

2023-2026

Strategic Plan



**CHAMBER
OF COMMERCE**
HALTON HILLS




Table Of Contents

p.3	Executive Summary
p.4	Core Values
p.5	Vision And Mission
p.6	Strategic Goal #1 Revenue Growth
p.7	Strategic Goal #2 Enhance Marketing Reach
p.9	Strategic Goal #3 Strengthen Partnerships
p.10	Strategic Goal #4 Operational Excellence
p.11	Measuring Success
p.12	Contact Us

Executive Summary



In January 2023, the HHCC Board of Directors embarked on a comprehensive Strategic Planning process to outline a robust framework for guiding the Chamber's actions and priorities. Central to this process were the following key priorities:

- **Navigating Post-Pandemic Challenges:** The HHCC aimed to formulate strategic priorities and actions to effectively serve the business community as it navigates the challenges of emerging from the pandemic.
- **Stakeholder Engagement:** Seeking input from members and stakeholders was pivotal in gaining a clear understanding of their expectations and aspirations for the Chamber.
- **Bridging Aspirations:** The Chamber sought to bridge the gap between its current state and its aspirational vision, making strategic choices and crafting action plans to achieve desired outcomes.
- **Creating Enthusiasm and Focus:** The plan aimed to instill enthusiasm and focus among staff, volunteers, members, and the broader community, fostering collective commitment.
- **Vision and Mission Alignment:** Reviewing and refining the existing Vision, Mission, and Values ensured alignment with the evolving needs of the local business community.

This Strategic Plan, covering the period 2023-2026, is the culmination of dedicated efforts by HHCC's staff and Board of Directors. The plan's formulation spanned six months, during which the Board assessed the economic landscape, solicited feedback through surveys from members and businesses, and convened to synthesize insights. Resulting from this process, the plan encapsulates an aspirational vision, a confident mission, and updated core values. Four strategic goals underscore HHCC's commitment to fostering business growth and the prosperity of the community.

The plan reaffirms HHCC's commitment to delivering outstanding service and programming tailored to meet the evolving needs of its members. Realizing this plan hinges on the dedicated contributions of members, volunteers, and staff, the Board of Directors extends an invitation to all stakeholders to actively engage in shaping the plan's realization and bringing its vision to life. Through collective efforts, the HHCC endeavors to not only uphold but surpass its mission's objectives, driving growth, collaboration, and prosperity in Halton Hills.

Core Values



Integrity



Respect



Excellence



Collaboration



Inclusiveness

Vision And Mission



Vision

The Halton Hills Chamber of Commerce operates as a vibrant business hub within the region. Drawing together innovative local businesses and policymakers, the Chamber plays a role in fostering business success. We serve as a platform for forward-looking leadership and dedicated advocacy, contributing to the growth and well-being of Halton Hills.

Mission

The Halton Hills Chamber of Commerce functions as an essential collaborator in business achievements, working to:

- Promote a climate of open enterprise and a favourable business environment.
- Facilitate connections between the local business community, and government, fostering economic growth and entrepreneurial support within Halton Hills and improving the overall business climate.
- Empower both private and public sector leaders to invest, innovate, and collaborate on solutions that drive community growth.
- Provide guidance to our community by consistently demonstrating care and integrity in all endeavors.



Strategic Goal #1

Revenue Growth

The HHCC will look to ways to increase overall revenue by 30% by end of 2025-26 fiscal year.

Actions

- Evaluate industry-specific membership structures, such as the viability of Tiered vs. Fair Share models, to identify optimal approaches for revenue enhancement that best supports the membership.
- Investigate alternative avenues to expand or amplify the effectiveness of current affinity programs, focusing on augmenting both revenue generation and the appeal of these initiatives to members.
- Assess potential enhancements to existing programs with a dual objective: bolstering revenue streams and strengthening member attraction and retention rates.
- Explore new sponsorship opportunities while enhancing existing ones.
- Increase event revenue.
- Grow the Chamber Travel Program.



