



2023 - 2025 STRATEGIC PLAN

Drive Growth and Prove Member Value
Measure perception of member value
Market and promote through advertising to increase members, partners and awareness/evaluate ROI
Investigate new revenue opportunities
Maximize Opportunity through Partnerships
Establish open communication and relations with Municipal Council
Ensure progressive and open communications with Economic Development and relevant partners
Enhance sponsorship and partnership opportunities
Deliver Organizational Excellence
Optimize Client Relationship Management (CRM) program and accounting software
Enhance Board recruitment, representation and diversity
Evaluate need, and needs, of committees