

Prince Edward County Chamber of Commerce 3 Year Strategic Brand Plan: 2022-2024

Updated : November 16, 2022



2023

Purpose-led Vision

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

Mission

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

Business Goals & Objectives

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.

Strategic Priorities

Enhancing Member Experiences

- Validate which sub-segments are valued for segmented programs
- Enhance Work Local
- Assess viability of The Map

Creating Robust Partnerships

- Nurture & optimize deeper relationships with targeted groups, MBQ, BIPOC, etc.
- Deepen relationships w OCC & CCC to maximize member value
- Develop a robust partner strategy with roles & responsibilities & code of conduct

Building Community Leadership

- Create a community-based advocacy program

Establish Operational & Financial Sustainability

- Identify new business & start-ups that exist or have moved to the County (Google list)
- Develop new or revised revenue stream

Build and Market our Brand

- Create & execute marketing & communications plan

Key Initiatives

Brand DNA

Boldly Nurturing Entrepreneurial Spirit

Value Proposition

Get: Raise My Member Profile & Platform; Relevant Business Resources; Access to Government & Community Member Representation; Robust Partner Program; Invest in my Community

Feel: Inspired; Connected; Supported; Sense of Community; Appreciated;

Am: An Empowered & Valued Member

Strategic Foundation

Competencies: Member Focused; Community Influence; Business Leadership; Advocacy & Member representation; Knowledgeable, Thought leadership; Communication and Education;

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

Core Values

Leadership, Integrity, Respect, Innovative, Accountability