

**2024 - 2026**

**Strategic  
Working Plan**

# **Land Acknowledgment**

**The Renfrew & Area Chamber of Commerce  
acknowledges that we are on the traditional  
territory of the Algonquin People.**

**We would like to thank the Algonquin people and express our  
respect and support for their rich history, and we are  
extremely grateful for their many and continued displays of  
friendship. We also thank all the generations of people who  
have taken care of this land for thousands of years.**



## **Message from the President**

The Renfrew & Area Chamber of Commerce stands at the threshold of an exciting growth opportunity. Our Chamber encompasses the Township of Admaston/Bromley, the Township of Greater Madawaska, Horton Township, and the Town of Renfrew. Nestled in the Ottawa Valley, our region boasts a rich cultural heritage and a captivating natural environment that draws visitors from far and wide. As the “Voice of Business,” the Renfrew & Area Chamber of Commerce plays a pivotal role in shaping the future of our local business community. With active input from our members, we are embarking on several new initiatives, including the implementation of a strategic working plan. This plan will provide a solid foundation and clear objectives as we move forward.

Our commitment extends beyond business advocacy. We collaborate with community partners, fostering networking opportunities and recognizing excellence through our business awards program.

Thank you for being part of our vibrant business community.

Laurie Wichers-Schreur  
President, Renfrew & Area Chamber of Commerce

### **WE OPEN DOORS**

**Doors that help your bottom line.**

**Doors that open opportunities to build relationships.**

**Doors that help you grow your business.**

# Overview

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**Since 1901, the Renfrew & Area Chamber of Commerce has been an active and progressive non-profit voluntary organization promoting the civic, commercial, and industrial and tourist development progress of this great community.**

**The Chamber is a business catalyst and a volunteer organization where business owners, managers and professionals work together for the common good of our community.**





# Values

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**Honesty**

**Integrity**

**Collaboration**

**Transparency**

**Innovation**

**Diversity / Inclusion**

**Professionalism**

# Our Mission

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**The Renfrew & Area Chamber of Commerce is a member organization delivering value to our business community with a focus on advocacy, education, and networking.**

**We will be recognized as the Voice of Business for Renfrew and surrounding area, dedicated to working with stakeholders to help our community thrive.**

# **Strategic Plan #1**

**Goal: Increase & Sustain Chamber Membership by 20%**

**Objectives: a. Review Existing Membership**

**b. Increase New Membership by 20%**

**c. Generate New Revenue**

**d. Sustain existing Events, Grow/Develop New Events**

# **Implementation:**

**a)**

- **Determine how members feel about existing membership value, if they plan to continue or exit.**
- **Review the existing membership Tiers – Determine tier structure and determine effective structure which may include flattening tiers. Add value to the tiers - incentives, value add, member to member, etc.**
- **Survey of existing members to determine value of the chamber, gather new ideas, new/existing member views.**
- **5-10 questions - electronic, hybrid (paper & electronic/QR codes) - offer incentive for participation.**
- **Timing - potentially focus on a key event, preferably early in the year, e.g. Mayor's Breakfast**

**b)**

- **Business to Business Program**
  - **Offer Chamber businesses incentives to other Chamber members.**
  - **Utilizing chamber members as marketers for the Chamber (ask if they are members)**
  - **Referral program**
  - **Supports chamber value.**
- **Chamber Newcomer - Establish a chamber newcomer contact/mentorship/ambassador to reach out & connect with new businesses, offer welcome package and engagement with an existing member(s)**
- **Townships - Engage Townships for increased memberships.**
- **Review other Chambers to determine structures, goals, objectives, etc.**

**c) • Develop other fundraising ideas**

**d) • Mayor's Breakfasts - Potentially shift focus and branding of Mayor's breakfast to Chamber events  
- Networking, educational, fundraising, etc.  
• Rotational events – Host events at various venues (Townships, Golf Courses, etc.)**

**Impact:**

- Increase Memberships & revenue**
- Build brand & engage business community**
- Increase communication & awareness**
- Offer incentives and relationships to chamber businesses**
- Engage township businesses in the Renfrew area**



# Strategic Plan #2

**Goal: Determine alignment of Community awards to the Chamber Objectives**

## **Objectives:**

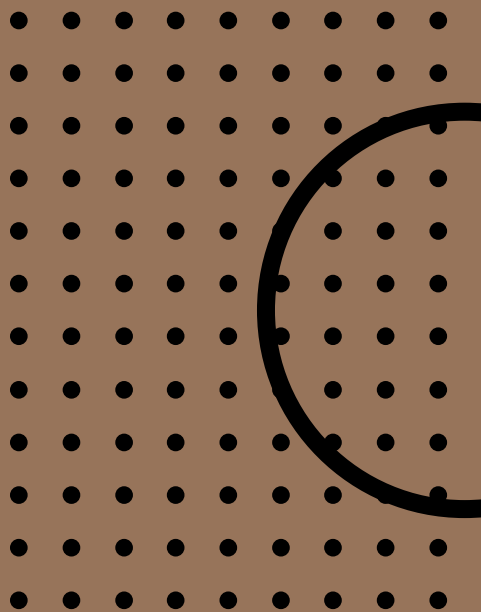
- Review the Chamber business/community award structure - history, isolate Community only vs. Business only (Complete)
- Determine impact of Business only award structure & what business awards could be added/changed if any (Complete)
- Determine if/how community awards remain within the chamber
- If so, what does it look like (change/no change)
- If not, where do they go, how, when
- Timing of changes - if any changes proposed, when to execute - this year or next year (Complete)
- If chamber only award structure, what would the awards look like (TBD)

## **Impact:**

- **Strengthens business focus for the chamber and it's members**
- **Potential cost savings**
- **Less burden for selection committee**

## **Connecting**

**Connect to prominent, successful businesses and organizations. Opportunities that grow your business and raise your profile. A diverse range of business networking events and opportunities. Chamber-led advocacy initiatives. The Chamber Board and its committees. Relevant information, professional development, and educational opportunities. A wealth of cost-saving products and affinity programs. Group insurance through the Chambers plan. Unique advertising and sponsorship opportunities. Chamber recognition for your business milestones and achievements.**





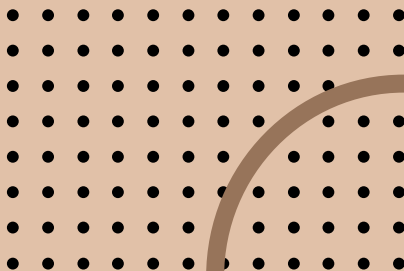
# Strategic Plan #3

**Goal: Support Economic Development Objectives**

**Objective:**

- Determine our ongoing involvement & participation with regional economic development.
- Connect/determine what existing economic development activities/committees exist across our scope (e.g. Chamber/BIA/Economic Development organizations)

**Impact:**

- Provides the chamber with greater reach throughout townships in Renfrew Townships
  - Increases revenue and exposure.
  - Helps to further streamline the Chamber objective and understand other economic organizations and value.
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# Thank You

*For further inquiries and information*

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***Renfrew & Area  
Chamber of Commerce***

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