

**STRATEGIC  
PLAN**

**2023 / 2024**

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# OVERVIEW

## 01. Vision

A Thriving, Vibrant Business Community Where People See Economic Opportunity, And Where Entrepreneurs Choose To Do Business.

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## 02. Mission

The GSCC Is The Hub Of The Greater Summerside Business Community.

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## 03. Values

ENGAGE: We listen and actively participate.

ACT: We thrive to be proactive and achieve results.

RESPECT: We embrace the diversity within our community.

PARTNER: We collaborate effectively with others toward shared objectives.

SHARE: We are transparent, accountable, and accessible.

**2023/2024**

# BOARD OF DIRECTORS

## **EXECUTIVE**

PRESIDENT - Filip Hrga , Cox & Palmer

VICE PRESIDENT - Monika Wang, RBC

TREASURER - Doug Smith, ADL

SECRETARY - Lindsey Groom, Quality Inn

PAST PRESIDENT - Blake Doyle, Confederation Group

## **DIRECTORS**

Brian Ramsay, Toyota

McKendra Deveau, Volume 18

Rose Dennis, Downtown Summerside

Richard Matthews, Harbourfront Theatre

Sam Sanderson, Construction Association of PEI

Melanie Schmidt, RBC

# GSCC STRATEGIC PILLARS



## FINANCE

Reinforce financial and operational excellence to support organizational progress and grow with the local economy

## MEMBERSHIP VALUE

Strengthen membership value proposition and engagement to provide support and networking in the midst of rapidly evolving economic climate



## INNOVATION

Diversifying GSCC offerings for sustainability & longevity of the chamber, as well as by providing additional values to the community.

# 2023/2024 STRATEGIES

## FINANCE

### End of 2023 Goals

1. Establish a new revenue stream
2. Outline grant support plan
3. Beat out projected deficit by 15k

### 2024 Planning Ideas

1. Apply for a net \$20,000 through grant funding
2. Implement new revenue stream
3. Fund the GSCC Marketing & Event manager position
4. Approach BEP by end of 2024
5. Deploy one innovative revenue generation event

## INNOVATION

### End of 2023 Goals

1. Formalize project plans for innovative proposals (Youth & Forward Summerside) , achieve board approval.
2. Formalize joint advocacy committee
3. Seek collaboration with related organizations, chambers, governments, or community groups to positively impact the areas which we reside and operate.

### 2024 Planning Ideas

1. Implement one new program
2. Purchase a building to operate programs from
3. Have 2 actioned items raised and identified from the joint advocacy committee.

## MEMBERSHIP VALUE

### End of 2023 Goals

1. Solidify a networking plan to engage new and existing members
2. Provide relevant and timely supports to members, improving the value of membership and create demand for participation in the GSACC.
3. Adoption of Chamber Perks App - Add 50 new perks on the app.
4. Slow the churn rate for members by 20% overall for 2023 (compared to 2022)
5. Increase members by 10% overall for 2023 (compared to 2022)

### 2024 Planning Ideas

1. Grow social media following by 20% in 2024 (compared to 2023)
2. Deploy a new website for membership engagement and online presence
3. Continued growth of the Chamber Perks App - having 50% of members using the Chamber Perks App with 200 perks live.
4. Slow the churn rate for members by 20% overall for 2024 (compared to 2023)
5. Increase members by 10% overall for 2024 (compared to 2023)

# CONTACT US

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*Looking forward to serving the business community in 2023/2024*

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## CONTACT

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Chamber of Commerce

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