
Drumheller & District Chamber of Commerce



STRATEGIC PLAN

**For the period
December 1, 2015 to November 30, 2018**

**Authorized by the DDCC Board of Directors
March 8, 2016**

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Organizational Description

The Drumheller & District Chamber of Commerce is a membership-based organization comprised of businesses, organizations and individuals, committed to building a strong business community.

Our organization dates back to the early 1900s. In 1919, the Drumheller & District Board of Trade was established with W.R. Cumming as the first President. The Board's slogan was *"It is good and loyal citizenship to be an active member of your Board of Trade."* On December 20, 1968 the Drumheller & District Board of Trade was federally incorporated under the Boards of Trade Act and became the Drumheller & District Chamber of Commerce. Under the Income Tax Act, we are registered as a not-for-profit. The DDCC is governed by a maximum of 13 Board members, including 12 elected members and one appointee from the Town of Drumheller. As the Chamber of Commerce, we host a number of functions throughout the year, including our Annual General Meeting, Spring Expo tradeshow, July 1st Parade, annual golf tournament, Business Excellence Awards Gala and a variety of networking mixers.

The organization also owns and operates the World's Largest Dinosaur attraction and Giftshop. In addition, the DDCC operates the accredited Drumheller Visitor Information Centre. Since 2003, the Drumheller & District Chamber of Commerce has held contracts with Government of Alberta to provide temporary labour to the Royal Tyrrell Museum. These contracts require the Chamber of Commerce to act as an administrator by providing invoicing, payroll and other services for an administrative fee. This department of the DDCC has been called DDCC Support Services.

Mission Statement

Building a strong business community in the Drumheller area through:

- Promotion of local business
- Awareness of membership benefits and the DDCC
- Advocacy on behalf of membership at the local, provincial and national levels
- Providing opportunities for members to learn, share and network

Vision Statement

The Drumheller and District Chamber of Commerce supports and engages businesses in making the Drumheller area a vibrant and diverse community.

Goals and Strategies

Goal #1: The DDCC is recognized as the premier advocate for its members and the business community. (PRIORITY)

Strategy 1.1: Provide opportunities for members to identify and discuss issues and policies affecting them

Strategy 1.2: Maintain membership with Alberta and Canadian Chamber of Commerce

Strategy 1.3: Establish and/or maintain direct relationships with government officials to advocate for issues important to the business community

Strategy 1.4: Build Chamber influence by representing the collective voice of business

Goal #2: The DDCC enhances its membership value by proactively marketing the services, benefits and opportunities it provides to the business community.

Strategy 2.1: Ensure membership benefits are clearly defined

Strategy 2.2: Encourage new and existing members to participate in membership benefits

Strategy 2.3: Increase awareness of the Chamber of Commerce through an active marketing initiative

Strategy 2.4: Explore ways to further help members' businesses

Strategy 2.5: Provide information and connection to the business community

Strategy 2.6: Maintain or enhance partnerships with community stakeholders

Strategy 2.7: Participate in activities or events, when it meets the mandate of the Chamber

Goal #3: The DDCC has an inclusive and engaged membership that actively participates in Chamber activities, events and committees.

Strategy 3.1: Increase and diversify membership

Strategy 3.2: Improve communication with members and prospective members (PRIORITY)

Strategy 3.3: Develop an engaging annual calendar of Chamber of Commerce events with a mix of networking and education to encourage higher attendance and participation (PRIORITY)

Goal #4: The DDCC is led by a strong Board of Directors representing various industry sectors supported by professional Chamber staff.

Strategy 4.1: Develop a process to recruit and retain Board members to enhance further growth of the organization

Strategy 4.2: Invest in effective professional development for Board and staff

Strategy 4.3: Review policies on an annual or biannual basis to ensure thoroughness and clarity

Strategy 4.4: Seek accreditation status through the Canadian Chamber of Commerce by 2017

Goal #5: The DDCC maintains strong, stable revenue sources and a sound financial base.

Strategy 5.1: Review current financial policies to determine relevance

Strategy 5.2: Ensure conservative, realistic budgeting on an annual basis

Strategy 5.3: Ensure accurate, ongoing financial reporting to the Board

Strategy 5.4: Develop a short-term and long-term maintenance plan for the World's Largest Dinosaur

Strategy 5.5: Preserve existing non-dues revenue sources, while investigating additional revenue sources