



STRATEGIC PLAN

2022 - 2027

Engage. Connect. Grow.

www.lincolinchamber.ca

Core Values



Vision

“Your Resource For Business Success In Our Community”

The Lincoln Chamber of Commerce is a leading advocate for business success and growth in Lincoln, and a “driving force” in the advancement of the local and regional economy.

Mission

“Business Working Together”

The Lincoln Chamber of Commerce is dedicated to growing and sustaining the economic prosperity of our community by serving, connecting and representing our members.

To keep business healthy and growing in Lincoln and in Niagara.



Strategic Goal #1

The Lincoln Chamber of Commerce is committed to:

Membership Growth & Retention

The Lincoln Chamber of Commerce will increase the membership by 20% by 2027.
The Lincoln Chamber of Commerce will develop identifiable and measurable benefits of being a member of the Chamber to enhance and preserve membership involvement.

Actions

- ▶ Create a business orientation program that includes: mentoring, new member ambassadors, advertising on the Chamber website, email, and social media platforms, an outline of services available from other members,
- ▶ Update the website & membership directory and include mobile friendly functionality.
- ▶ Poll membership to better understand member expectations of joining the Chamber.

- ▶ Enhance networking events. This will include specifically identifying and welcoming new members and building on the 'Zoom Breakout Room' experience to encourage members to seek out members with whom they have had an opportunity to network at previous events.
- ▶ The Chamber will evaluate opportunities for value added events (ie Lunch N Learn) for our members.
- ▶ Develop a marketing plan with messaging for the greater community that creates brand recognition for the Chamber and thereby improving Chamber exposure and awareness in the community.



Strategic Goal #2

The Lincoln Chamber of Commerce is committed to:

Advocacy

The Lincoln Chamber of Commerce will be a leader in advocacy providing a legitimate and influential voice for our members at local, regional, and other government levels.

Actions

- ▶ Survey the membership to identify issues that are of concern to the membership and identify what the Chamber can be doing to better serve member's businesses.
- ▶ The Chamber will use the 'Lunch and Learn' event as a forum through which matters impacting our members can be communicated through relevant expert guests.



- ▶ The Chamber will identify emerging issues by working with the Town's Economic Development Office to identify new programs in the Town of Lincoln and the Region of Niagara. The Chambers Town of Lincoln liaison will monitor the agendas of Town and Region Council to identify issues and report back to the Board on a quarterly basis. The Chamber will similarly create a process to monitor the activities of the Ontario Chamber of Commerce and the Canadian Chamber of Commerce to identify issues and report back to the Board on a regular basis.
- ▶ The Chamber will explore means of determining how the Chamber can be notified of the establishments of new businesses in the Town.
- ▶ The Chamber will endeavor to shift its advocacy approach from reacting to issues to identifying emerging issues.

Strategic Goal #3

The Lincoln Chamber of Commerce is committed to:

Chamber Visibility & Role

To improve the visibility of the Lincoln Chamber of Commerce and awareness of its role within the community.

Actions

- ▶ The Chamber will work with the Town to identify business needs and identify missing services. The Chamber will determine how to best meet those needs.
- ▶ The Chamber will identify community connections that the Chamber can partner with to benefit of both parties.
- ▶ Having identified member needs as set out in Action 3.1, The Chamber will incorporate appropriate services and ensure they are mobile friendly.



How We Will Measure Success

The Lincoln Chamber of Commerce Board of Directors and staff will review the milestones and actions quarterly to ensure we reach our target and strategic goals.

**Note: Actions & measures are subject to change as initiatives are evaluated, scheduled, and implemented.*



For more information, visit
www.lincolnchamber.ca



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