

PEC Chamber of Commerce 3 Year Strategic Brand Plan: 2022-2024

Updated : November 16, 2022



2023

Purpose-led Vision

Mission

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

Business Goals & Objectives

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

Strategic Priorities

SMART Objectives: 465 Members; Annual Retention Rate of 90%; Net Revenue \$335,000
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.

Key Initiatives

Enhancing Member Experiences <ul style="list-style-type: none"> Validate which sub-segments are valued for segmented programs Enhance Work Local Assess viability of The Map 	Creating Robust Partnerships <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Create a community-based advocacy program 	Establish Operational & Financial Sustainability <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Create & execute marketing & communications plan
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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: <i>Inspired; Connected; Supported; Sense of Community; Appreciated;</i>	Am: <i>An Empowered & Valued Member</i>
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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
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Core Values

Leadership, Integrity, Respect, Innovative, Accountability