



NORTH BAY & DISTRICT  
Chamber of Commerce

# Strategic Plan 2014 - 2016

## Vision

The North Bay and District Chamber of Commerce will be recognized as the premiere and indisputable voice of business in North Bay and area. The Chamber will be recognized as effective and highly relevant in its representation of members to all levels of government. The chamber will have built upon its reputation for high quality events and services which enhance members' businesses and will attract new opportunities for business in the region.

## Mission Statement

To be the voice of business committed to the enhancement of economic prosperity and quality of life in North Bay and area.

### **North Bay & District Chamber Of Commerce**

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# Strategic # Objective

# 1

ECONOMIC DEVELOPMENT AND ADVOCACY RESPONSIBILITY OF THE 1ST VICE PRESIDENT

## Desired Outcomes

- Representing the Business community in all community consultation (sector representation)
- Research, develop and present policy positions on local and regional issues
- Provide meaningful relevant local resolutions to Provincial and Federal Chamber Bodies

# Strategic # Objective

# 2

MEMBERSHIP VALUE RESPONSIBILITY OF THE 2ND VICE PRESIDENT

## Desired Outcomes

- Membership retention and attraction
- Create a platform for awareness and increase value to members
- Assist with the Business After Hours
- Increase Membership to 875 by Dec 31, 2014

# Strategic # Objective

# 3

COMMUNICATION

## Desired Outcomes

- Monthly Newsletters and weekly e-news updates
- Membership Survey
- Website (Interactive calendar, bulletin board)
- Seek other options for communication that could include print, radio, TV or other media and communications initiatives (ie/ quarterly business news to members and non-members through local newspaper.)
- President speaks on behalf of the Chamber



## Strategic # Objective

# 4

### PROGRAMMING RESPONSIBILITY OF THE 3RD VICE PRESIDENT

#### Desired Outcomes

- Networking opportunities for members through events such as Business After Hours, Mini-Trade Show, Small Business Week and social events.
- Job-fairs in partnership with other agencies such as post-secondary institutions, North Bay & District Multicultural Centre, the Labour Market Group, The Business Centre Nipissing Parry Sound, Economic Development Agencies, North Bay Newcomer Network and Employment Services agencies.
- Meet the Candidates Nights
- Engage Volunteers in actively championing and promoting the Chamber and its' purpose throughout the community.

## Strategic # Objective

# 5

### AN EFFECTIVE & EFFICIENT ORGANIZATION RESPONSIBILITY OF THE TREASURER

#### Desired Outcomes

- Engagement of membership
- Economic Development, Investment, Attraction, Retention and Expansion
- Ensure sound financial management and sustainability



# COMMITTEE REPORTING STRUCTURE

## **1st VICE PRESIDENT Economic Development & Advocacy**

Economic Development, Government  
Affairs, & Strategic Planning—Sectors

## **2nd VICE PRESIDENT (Internal)**

**Membership Value**  
Membership  
Young Professionals

**PRESIDENT**  
Communication

## **3rd VICE PRESIDENT (External)**

Programs & Special Events  
Extra Mile Program  
Small Business Week

## **TREASURER Sustainability**

Finance , Administration &  
Funding

## **PAST PRESIDENT**

Advisory  
Past Presidents Council/ Special  
Projects