

## South Huron Chamber of Commerce Report on Activities for 2019 - 2020

Re: Municipality of South Huron Community Grant

July 15, 2020.

### Introduction

This report is to show an emphasis on providing service and value to the SHCC membership are highlighted in the details of the report. Also to highlight SHCC members' businesses as a way to help promote tourism, attract new residents and businesses to the South Huron area.

A continued partnership with the Exeter BIA supported and staffed the Exeter Welcome Centre to provide, both residents and visitors, community and tourism information. Additionally, advocacy and information sharing on tourism related opportunities and issues was provided to SHCC members.

### Create Financial Security

- Increase membership by proving value to and retaining current members and recruiting new.
  - *Targeted networking and projects – by sectors and around common interests*
    - Business after 5
    - Breakfast with the Mayor
    - Planning new events to reflect membership interests
    - South Huron Women in Business (SHWIB)
    - Annual Golf Tournament
    - Summer & Winter Socials
    - Lunch & Learn
    - Job Fair
    - Huron Eats and Drinks
    - Business and Community Excellence Awards Gala
  - *Providing value through services and savings*
    - Member only fees for certain events
    - Membership in the Ontario Chamber of Commerce (OCC) offers advocacy, reports and benefit plans (Chambers Plan Insurance, First Data Canada, Purolator and more)
    - Developing programs and response to member priorities and concerns
  - *Reaching out to non-member South Huron Businesses and inviting them to join*
- Efficient operations
  - Review of Chambers activities and designated budget priorities which complement core mandate of SHCC
  - Developed Welcome Centre Budget to better share administration, operations with other partners

# THE CHAMBER

SOUTH HURON CHAMBER OF COMMERCE

## Strategic partnerships and new funding streams

- Collaborating with the Municipality of South Huron and County of Huron on various initiatives.
- Hosting job placements to help provide full service in Welcome Centre – orienting placement staff to South Huron assets and information and making sure brochure display is fully stocked. During the summer a student will be hired through the Canada Summer Jobs.
- Networking with Grand Bend Chamber, Ontario Chamber of Commerce, Exeter BIA and Huron County Economical Development.

## Communications & Events

- Developed communication plan to guide messaging and provide consistency by using MailChimp for a monthly newsletter, and for forwarding important information to our members
- Website re-development
- FaceBook page for promoting events, members and important information
- <https://www.facebook.com/HuronCountyJobs> created to help members post job openings
- Business after 5 networking events each quarter
- Addition of learning events featuring speakers/workshops on relevant topics
- Created fact sheets/reports on relevant topics as needed these would then be sent out by MailChimp, and added to the SHCC website and FaceBook page
- Hosting South Huron Business and Community Excellence Awards – growing the event to include a category to recognize Not-for-profit Organizations which advance the community.
- South Huron County Business Brochure Swap (in the discussing phase for a possible 2021 event)

For more information or clarity please contact the SHCC Office at the contact below.

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