

DBOT Strategic Plan 2021-2023

Vision:

To champion a robust voice for business in Dufferin County

Mission:

To be the frontline resource for regional businesses and community partners to ensure a prosperous and innovative business environment in Dufferin County through:

- networking, promotion, and communication;
- advocacy and industry liaison;
- partnership facilitation;
- business intelligence/analysis;
- growing membership.

Tag Line

Building up our community by helping local businesses thrive

Organizational Values

Build up our community Recognize others. Promote the good.		
Do it honestly	Do it well	Keep doing it

Building up our community by helping local businesses thrive

In order to fulfill the vision of the organization, the Board has identified three strategic priority pillars. Each pillar contains a goal that we will achieve in 2021-2022.

Strategic Priority Pillars

1. Profile and Awareness

Goal: We will increase the profile and awareness of:

- i. the Dufferin Board of trade,
- ii. its members, and
- iii. the Dufferin business community.

2. Business Issues Advocacy

Goal: We will identify and advocate on business issues as an industry liaison on behalf of the Dufferin business community

3. Organizational Sustainability

Goal: We will utilize an innovative approach to ensure financial and operational stability.

To best achieve the strategic goals, with limited staff and resources, we will focus our operational activities in five key areas. Many of our activities will work towards achieving multiple goals.

Key Areas of Activity

- 1. Connecting businesses with each other and with the resources they need;**
- 2. Advocating for business needs;**
- 3. Encouraging consumers to support local;**
- 4. Saving businesses money; and**
- 5. Organizational sustainability and fundraising.**