

Steinbach Chamber Strategy Summary

What we want to see:

Steinbach is THE city to BUILD, GROW, and DO business!

What we are focusing on:

- Political Advocacy
- Steinbach (and Region) business community and partners
- Manitoba Chamber of Commerce and Canadian Chamber of Commerce (National)

What reaching our goals looks like:

Political Advocacy

- Chamber advocacy efforts result in policy changes or development that creates value for Members/Community.
- Chamber is the “go-to” for advocacy at all levels of government, business/membership, and community.
- Build and sustain collaborative relationships at all levels of government that create the environment for influence.

Steinbach (and Region) business community and partners

- Chamber experiences membership growth
- Steinbach (and Region) experiences business growth, population growth, and new business start-ups.
- In 5 years, the relationship with the City is established to the level that they approach and actively engage the Chamber for solutions.
- Listen, unite, engage.
- Understand our membership, and if necessary, reinvent ourselves and tailor our value proposition to meet member needs.

Manitoba Chamber of Commerce and Canadian Chamber of Commerce (National)

- Putting Steinbach on the map and becoming a trusted voice on the provincial and national stage.
- Be present, engaged, and active.
- Learn and apply.