



Altona & District Chamber of Commerce

ALTONA & DISTRICT
Chamber of Commerce

Notes to the Strategic Plan - 2022

Summary

The Board determined that it is time to update our Strategic Plan as it is important that we support the growth of the Town of Altona and its businesses while staying relevant and creating value for the members we serve. The current Chamber Mission is to “Encourage a Healthy and Prosperous Business Community, while Providing a Voice for Business and Supportive Resources for our Members”. This plan creates a more defined direction for the organization and generates several key goals that will allow us to better serve the business community today with special consideration to help us move forward from the pandemic and into the future.

Themes

- **Brand Identity**
 - Chamber Perception – What do we do?
 - Organization strength and identity
 - Mission update
 - Be the Voice
- **Technology**
 - Online presence -update website, social media platforms etc.
 - How do we market?
- **Connecting Members**
 - Education opportunities-skill shortages, recruitment
 - Networking events-Intentional
 - Supporting Growth
 - Industry Specific Resources
 - Engage and create value for members
- **Building Capacity**
 - Work with other Chambers of Commerce, industry regulators/experts to ensure we gain the knowledge that can be passed on to our Members
 - Restoring Consumer Confidence
 - Communication and clarity on board roles and leverage strengths

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(204) 324-1314 fax
chamber@shopaltona.com
www.shopaltona.com



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S.W.O.T. Analysis

- **Strengths**
 - Successful Chamber Bucks Program
 - Close-knit local business culture in Altona
 - Support of the Community to shop local
 - Entrepreneurial spirit of community members to offer new business
 - Great resources available
 - Strong social media presence
- **Weaknesses**
 - Not enough self-promotion – What is the Chamber; What are the benefits of Membership?
 - Searching out opportunities to work with and bring together the local businesses in a feeling of comradery vs one of competition
 - Some products not available locally
 - Business hours not being expanded now that restrictions have been lifted
 - Too many items sold out – must shop elsewhere
- **Opportunities**
 - Better understanding of how the Chamber and its Board can support our local businesses
 - Better communication of the Chamber's plan
 - Diversified Board of Directors
 - Now that Covid restrictions have been lifted, working together to plan events and market our local business is easier
 - Reminders to Members about resources available to them
- **Threats**
 - Lack of information on how important the Chamber is
 - Divided Values – vaxed vs non-vaxed. Is there a middle ground?
 - Environmental – floods leading to highway closures and isolating communities, droughts closing certain businesses because of limited supplies
 - Supply Chain – long lead times, high costs, limited or no availability of products
 - Global Economy, rising costs limit discretionary incomes.
 - Low consumer confidence

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Strategic Objectives 2022 - 2025

- **Brand Identity**
 - Chamber Perception – create a Committee
 - Video to explain what Chamber does and why it's important
 - Professionally Redesign website
 - Redesign Newsletter
 - Create a Plan for Social Media Marketing
 - Designs with Canva Pro
 - Make Sure Chamber Information is Consistent on all Platforms
 - Governance Update – create a Committee
 - Revisit Chamber Mission and Vision
 - Gauge strength of the Organization
 - Who are We? Who do We Serve?
 - Do these Strategies reflect our Present By Laws and vice versa?
 - Be the Voice – create a Committee
 - Be Proactive
 - Poll Members for list of Issues for which we can advocate
 - Meet regularly with Town Council, Rhineland Council, MP and MLA to discuss issues
 - Arrange monthly Member lunches with Mayor, Reeve, Councilors, MP and MLA
 - Arrange Small Groups – Women in Business, Retail Merchants
 - Arrange Candidate Forums for all Elections
- **Technology**
 - Professionally Design new Website
 - Work with Steve's IT
 - Implement the new Chamber Bucks Management software
 - Work with Precision Design Company
 - Update Chamber Computer Hardware and Software
 - Work with local Marketing firm to create a Marketing Plan
- **Connecting Members**
 - Create Education and Networking Opportunities
 - Identify Top Priorities based on Membership Poll of Issues
 - Skill Shortages and Recruitment – SEED, Regional Connections
 - Marketing – ThrivExcel; Serious Marketing, etc.
 - Provide Industry Specific Resources

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Strategic Objectives 2022 - 2025 continued

- **Building Capacity**
 - Work with other Chambers of Commerce, industry regulators/experts
 - Ensure we gain the knowledge that can be passed on to our Members
 - Restore Consumer Confidence
 - Promote Shop In Altona; Buy Local; Altona Is A Safe Place To Shop; etc.
 - Define Board of Directors Roles
 - Create a Board Manual to include Mission, Vision, By Laws, Strategic Plan, Budget, Policies, Position Description, etc.
 - Make sure we understand and take advantage of the skills provided by each Board Member
 - Ensure Diversification of Board Members
 - Consider a Succession Plan for Board Members and for Office Staff

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