



The **Red Deer District Chamber of Commerce's 2025–2027 Strategic Plan** is a guiding document that outlines our commitment to fostering a thriving business environment in our community. This plan is essential in steering the operational activities of the Chamber, ensuring that we continue to leverage our core strengths while capitalizing on new areas of opportunity.

This year, as we celebrate our 130<sup>th</sup> anniversary, we reflect on our rich history and recognize the strategic planning that has guided us throughout this time. From the Chamber's inception, before Red Deer was even founded, to the countless contributions that have shaped our community, we acknowledge the significant role the Chamber has played in making Red Deer what it is today. This strategic plan is one more step in a long journey of impactful work and dedication, setting the stage for our future success.

**Our vision** is to be a collaborative leader in building a globally significant region and a vibrant community.

**Our mission** is to foster an environment where businesses can lead, innovate, be sustainable, and grow.

This strategic plan embodies these principles, driven by the belief that a strong business community is the cornerstone of a strong overall community.

The strategic priorities outlined in this plan focus on key areas such as increasing membership value, revenue diversification, amplifying our presence in the community, fostering a collaborative business ecosystem, enhancing economic development, and continuing to be the voice of business in the Red Deer district. Each priority is designed to ensure that we **Charge Ahead** effectively, driving positive change and growth for our members and the community at large.

The development of this strategic plan has been a collaborative effort between the Board of Directors and the CEO, underscoring the collective passion and commitment to a shared vision of success. Each board member, elected by their fellow Chamber members, volunteers their time, expertise, and influence as business and community leaders, demonstrating their deep commitment to the prosperity of our region.

I want to personally thank each and every one of them for their time and dedication to our community.

Our 2025-2027 Strategic Plan is not just a roadmap for the next few years; it is a testament to our ongoing legacy of supporting the business community. It is one small step in the direction of our future, ensuring that the Chamber remains a vital, dynamic force for the next 130 years and beyond.

Together, we **Charge Ahead.**

A handwritten signature in black ink, appearing to read 'MS', with a horizontal line extending to the right.

Mike Syzszka

President - Red Deer District Chamber

Founder & CEO - Reaction Digital

## Key Insights from the January 2024 Planning Session

- Membership Value
- Emphasis on Revenue Diversification
- Marketing & Communication Enhancement
- Collaborative Ecosystem Development
- Economic Development Focus

## Strategic Priorities

### 1. Create a Collaborative Business Ecosystem for Red Deer & District

Foster a collaborative business ecosystem to elevate central Alberta's status as a hub for entrepreneurial success.

### 2. Increase the Value & Benefits of a Chamber Membership

Ensure the Chamber remains attractive to current and prospective members, retaining and growing membership, focusing on diversifying events and marketing, enhancing digital offerings, and targeting underrepresented membership segments.

### 3. Be a Catalyst for Significant Economic Growth in Central Alberta

Make central Alberta more attractive to the outside business community to drive economic growth.

### 4. Increase the Chamber's Capacity to Influence and Lead

Increase and diversify revenue sources to sustain and invest in the Chamber's growth and success.