Strategic Goal #2

Enhance Marketing Reach

To support our revenue growth goal and to better support our membership, the HHCC will implement an effective and comprehensive marketing strategy.

Actions

- ▶ Segmented Membership Drives: To appeal to both current and future members, the HHCC will design targeted, sector-specific membership messages. By tailoring messages and benefits to the unique needs and aspirations of different segments, such as startups versus established businesses, the Chamber can maximize its appeal and engagement across the business spectrum.

- ▶ Multi-Channel Marketing Approach: Leverage a diverse array of platforms and initiatives to maximize outreach and engagement with current and potential members. This approach will encompass:
 - Testimonials
 - Strategic Plan Promotion
 - Member Spotlight Videos
 - Affinity Program Promotion
 - Referral Encouragement
 - Broadened Business After Hours Events
 - Content Hub Promotion

This comprehensive multi-channel approach will maximize visibility, engagement, and connection within the business community, underscoring the HHCC's commitment to fostering growth and collaboration among its members.



Strategic Goal #2

Enhance Marketing Reach

Actions

▶ Enhancing Member Engagement:

Implement regular member surveys to gauge satisfaction levels, gather feedback, and identify areas for improvement. This iterative approach ensures that member needs and preferences remain at the forefront of the Chamber's initiatives.

Introduce an innovative "raving fans" style Ambassador Program that empowers enthusiastic members to serve as advocates. Through this program, dedicated members will actively promote the Chamber's value and benefits, fostering a sense of community and driving greater engagement among peers.



Strategic Goal #3

Strengthen Partnerships

Utilizing the new Strategic Plan as a catalyst for collaborative partnerships with the Town of Halton Hills, the Region of Halton, and BIAs. This endeavor also includes enhancing networking groups and providing enriched educational opportunities to empower local businesses for sustained growth.

Actions

- ▶ Strengthen engagement with Municipal and Regional leadership by exploring opportunities to connect, consult and collaborate.
- ▶ Collaborative Alignment:
 - Propose proactive strategies for synergizing Chamber and other stakeholders efforts in pursuit of the shared mission: "Building Business, Building Community."
- ▶ Utilize Survey Results for Programming Ideas:
 - Leverage insights from member surveys to generate programming ideas, strategically considering collaboration with external agencies or government entities.

Educational Series Collaboration:

- Explore the potential of creating an educational series, such as a lunch-hour workshop series, which could present substantial partnership and sponsorship opportunities.

External Education Opportunities:

- Pursue external educational opportunities that are sector-specific, establishing collaborations that provide targeted knowledge and insights, enhancing the value proposition for members.



Strategic Goal #4

Operational Excellence

The Operational Excellence goal within the strategic plan focuses on optimizing office functionality and enhancing member engagement by evaluating staffing levels, exploring advanced membership-enhancing technology solutions, and reassessing committee structures to ensure streamlined operations and meaningful member interactions.

Actions

- ▶ Exploring the viability of adding additional staff to further support the strategic vision of the HHCC.
- ▶ Exploring advanced membership-enhancing technology solutions.
- ▶ HHCC Board to dedicate time annually to review the effectiveness of existing committees and the potential need for new ones.

Measuring Success



The HHCC Board of Directors will evaluate the President and CEO's Monthly Board report, which will encapsulate progress toward the strategic goals and the current status of actionable items.

Notably, the actions and metrics are subject to refinement as initiatives are developed, assessed, and executed.

Recognizing the dynamic nature of our environment, including rapid changes, economic shifts, and external influences, the Strategic Plan remains adaptable to ensure relevance and effectiveness.

The plan operates organically and in conjunction with annual business plans that outline year-to-year actions and achievements. These plans are guided by member-driven priorities identified through yearly public policy and membership services surveys, allowing us to align with the evolving needs of our community and industry.

Contact Us



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