

Prince Edward County Chamber of Commerce

3 Year Strategic Brand Plan: 2022- 2024

Updated : April 7, 2022



To drive the prosperity, diversity and entrepreneurial spirit of Prince Edward County for generations

To represent, protect, and support our entrepreneurs by building a sustainable and inclusive member community through advocacy, education, relevant programs, and networking.

SMART Objectives: 465 Members; Annual Retention Rate of 90%; Net Revenue \$225,000
Goals: Help businesses to succeed and our families and community to flourish. Build a more sustainable Chamber; Create meaningful social, business, economic and community impact in Prince Edward County; Be the essential business resource (advocator, educator and supporter); Disrupt the status quo and create a new model for chambers.

Purpose-led Vision

Mission

Business Goals & Objectives

Strategic Priorities

Key Initiatives

<p>Enhancing Member Experiences</p> <ul style="list-style-type: none"> Enhance and optimize member on-boarding and relationship management 	<p>Creating Robust Partnerships</p> <ul style="list-style-type: none"> Identify, create & nurture deeper relationships with targeted groups, MBQ, BIPOC, etc. Deepen relationship & engagement w OCC & CCC Develop a robust partner strategy with roles & responsibilities 	<p>Building Community Leadership</p> <ul style="list-style-type: none"> Develop policy paper to advocate and influence a business-friendly local government and support for economic growth Share the voice of business at Provincial and Municipal elections 	<p>Establish Operational & Financial Sustainability</p> <ul style="list-style-type: none"> Identify new business & start-ups that exist or have moved to the County (Google list) 	<p>Build and Market our Brand</p> <ul style="list-style-type: none"> Create & execute marketing & communications plan
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Brand DNA

Boldly Nurturing Entrepreneurial Spirit

Value Proposition

<p>Get: Raise My Member Profile & Platform; Relevant Business Resources; Access to Government & Community Member Representation; Robust Partner Program; Invest in my Community</p>	<p>Feel: Inspired; Connected; Supported; Sense of Community; Appreciated;</p>	<p>Am: An Empowered & Valued Member</p>
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Strategic Foundation

<p>Competencies: Member Focused; Community Influence; Business Leadership; Advocacy & Member representation; Knowledgeable, Thought leadership; Communication and Education;</p>	<p>Enablers: Experienced and diverse board representation; Engaged and growing membership; Robust network of partnerships and community leaders, e.g. OCC, CCC, and The Municipality of PE; Accredited CoC 2024 - CCAC</p>
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Core Values

Leadership, Integrity, Respect, Innovative, Accountability