



2022-2025 Strategic Plan

August 2022



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Message from the President and CEO

With great anticipation, the West Prince Chamber of Commerce (WPCC) presents its Strategic Plan for 2022-2025. We are proud to represent the business community in a region that benefits from a strong sense of civic pride, a willingness to contribute to the community good, and a sense of shared commitment to the well-being of community residents.

While businesses saw a slow start in 2022, and as the pandemic continues to have far-reaching effects, the West Prince Chamber plays a significant role in sharing business concerns and providing responsive feedback to government. We are committed to advocating for inclusive and supportive rural communities - where everybody knows your name.

Supporting small business initiatives like our **Love Local PEI** campaign will continue to be a priority, bringing much needed attention to the importance of buying local, while showcasing Island products and services, and the entrepreneurs behind them.

The West Prince Chamber Board of Directors and staff are loyal to our members, and we strongly support the greater business community through projects such as our **Labour Market Development Project**, through which we survey and assess the current labour market needs and issues facing rural businesses. We will continue to monitor the needs in the region and will advocate for forward thinking, innovative practices that will aid small businesses that face labour market challenges.

PEI Partnership for Growth is another initiative - the first of its kind - of which the WPCC is a proud founding partner. Supported by the Province of PEI, the action plan seeks to work towards a shared vision for the economic future of Prince Edward Island. The intent is to build resilience and sustainability in a changing world, led by the private sector. The Chamber recognizes that entrepreneurs need the support of business organizations, industry associations, communities, and government.

We want to thank our Board of Directors, staff, and members, who continue to be resilient and work through post-pandemic challenges. We admire and appreciate your dedication to working towards a shared vision of empowering West Prince businesses through networking, advocacy, and innovation.

Our vision is a thriving West Prince business community for generations to come. To achieve this vision, we must continue to look forward, be innovative, and embrace change in our communities. Hand in hand with the West Prince communities, we are determined to strengthen our economy, to provide a better quality of life, and to build on our local assets. Applying smart growth strategies will help small rural communities achieve their goals for growth and development, while maintaining our "Small Towns" distinctive rural character.

With gratitude,



Carol Rybinski
President



Tammy Rix
CEO

Introduction



The West Prince Chamber of Commerce Strategic Plan 2022-2025 has been created by several committed stakeholders. The process of creating this plan started in 2021. Early in 2022, the West Prince Chamber of Commerce, along with Kensington and Area Chamber of Commerce and Eastern PEI Chamber of Commerce began working with GMD Consulting to create a Strategic Plan for each of the rural Chambers on PEI. The methodology used to create the plan included three parts, which allowed for authentic consultation, and thus true ownership of the plan by the West Prince Chamber of Commerce. First, surveys (92% response rate) were employed to engage stakeholders and gather information. Next, joint facilitation day with all three rural PEI Chambers of Commerce, hosted by GMD Consulting, allowed for further engagement. Finally, correspondence with the CEO over several months allowed the Strategic Plan to come to life. The CEO/EDs of each Chamber were essential in creating a vision for their Chambers, and ensuring the plans were relevant to the needs of businesses in each of their areas.

This strategic plan contains the vision and mission of the West Prince Chamber of Commerce, as well as the values held by the organization. The strategic goals of the organization are laid out within the plan and these will be used to guide the work of the Chamber in the coming years.

The CEO, staff, and Board Members of the WPCC will ensure the strategic plan is carried out in the coming months and years. This plan was created to allow the Chamber to be relevant to their members and the entire West Prince Business Community. By following this plan, the West Prince Chamber of Commerce, its members, and the entire area will continue to grow and be a relevant force for businesses in Western Prince Edward Island.

A successful plan is a useable plan - one that informs the organization's activities as well as its long-range view and one that yields meaningful improvements...
(Mittenthal, 2002)

Vision



Vision of the West Prince Chamber of Commerce:

A thriving West Prince business community for generations to come.

Mission

Mission of the West Prince Chamber of Commerce:

Empowering West Prince businesses through networking, advocacy, and innovation.

A vision should establish something on the horizon that is out of our comfort zone, ... it should clearly indicate the direction in which you want to move towards.

(Meyer-Cuno, 2021)



Core Values

Community

The West Prince Chamber of Commerce values community; both the communities that make up the West Prince area, and the community created by the membership of the Chamber. The Chamber recognizes that with community, something greater than each individual and each business is created. The sense of belonging and connectivity that the West Prince Chamber nourishes within the membership and the greater West Prince Area is key to the success of the organization and its members.

Loyalty to Our Organization and Its Members

The CEO, staff, and Board Members of the West Prince Chamber of Commerce work together to ensure the Chamber is relevant and beneficial to the membership and the greater community. The dedication of those involved with the organization is clearly demonstrated by their hours of work ensuring that the Chamber is able to assist its members in all of their business needs. They are ready and willing to go the extra mile to provide value to the membership.

Inclusivity

The West Prince Chamber of Commerce is ready to welcome all business and individuals in the greater West Prince area. The organization seeks out information from all businesses to ensure it is inclusive of the entire business community. It then takes this information and acts as one voice for all when advocating for members.

Empowerment of Members and Community

The West Prince Chamber of Commerce advocates for and represents the business membership at various levels and tables, and also builds the capacity of its members to enable empowerment of each business. Through Chamber events and resources, business owners learn, make connections, and collaborate with other businesses, gaining new knowledge and allowing for more innovation and efficiency in the running of their businesses.

*There is no greater power than a community discovering what it cares about
(M. Wheatley, 2009)*



Strategic Goals

1. Social Media Analysis - Who is Listening?

The West Prince Chamber of Commerce is active on social media, but who is listening? Through data analysis of our social media activity, we will learn not only who is listening, but also where they are with respect to social media (Facebook, Twitter, Instagram, etc.). This analysis will allow the Chamber to use the appropriate social media tools to reach its members, to target new members, and to communicate with the greater West Prince Business Community. It will also foster participation from those following the West Prince Chamber on various social media platforms.

2. Growth/Retention of Membership via Referral/M2M Benefits Program.

A referral program will be created to increase membership of the West Prince Chamber of Commerce. This program will benefit members of the Chamber who encourage and attract new members to join, providing incentives for growth, which will benefit all members. We will also promote our current Business2Business (B2B) program, as well as work with other organizations to build a Member2Member (M2M) program, where chamber members will receive discounts at sponsoring businesses. These programs will be reviewed regularly to ensure growth is achieved.

3. Informed Decision Making via Membership Surveys

The West Prince Chamber is an advocate for its members, and it needs to know the issues businesses are facing. To ensure the Chamber understands these needs, a "Hot Topic" survey of its members will be conducted several times per year. This will allow the Chamber to hear the concerns of its members and to support them in the most effective way.

Making it Happen



The following next steps have been identified for the West Prince Chamber of Commerce to commit to the implementation of this plan:

- Clearly communicate and market the priorities to our staff, community, and stakeholders.
- Create a work plan that identifies and measures specific actions aimed at supporting the goals of this Strategic Plan.

*The secret to success is to not only make sure you take the time and work with your team to create and implement a new plan, but also that you are consistently monitoring,
(Reeder, 2021)*



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