



Olds & District Chamber of Commerce

‘We Build Community by Building Business’

‘The VOICE of BUSINESS’

VISION	To see our vibrant community continue to grow and prosper.
MISSION STATEMENT	The Mission of the Olds & District Chamber of Commerce is to foster a positive business environment by providing services, advocacy and leadership to our members.

Goal 1: Relay Business Perspective To & From All Levels of Government

OBJECTIVES 1.1 Change – pursue legislative change as required by the community	STRATEGIES 1.1.1 Facilitate / host seminars or meetings to encourage the business community to express their views and opinions. 1.1.2 Work in partnership with government officials and business representatives. 1.1.3 Invite Urban MLA’s to Olds – host an MLA Rural Orientation Event – work with key organizations in the community to organize such an event.
OBJECTIVES 1.2 Information Sharing – receive and provide ongoing feedback with respect to the implementation and impact of existing legislation and proposed legislature changes	STRATEGIES 1.2.1 Research other communities and Chambers for existing legislation and any proposed changes. 1.2.2 Encourage open communication from the respective level of government to keep the community abreast at each stage of legislature change. 1.2.3 Relay the status of any change to the community through media press releases, faxes, emails or seminars 1.2.4 Share Chamber Minutes with Town, County, MLA, MP. 1.2.5 Communicate with the town in their marketing & development strategies. 1.2.6 Strengthen partnership with the town.
OBJECTIVES 1.3 Pro-actively develop and promote a position on issues which significantly impact the community	STRATEGIES 1.3.1 Survey the members through personal interviews on issues or concerns that impact their business. 1.3.2 Request the input of the people on community issues. 1.3.3 Provide any feedback received to the respective level of government. 1.3.4 Encourage the Town to provide better directional signage and trail blazers to public facilities such as the Sportsplex, Library, etc. allowing a more user friendly community for visitors.

Goal 2: To Foster an Environment That Encourages Business Investment Within Olds and Area.

OBJECTIVES 2.1 Seminars – initiate, sponsor and host (user pay)	STRATEGIES 2.1.1 Work with town and other community organizations to encourage long / short term planning and growth in the business sector.
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	2.1.2 Continually survey the business community to determine their wants and needs. 2.1.3 Plan workshops and seminars based on the wants and needs of the membership and business community.
OBJECTIVES 2.2 Communications – through publications and press releases	STRATEGIES 2.2.1 Provide information on seminars, workshops, etc.
OBJECTIVES 2.3 Encourage business outside	STRATEGIES 2.3.1 Encourage business growth through contacts within and outside the community.
OBJECTIVES 2.4 Trade Shows – support and encourage	STRATEGIES 2.4.1 Partner with and / or support other organizations in the community by facilitating and / or providing assistance.
OBJECTIVES 2.5 Promote Olds and District	STRATEGIES 2.4.1 Continue to provide information packages as requested by inquiries received. 2.5.2 Develop an ‘Olds Fashioned’ or ‘Model Community’ marketing or branding plan.

Goal 3: Promote the Entrepreneurial Spirit and Opportunities within the Town and Promote the Free Enterprise System

OBJECTIVES 3.1 Support and assistance for education programs	STRATEGIES 3.1.1 Partner with the town and other organizations in the community to provide educational workshops and information sharing opportunities. 3.1.2 Survey member businesses wants and needs. 3.1.3 Host educational workshops. 3.1.4 Encourage networking opportunities for existing and new businesses for learning and sharing experiences.
OBJECTIVES 3.2 Young Adults	STRATEGIES 3.2.1 Leadership Training for Young Adults. 3.2.2 Encourage youth participation on boards and as volunteers in the communities. 3.2.3 Encourage youth involvement through a liaison on youth councils.
OBJECTIVES 3.3 Pro-actively Enhance Entrepreneurial and Business Management Skills in Olds and District	STRATEGIES 3.3.1 Management programs – survey member business for their wants and needs in respect to educational programs, seminars, etc. 3.3.2 Research what other communities provide for timely topics and / or educational opportunities through seminars.

