

Morden Chamber of Commerce Strategic Plan 2023-2025				
KRA	Goal	KPI	Responsible?	Date
Enabling Organizational Growth	Improve Funding Base	Increase chamber insurance program participation by 20% each year	Member Services	Annual
Enabling Organizational Growth	Improve Funding Base	Create and submit a City of Morden funding increase package by September 2024	Executive Committee	Fall 2024
Enabling Organizational Growth	Improve Funding Base	Increase net new membership by 2% annually	Executive Director	Annual
Enabling Organizational Growth	Increase Morden Chamber Credibility and Partnerships	Hold 4-6 one on one (small group) lunches or coffees annually with key people, including: City of Morden councillors, key personnel, MLA, and MP	Advocacy	Annual
Enabling Organizational Growth	Increase Morden Chamber Credibility and Partnerships	Create partnerships committee or task a current committee by the end of 2023, and set their scope and mandate to focus on building community and regional partnerships	Board	End of 2023
Enabling Organizational Growth	Evaluate Program/Event Sustainability	Increase event sponsorship funding by 10% year over year	Executive Director	Annual
Enabling Organizational Growth	Evaluate Program/Event Sustainability	Hold a cost/benefit analysis on all Morden Chamber events and programs, and report on results and recommendations by Summer 2023	Events	Summer 2023
The Voice of Business	Partner with Manitoba Chamber for Advocacy Efforts	Submit 1-2 policies to the 2025 Manitoba Chamber AGM, and try to make one of the policies a 'regional' submission (ie. Work with Winkler Chamber of Commerce)	Advocacy	Manitoba AGM 2025
The Voice of Business	Partner with Manitoba Chamber for Advocacy Efforts	Invite MB Chamber to an annual Morden Chamber event to speak/teach on advocacy from a Chamber and business perspective (first event by fall 2023)	Events	Fall 2023
The Voice of Business	Develop Formal Policies and Positions for Advocacy	Meet with MB Chamber to teach board on how to create official policies by spring of 2024	Advocacy	Spring 2024
The Voice of Business	Develop Formal Policies and Positions for Advocacy	Include advocacy questions in the membership survey that will be completed in 2023	Member Services	End of 2023
The Voice of Business	Be Quoted Regularly in Local Media for Business Related News Stories	Approach local media by end of 2023 to let them know the Morden Chamber would like to add their voice to relevant business news stories	Executive Director	End of 2023
Enhancing Membership Services and Engagement	Improve Board and Committee Diversity	Have at least one non-board member on each committee by end of 2024	Board	End of 2024
Enhancing Membership Services and Engagement	Improve Board and Committee Diversity	Hold at least one diversity event (ie. Lunch and Learn) by end of 2024	Events	End of 2024
Enhancing Membership Services and Engagement	Improve Board and Committee Diversity	Complete a board matrix by the end of 2023 to help inform board appointments	Executive Committee	End of 2023
Enhancing Membership Services and Engagement	Improve Morden Chamber of Commerce Marketing and Promotion	Dedicate a budget amount to handle social media marketing (and other potential communications) by the end of 2024	Board	End of 2024
Enhancing Membership Services and Engagement	Improve Morden Chamber of Commerce Marketing and Promotion	Evaluate and overhaul the website by the end of 2025	Member Services	End of 2025
Enhancing Membership Services and Engagement	Improve Morden Chamber of Commerce Marketing and Promotion	Create 12 membership highlight videos about the value of the chamber and release according to this schedule: 2 in 2023, 4 in 2024, 6 in 2025	Member Services	Annual
Enhancing Membership Services and Engagement	Membership Engagement and Value	Run the Morden BOLD! Event in April 2024	Events	Spring 2024
Enhancing Membership Services and Engagement	Membership Engagement and Value	Relaunch a Lunch and Learn series for members in 2023	Events	2023
Enhancing Membership Services and Engagement	Membership Engagement and Value	Create and run an annual membership survey by the end of 2023	Member Services	End of 2023