Dufferin Board of Trade 2025-2028 Strategic Plan

Vision

To be the hub and advocate for business in Dufferin County

Mission

To create a sustainable and thriving business community in Dufferin County by advocating for the needs of local businesses, connecting and supporting people, and providing resources and opportunities that drive success.

Strategic Priorities – 2025-2028

1. Increase Membership Value and Engagement

We will enhance member benefits, foster meaningful engagement, and provide valuable opportunities to attract and retain members.

---

2. Lead Business Advocacy

We will be the trusted voice for local businesses by shaping policies, engaging with all levels of government, and leveraging partnerships with the Ontario and Canadian Chambers of Commerce.

---

3. Promote and Strengthen the Dufferin Biz Hub

We will increase awareness and usage of the Dufferin Biz Hub by showcasing its professional spaces and comprehensive business services.

---

4. Secure Financial Sustainability

We will actively pursue new funding opportunities, broaden revenue streams, and manage finances responsibly to ensure the organization's long-term stability and growth.

---

5. Increase Visibility and Impact

We will elevate our presence through strategic outreach, collaborative initiatives, and impactful community engagement, ensuring businesses recognize us as an indispensable partner in their success.