ul style="list-style-type: none"> Serve as an advocate for our members when appropriate. Includes Business911 feature, phone calls, letters.
Partnerships	Policy Committee and Volunteers	<ul style="list-style-type: none"> Continue to build on strategic partnerships: Government Affairs Committee, Peterborough Immigration Partnership, KMA, WDB, Fleming/Trent, Innovation Cluster, Homebuilders, etc.
TeamPtbo	Staff	<ul style="list-style-type: none"> Has become a strong Chamber-led brand. An aspirational call for collaboration amongst governments, businesses, agencies and community leaders with a focus on job creation and economic development.

Pillar Three: *Programming*

Objectives and Actions (for each objective)	Lead Responsibility	Outcomes and Benefits, and/or Tools/Yardsticks/Targets to Measure the Success or Completion of each Objective and Action
Lunchbox Learning Excellence Awards Special Speakers Political Forums Workshops Webinars	Staff & Volunteer Staff, Excellence Committee Staff	<ul style="list-style-type: none"> • Provide timely professional development to members. • Provide an opportunity for business to celebrate their success. • These come up and are decided on and dealt with as appropriate.
PBX Chamber AM Golf Tournament	Staff Staff Staff	<ul style="list-style-type: none"> • Partner with a different host organization or group to provide a fun, casual networking event where the emphasis is on the exchange of ideas, business contacts and information. Foster a sense of community and collaboration and allow people to make face to face connections that will help them propel their business or community venture forward. • Provide guest speakers to educate and inform members, as part of this monthly networking event. • Provide members with an opportunity for networking and marketing, and the Chamber with a source of revenue.
#LoveLocalPtbo Business Expo	Staff	As above
Seniors Showcase	Staff, Seniors Showcase Committee	As above
Power Hour	Staff	<ul style="list-style-type: none"> • Provide the business community with the opportunity to connect with our elected officials from all 4 levels of government, via Q&A.
Next Level	Staff, Next Level Committee	<ul style="list-style-type: none"> • Highlight the people and businesses of Peterborough that are inspiring, innovative, and interesting.
Leaders Lunch	Staff	<ul style="list-style-type: none"> • Empower our business leaders with the connections they need to support their business growth in local, provincial, national, and/or international markets.
Business Summit	Staff	<ul style="list-style-type: none"> • Provide professional development for business owners looking to take the next step with their business; includes a keynote conversation and panel discussions.
AGM	Staff	<ul style="list-style-type: none"> • Provide engaging speakers, secure quorum.

Pillar Four: *Membership*

Objectives and Actions (for each objective)	Lead Responsibility	Outcomes and Benefits, and/or Tools/Yardsticks/Targets to Measure the Success or Completion of each Objective and Action
A-Team	Staff, A-Team	<ul style="list-style-type: none"> • Serve as ambassadors at Chamber networking events, welcoming new members in particular. • Explore opportunities for A-Team to assist with planning networking events.
Retention	Staff	<ul style="list-style-type: none"> • Strategy for communicating regularly with members.
Social Media, Marketing, Communications, Website	Staff	<ul style="list-style-type: none"> • Social Media Strategy to maximize effectiveness and efficiency of communication with members and future members.
Tiered Memberships	Staff	<ul style="list-style-type: none"> • Continually review tiered membership offers to ensure that they are scalable/sustainable and provide maximum value to members.