Goal 4: Promote Integrity, Harmony & Goodwill in our Community

OBJECTIVES 4.1 Communications	STRATEGIES 4.1.1 Promote open communication with town, college, and community organizations. 4.1.2 Ensure decisions are based on what's best for the membership. 4.1.3 Relay information / facts through faxes, emails, media, meetings,. Keep all parties affected informed on the subject.
OBJECTIVES 4.2 Education	STRATEGIES 4.2.1 research relevant issues and look to other communities / leaders for information and guidance and promote best practice.

<p>OBJECTIVES</p> <p>4.3 Promote goodwill amongst its members.</p>	<p>STRATEGIES</p> <p>4.3.1 Encourage individuality and open discussion on views and opinions.</p> <p>4.3.2 Provide the opportunity for members to network and share ideas and information.</p>
<p>OBJECTIVES</p> <p>4.4 Model the principals of quality excellence, service and leadership.</p>	<p>STRATEGIES</p> <p>4.4.1 Encourage continual feedback from our members and the community.</p> <p>4.4.2 Develop a strategy for effective feedback from members.</p>
<p>Goal 5: Promote Networking in our Community within Olds & District, Provincially, Nationally and Internationally</p>	
<p>OBJECTIVES</p> <p>5.1 Work with the town and other community organizations.</p>	<p>STRATEGIES</p> <p>5.1.1 Encourage and provide the opportunity for members and community organizations to learn and share information and concerns on issues through meetings, seminars, etc.</p> <p>5.1.2 Provide the opportunity for a representative to serve on C.A.E.P. and share the information with the community.</p> <p>5.1.3 Provide the opportunity for a representative to serve on the Alberta Chambers Policy Committee.</p> <p>5.1.4 Hosting a web site and encouraging community and provincial web site links.</p> <p>5.1.5 Attendance at regional / provincial meetings.</p>
<p>Goal 6: Promote and Support Social and Cultural Activities and Programs in Olds & District</p>	
<p>OBJECTIVES</p> <p>6.1 Social and cultural activity participation</p>	<p>STRATEGIES</p> <p>6.1.1 Ensure that social and cultural community events are attended by members of the board.</p> <p>6.1.2 Provide the opportunity to share information on social and cultural activities and programs by encouraging attendance at meetings, seminars, luncheons, etc.</p> <p>6.1.3 Promote and support social and cultural activities.</p>
<p>Goal 7: Encourage / Solicit Membership</p>	
<p>OBJECTIVES</p> <p>7.1 Encourage / Solicit membership.</p>	<p>STRATEGIES</p> <p>7.1.1 Ensure member benefits, services and programs are being maintained and enhanced.</p> <p>7.1.2 Actively seek new members through our membership salesperson, directors, and other members.</p> <p>7.1.3 Be member driven by continually surveying member wants and needs and generate suggestions from members.</p> <p>7.1.4 Provide networking and sharing of information opportunities to our members through meetings, luncheons, etc.</p> <p>7.1.5 Ensure our membership is being heard by providing feedback opportunities, e.g. feedback forms.</p> <p>7.1.6 Ensure the membership is aware of programs and services provided.</p> <p>7.1.7 Be member driven by ensuring members are equitably represented on all committees and task teams of the Chamber.</p>

	7.1.8 Assess who's attending our meetings and/or events and endeavor to broaden participation of members at meetings and/or events.
OBJECTIVES 7.2 Promote members	STRATEGIES 7.2.1 Provide opportunities for businesses to promote themselves through networking. 7.2.2 Provide alternate times and types of venues for business meetings to meet the needs of our diversified members thus providing an effective networking venue for members.
OBJECTIVES 7.3 Long Term Plan	STRATEGIES 7.3.1 The Chamber Board will annually review its strategic plan. 7.3.2 The Chamber Board will develop the measurable outcomes. 7.3.3 The Olds & District Chamber of Commerce will communicate its success stories and opportunities.
OBJECTIVES 7.4 Board Members	STRATEGIES 7.4.1 Ensure policies and procedures are in place for the selection, development and continuity of board members. 7.4.2 The Board will actively engage in ongoing board development and leadership training.
OBJECTIVES 7.5 Financial Strategy	STRATEGIES 7.5.1 The Board will identify and develop other financial strategies for the viability of the Olds Chamber.