



Dufferin

BOARD of TRADE

Strategic Plan

2018 -2020



Our 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

Our Vision

To champion a **robust voice** for business in **Dufferin County**



Strategic Priority 1: Profile and Awareness

We will increase the profile and awareness of the Dufferin Board of trade, its members, and the Dufferin business community

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We will strengthen the DBOT brand by defining our unique value proposition

We will communicate benefits of membership through new business-to-business focussed channels and increase contact points with members to encourage relationship building

We will transition the think “Think Local” campaign into a consumer facing brand supported by consumer centric social and digital content

Strategic Priority 2: Business Issues Advocacy

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



Business Issues Advocacy

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We will identify local, everchanging business issues through member outreach initiatives

We will advocate on policy issues to the proper level of government representing the voice of our members and the Dufferin business community



Strategic Priority 3: Organizational Sustainability

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

Organizational Sustainability

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We will find alternative revenue streams and funding sources by looking at best practices from other chambers of commerce and agency types

We will grow membership revenue and affinity program revenue through new program offerings and improving our member retention and attraction

We will utilize an innovative approach to develop a new business model and governance structure