

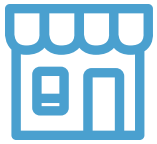
# THREE YEAR STRATEGIC PLAN SUMMARY 2018 - 2021

## MISSION

To encourage and promote a positive, balanced vital economy and preserve the unique qualities that make Sylvan Lake a great place to live, work and do business.

## VISION

To be a dynamic, relevant, respected business authority that provides maximum opportunity and value to a vibrant, interconnected business community.



### Foster Sustainable Organizational Systems

Work towards a permanent, long-term facility strategy for Chamber

Optimize and strengthen human resources to ensure our ability to continue forward momentum.

Review and update organizational systems that maximize efficiency.

Advance and streamline fundraising activities and processes.



### Enhanced Culture and Membership Value

Design educational programs that meet the needs of SME's.

Continue to cultivate an inclusive, vibrant culture through networking, teambuilding and events.

Streamline communications to promote value added benefits and messaging.

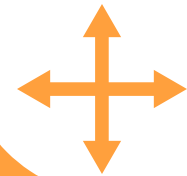
Implement a membership recruitment strategy.



### Support Economic Development Efforts

Strengthen partnerships and collaborations that benefit economic development with a focus on revitalizing the Waterfront Commercial District.

Undertake special initiatives that are realistic and manageable with our resources which further business interests through grant funding and contracts.



### Become Public Policy Influencers

Educate the Board on Policy Procedures through the Alberta Chambers of Commerce.

Establish a Policy Committee and Policy Handbook for the Sylvan Lake Chamber of Commerce

Actively engage membership for feedback and involvement.

