

NORTH BAY & DISTRICT
Chamber of Commerce



2021-2024 STRATEGIC PLAN

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VISION

Advancing the interests of our members through bold action in advocacy, raising awareness, and connecting businesses with opportunities to thrive in a vibrant economy.

MISSION

Our mission is to shape a resilient business community by leading change, forging connections, and strengthening the voice of our members.



VALUE OF A MEMBERSHIP:

By joining the Chamber, members become part of the business community. The top five reasons to join are:

1. **Networking** - Members can participate in events where making connections with potential clients, suppliers, mentors, and community leaders is easy. The membership directory is a valuable resource that members rely on to conduct business in the region. Be sure you are listed in this directory!
2. **Exposure** - The Chamber offers many ways for you to promote your services directly to the business community. Our newsletter and social media channels have a large audience and reach.
3. **Savings** - As a member you receive group discounts at other businesses and can access to a member insurance plan.
4. **Support Local** - Invest in the community by purchasing from and connecting to other members. This strengthens our local economy, ensuring we all grow together.
5. **Advocacy** - As a member you have access to a team that will support and advocate for business interests locally, provincially and federally.

BONUS! The Chamber also has a thriving Young Professionals group that provides young people with an opportunity to step into business networking and access mentorship, events and a supportive community.



PRESIDENT'S MESSAGE:

2020 has been an extremely challenging year, considering the COVID-19 pandemic has affected many of our members, in one way or another. During these difficult times, our resilient business community has taken on these challenges, adapted, innovated, and looked for opportunities that will enable them to survive and be stronger.

The Chamber's role has become increasingly important. We continue to forge connections in new virtual ways. We also are leading change and amplifying our member's voices by continually advocating for the business community.

In order to fulfill our vision, The Board of Directors and the Chamber staff have put together an ambitious and focused Strategic Plan. This plan will guide our path forward for the next few years, as we work to improve the organization, adapt to the changing business landscape, and grow our membership.

Peter Chirico
President & CEO
North Bay & District Chamber of Commerce

BOARD IDENTIFIED SHORT-TERM PRIORITIES:

1. Support COVID-19 Recovery
2. Improve Internal Technical Skills
3. Evaluate Service Offerings and Be Strategic
4. Focused Communications
5. Succession Planning for the Board and Staff
6. Increase Member Engagement
7. Strengthen Bridge between Young
Professionals and the Chamber
8. Improve Governance Structure

LONG-TERM STRATEGIC PRIORITIES

ADVOCATE FOR BUSINESS INTERESTS

- Research, develop, and present policy positions on local and regional issues.
- Support and collaborate with the Canadian Chamber, Ontario Chamber of Commerce, the Northern Ontario Chambers and other business organizations.
- Respond to issues that threaten local economy and ensure that the Chamber is positioned as the official voice of business recovery.

GROW MEMBERSHIP

- Promote the value of a membership through advertising and annual recruitment campaigns.
- Outreach to new groups could produce new members (First Nations, New Canadians, and other surrounding communities).
- Enhance the profile of the Young Professionals and communicate how YPs can transition to Chamber Members.

ORGANIZATIONAL EXCELLENCE

- Foster a culture of continuous improvement and innovation.
- Establish benchmarks and measure to enhance performance. Work together to meet goals, identify shortfalls, and mitigate risks.
- Increase transparency and accountability to the membership.
- Prioritize growth and development for staff and the board.
- Strengthen the Board through training and improving meetings (more opportunities for discussion, engagement, and strategic planning).