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*The Pas & District  
Chamber of Commerce*

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*2009 – 2010*

*Strategic Plan*



# **The Pas & District Chamber of Commerce Strategic Plan May, 2009**

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## **Vision of The Pas & District Chamber of Commerce:**

The Pas & District Chamber of Commerce will be one of the driving forces behind the creation of a prosperous, healthy, and vibrant community with a full range of amenities and industries to attract and retain members of every generation, thereby, making this a place of preference and opportunity.

## **Mission of The Pas & District Chamber of Commerce:**

The mission of The Pas & District Chamber of Commerce is to create an environment that stimulates, attracts, and retains the people and economic development that are the foundation of a healthy and vibrant community.

## **Strategic Plan:**

For 2009-2010, the strategic plan for The Pas Chamber of Commerce will have five focal areas, namely, (1) retail development, (2) promotion of local products and events, (3) development of pride in the community, (4) engaging youth, and (5) increasing awareness of the services provided by the Chamber of Commerce. These foci are presented in neither an order of importance nor a chronological order. Rather, these are five areas of focus that will, at times, overlap with each other and, in other avenues, will synergize with each other.

Measuring our success in achieving progress in these five areas is critical to promoting the services of the Chamber of Commerce. Consequently, in the following sections and subsections, each of these five focal areas is further divided into a description of measureable outcomes as well as activities that will advance us toward those desired outcomes. While the five focal points will serve as the directional beacons for this year, it must be clear that activities will evolve as opportunities arise and the environment changes.

## ***1. Retail Development***

### **Outcome**

- Increase retail business and businesses in our district.

### **Activities**

- Partnering on the feasibility study for a local clothing retail store
- Encouraging small/medium-size enterprises (SME's) to consider establishment in our district

## ***2. Promotion of local product and events***

### **Outcomes**

- Increase the number of events hosted in the area
- Increase the understanding of the economic benefits to our community while hosting events in our community
- Ensure local products will be more available, or locals will be more aware of how to obtain local product.

### **Activities**

- Development of up to date promotional information for events planning (brochures)
- Increase access to the farmers' market
- Coordinate a "Jingle Mingle" with 100 mile diet theme
- Encourage the development of a local events coordinator position for the district

## ***3. Development of pride in the community***

### **Outcome**

- Increase the number and quality of good news stories in the community.

### **Activities**

- Encourage development of the river bank
- Encourage increased security within the community
- Encourage clean up and improved community aesthetics

#### ***4. Engaging youth***

##### **Outcome**

- Increase entrepreneurial activity within the youth of our community.

##### **Activities**

- Work with local groups (school division, 4-H, etc.) to develop young entrepreneur programs and credits
- Provide information for youth employment programs

#### ***5. Increasing awareness of the services provided by the Chamber of Commerce***

##### **Outcome**

- Membership will increase as a result of voluntary new members

##### **Activities**

- Increase the presence of the Chamber of Commerce and knowledge of the Chamber of Commerce through newsletters, web presence, good news stories
- Promote local training opportunities directed towards service excellence (example, MTEC training and others)