



Strategic Plan

June 2018

Vision and Mission Statements:

New Vision Statement:

The High River & District Chamber of Commerce is the premier business organization that connects community members and advocates for positive change.

New Mission Statement:

The High River & District Chamber of Commerce connects community members through networking and educational opportunities, while providing leadership and advocacy to inspire community growth.

Core Values:

- Progressive/forward thinking; providing leadership
- Collaborative, connecting members
- Supportive (educational)
- Engaged/involved – with members, town council and the community at large
- Accessible and open-minded
- Optimistic and pragmatic

Long Term Goals (3-5 Years):

- Having a regional Chamber in place
- Membership exceeding 300 (High River & District)

- Offer at least one new program

Short Term Goals (1-2 Years):

- **Membership exceeding 200**
 - New member program (connect new members with an existing member/board member) with follow up using a buddy system (monthly to start); start at board level by October 2018
 - Get the Welcome Wagon list and have board members follow up (Lynette)
 - Get the Town list of new business licenses issued (Stephen) and forward to Lynette
 - Lynette to coordinate lists
 - Follow up with the members that did not sign up with a curtesy call (board)
 - Word of Mouth from existing members
 - Bring a business friend for free
 - Member showcase program by August 2018
 - Fall program focusing on existing or new members with 2 minute intros (shameless plugs)
 - Ice breaker at each meeting
 - Increased social media presence (Instagram, Facebook) by October 2018
 - Have logo on all events that are supported by the Chamber
 - Have value added programs/services easily accessible
- **Regional trade fair and/or other large scale events**
 - Connect with provincial and national Chamber organizations for new ideas/successful projects
 - Connect with other Chambers in the region (especially Okotoks)
 - Meeting planned late June 2018 with Okotoks Chamber
 - Connect with 'Our High River' and other regional stakeholders

- Decide on Outdoor Project by September 2018
- Form a committee and create a budget by October 2018

- **More speakers/educational programs**
 - Connect with provincial and national Chamber organizations for new ideas/successful projects
 - Collaboration with other organizations for educational programming (BVC, Town, CFH, Business Link, Academy of Learning, etc.)
 - Regular updates from Town Council (twice/year) by September 2018
 - Regular updates from RCMP by September 2018
 - Showcasing/Collaboration/Learning about other local businesses by September 2018
 - Introductions
 - Change seating arrangements

- **Increased advocacy for local business community**
 - Create Legislative committee by April 2019
 - Keeping informed about council topics (reading meeting minutes)
 - Informing and advocating for membership
 - Use/expand relationship with council representative (driving questions, being pro-active)

- **Update Bylaws by February 2019**

- **Ongoing**
Quarterly:
 - Tracking/recording of targets – celebration of milestones!
 - Adjustment of strategies / development of new strategies if necessary
 - Communication with general membership (achievements, calls for support, etc.)

Annually:

- Review strategic plan (annually)
- Review finances (annually)

High River Businesses – Overview:

NUMBER OF HIGH RIVER BUSINESSES BY NAICS CODE						
Description	Home Occ	In Town	MD	Out of Town	Total	Chamber Members
Public Administration				2		
Other Services (except Public Administration)	40	50		6	96	2
Accommodation and Food Services	4	46		4	54	14
Arts, Entertainment, and Recreation	3	8			11	9
Health Care and Social Assistance	22	22			44	10
Educational Services	4	5			9	2
Administrative and Support and Waste Management and Remediation Services	41	8		33	82	7
Professional, Scientific, and Technical Services	21	17		2	40	13
Real Estate and Rental and Leasing	3	5		3	11	5
Finance and Insurance	2	11			13	12
Information	1	3		3	7	
Transportation and Warehousing	6	6		5	17	1
Retail Trade	24	97		13	134	30
Wholesale Trade	1	10		2	13	
Manufacturing	5	16		17	38	4
Construction	86	20	21	254	381	13
Utilities		2		1	3	2
Mining, Quarrying, and Oil and Gas Extraction	3				3	
Agriculture, Forestry, Fishing and Hunting				1	1	5
Unknown		1			1	

Other Services include services such as:

- Appliance Servicing
- Computer Servicing
- Hair Dressers, Spas, Nail Salons, etc.
- Home Decorators, Alterations, Upholstery Repair,
- Car Repair, Collision Repair, Windshield Repair, Car Washes, etc.

- Home Cleaning Services, Furnace Cleaning, Window Washing Services, etc.
- Pet Services (Groomers, Puppy Daycares, Kennels, etc.)
- Funeral Homes