

Windsor-Essex Regional Chamber of Commerce

Strategic Plan 2020-2025

WINDSOR-ESSEX REGIONAL
Chamber of Commerce

A blue triangle pointing downwards, located in the top right corner of the slide. It contains the text '2020-2025' in white. A thin green line extends from the bottom left corner of the triangle towards the center of the slide.

2020-2025

In April 2019, the Chamber embarked on a strategic planning process to set the direction for the next five years.

WINDSOR-ESSEX REGIONAL
Chamber of Commerce

The Strategic Plan renews our commitment to provide an excellent standard of service and programs designed to continuously meet the needs of our members.

WINDSOR-ESSEX REGIONAL
Chamber of Commerce

Windsor-Essex Regional Chamber of
Commerce
Board of Directors

The process included:

- an environmental scan,
- the development of a five-year vision,
- revisiting the mission statement,
- and creating strategic priorities to support the direction.

Process



The following themes were identified:

- Connections
- Partnerships
- Engagement
- Membership/Retention
- Brand
- Impact
- Sustainability



Themes



WERCC Vision

Recognized champion
of a thriving business
community built on
innovation and
partnerships.



Vision

Mission

The key connector and advocate for the long-term business success of our members.

WINDSOR-ESSEX REGIONAL
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Strategic Direction and Goals

- Engagement
- Impact
- Sustainability

Strategic Direction and Goals

- **Engagement**
Strengthen and support the growth of the Chamber network through engagement.
- **Impact**
Create and measure the impact the Chamber has on the business community.
- **Sustainability**
Enhance and monitor Chamber business systems to ensure sustainability.



**THE LEADING VOICE OF
BUSINESS IN WINDSOR-ESSEX**

WINDSOR-ESSEX REGIONAL

Chamber of Commerce