



SWIFT CURRENT & DISTRICT
CHAMBER OF COMMERCE

STRATEGIC PLAN
2022

SCC STRATEGIC PLAN 2022

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EXECUTIVE SUMMARY

In February of 2022, the board of directors and staff of the Swift Current and District Chamber of Commerce came together to focus on the Strategic Plan to move them forward for the next several years. This was an intensive session that began with individual strategic questionnaires from all the board members and staff. The session also reviewed the evaluation of the chamber's initiatives from the membership by analyzing the Member Survey results from late 2021. This is a very different organization, operating in a very different environment, than the one that put forth the last Strategic Plan in 2018.

Externally, as we emerge from a two-year global pandemic, we recognize that businesses and our community have been forced to undergo radical changes. Our chamber has provided excellent support and programming during very unstable times. We are now ready to revitalize our organization to provide the leadership that our members are looking for to foster an environment where we will see our community thrive. The following Strategic Plan will be our path to economic and community prosperity.



STRATEGIC PLAN 2022

OUR VISION

To be the local network that facilitates economic and community prosperity.

OUR MISSION

We foster an environment to help businesses thrive.

OUR VALUE PROPOSITION

We advocate, connect, and promote with integrity for our stakeholders.

OUR VALUE STATEMENTS

Ethical – we do business honestly, transparently and with integrity.

Passion – in how we support our members and community.

Inclusivity – in our engagement with membership and stakeholders.

Connection – collaborating with members and stakeholders.

STRATEGIC PRIORITY AREAS

Membership Value

Communications

Networking/Connections

Advocacy



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STRATEGIC ASSESSMENT

An overall theme throughout our process was the importance of providing value to our members. By finding new and innovative ways of doing so, we will experience membership growth, engagement, and satisfaction. We are a champion and leader for this community. By accessing funding, communicating our membership benefits, and finding new ways to educate and support our members, we will continue to find success for our organization and the community we serve.

It was evident that by undergoing an external membership survey and an internal staff and board consultation, we would be utilizing imperative information and perceptions from all aspects to create a cohesive, inclusive, and introspective plan for our future. Included in that process was also the development of a full SWOT – Strengths, Weaknesses, Opportunities and Threats analysis.

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Other Considerations

Other noteworthy observations were uncovered during our discussion. First, connection seems to be of utmost importance and a multi-faceted experience. Although everything is going digital, in person connections are still important.

There is also a shift in business perspective that leaves many questions for our organization to consider. Many businesses can locate anywhere so how can we serve those businesses in our community that have a focus or clientele outside our community? How can we support the movement to digital which also includes remote working? Is there more information we can glean from a deep analysis of membership data and tracking? Most importantly, how can we use these new opportunities and trends in our strategic priority areas and our future operations?

Looking to our future, four Strategic Priority Areas were uncovered, and several key points were identified for each. These are outlined below and will be further explored by our Board Committees and personnel.



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Strategic Priority Areas

Membership Value

- Engagement – Growth and Retention
- Education/Resources
- Member Benefits - Chamber Plan, Advocacy

Communications

- Utilizing digital assets to expand our reach
- Expanding media relationships
- Member promotion
- Membership value awareness

Networking/Connections

- Events
- Stakeholder Development

Advocacy

- Municipal, Provincial and Federal
- Communications of advocacy
- Identification of the advocacy areas - formalize the process and the definition



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Moving Forward

Our organization is very optimistic and excited to move our operations forward within the structure of this Strategic Plan. We recognize that this process has provided our chamber with an effective path to reach our vision to be the local network that facilitates economic and community prosperity within our mission to foster an environment to help businesses thrive.

