

PEC CHAMBER 2021-2023 STRATEGIC DIRECTION



What We Do

Represent Business. Celebrate Businesspeople.

Mission

To be an integral resource for businesspeople and is committed to the economic development, prosperity and growth of business in Prince Edward County.

Business Objectives & Goals

OBJECTIVES: 465 Members; Annual Retention Rate of 90%; Net Revenue \$225,000
GOALS: Help businesses to succeed and our families and community to flourish. 1) Build a more sustainable chamber 2) Create meaningful social, business, economic and community impact in Prince Edward County 3) be the de facto business advocator, educator and supporter 4) Disrupt the status quo and create a new model for chambers.

Strategic Priorities

Community Leadership	Expanded Partnerships	Financial Sustainability	Membership
<ul style="list-style-type: none"> Increase emphasis on advocacy efforts, knowledge exchange in programs and activities. Leverage technology in modernizing the activities of the PEC Chamber to attract and retain members. Convene leaders to work with the chamber directly and to influence and impact businesspeople. To endeavour to have at least one co-sponsored or original policy resolution at the OCC or CCC convention annually. To create opportunities for PEC through the implementation of the Attracting and Engaging the Evolving Workforce Strategy. Launch communications that create community visibility and awareness of chamber activities. Refocus activities to reflect the changing needs of a growing community. 	<ul style="list-style-type: none"> Raise the visibility of existing partnerships as well as new and diverse partnerships. Expand and enhance partnering, outreach and engagement with other groups and organizations such as: MBQ, LGBTQ2S+ and BIPOC groups. Co-host events and networking opportunities. Expand and formalize policy development through the advocacy and governance committees, partnerships, member discussion papers and allocation of necessary resources. Increase involvement with Ontario Chamber of Commerce and Canadian Chamber of Commerce advocacy initiatives. Work directly with other local business associations to streamline services. 	<ul style="list-style-type: none"> Ensure adequate technology resources are in place to support strategic goals. Develop new or revised revenue sources (revenue diversification) such as creating new paid advertising opportunities, introducing new paid events, and developing programs. Improve membership plans, values, and offerings. Develop 3-year strategic brand plan. Implement long term plan to regularly increase membership dues. Identify new businesses that start-up or move to the County and have a plan to introduce the PEC Chamber to them. Utilize membership development strategies and tactics. Present our case to be a recipient for the Municipal Accommodation Tax (MAT). 	<ul style="list-style-type: none"> Create and execute a local PR strategy Develop a robust affinity program within the member-to-member benefits program Optimize the chamber guide to PEC through digital platforms and print materials. Collaborate with appropriate partners to improve value added options. Develop shop local promotions to raise awareness and profile of the business community. Build a small business resource web portal. Secure Accreditation for the PEC Chamber.

Strategic Initiatives

Strategic Foundation

Competencies:

- Member Focused
- Community Influence
- Business Leadership
- Knowledgeable, thought leadership
- Advocacy / Representation
- Communication and Education

Enablers:

- Experienced and diverse board representation
- Engaged and growing membership
- Network of open innovation partnerships and strategic alliances, including the OCC, CCC, CEDC, CCEC, CEO, BCoC, QWCoC
- Strong collaborative partner network (CWP, BIAs, PECWA, PECAHC, PECAA, BOQ)

Core Values

Responsible Leadership; Integrity; Trust; Professionalism; Care & Respect