



# **Strategic Plan**

**2016-2018**

## **Mission**

The mission of the Niverville Chamber of Commerce is to encourage sustainable economic development through advocacy for and support of local business.

## **Core values**

The following values are the guiding principles that shape the actions and behavior of the Niverville Chamber of Commerce.

- Advocacy
- Integrity
- Sustainable growth
- Business-focussed
- Community
- Collaboration
- Prosperity

## **Core functions**

The Niverville Chamber of Commerce (NCoC) pursues its mission through its pursuit of two core functions:

- Advocate for business
  - NCoC serves as the collective voice for business in Niverville and area by championing the interests of businesses of all sizes and in all sectors.
- Create a stronger business network
  - NCoC facilitates collaborative relationships among businesses.
  - NCoC enhances member networking through meetings and events.

## **Priorities**

Over the next three years the Niverville Chamber of Commerce will actively engage in the following priorities:

- Strengthen/communicate role of chamber
- Facilitate business
- Advocate

## 1. *Strengthen/communicate role of chamber*

The Niverville Chamber of Commerce will position the Chamber as the 'go-to' organization for businesses through which they can voice their concerns and as a key point of contact for target audiences interested in business in Niverville and area. Those audiences include:

- members
- potential members
- residents, especially those new to Niverville
- businesses looking to relocate
- town council
- governments

### *Action items*

- Increase membership
- Encourage members to bring issues to the Chamber
- Meet with business leaders regularly
- Round table meetings with business members regularly
- Develop strong and consistent messages to all audiences (e.g. stronger website/social media presence; print; e-newsletters)
- Explore opportunities to work with young people to promote awareness of business and entrepreneurship.
- Develop "Niverville is open for business" – a plan to approach businesses to come to town.

## *2. Facilitate business*

The Niverville Chamber of Commerce will undertake activities and programs that help members grow their businesses and develop Niverville and area as a progressive and exciting location to do business.

### *Action items*

- Facilitate development of business ideas; act as a business incubator
- Seminars/workshop/information dissemination: link to other business-oriented groups (e.g. Tripe R, Futurpreneurs)
- Monthly or bimonthly breakfasts/lunches for member networking
- Develop collaborations/co-marketing among complementary businesses (e.g. Brides get it all here)
- Develop an inventory of products/services in Niverville area
- Create a destination location atmosphere: Collaborate to attract businesses that will broaden Niverville's product and services offering
- Revise Welcome Wagon program based on feedback from businesses and new residents; conduct follow-up call by board members with new residents 6 months after they received their WW packages (prepare ~ 5 simple questions to prompt discussion)
- Promote Manitoba Chamber of Commerce affinity groups
- Facilitate a long term vision for Main Street

### *3. Advocate for business*

The Niverville Chamber of Commerce will develop methods do advocate for business with decision leaders and decision makers.

#### *Action items*

- Make presentations on issues to Town Council
- Research and develop rationale for action requests of Town Council
- Continue bimonthly meetings between CAO and NCoC co-ordinator
- Schedule MLA to meet with chamber board on a regular basis and identify specific topics – exchange information on initiatives happening in the area and needs of the area
- Become more involved with the Manitoba Chamber of Commerce

*We`re open for business – ask us.*