

South Huron Chamber of Commerce Report on Activities to date - 2017

Re: Municipality of South Huron Community Grant

September 15, 2017

Introduction

This report is based on the SHCC Strategic Plan which was completed in Spring of 2016. The Strategic Plan recommended a shift in direction based on some of the priority areas below. An emphasis on economic development and providing service value to the SHCC membership are highlighted in the details of the report.

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
 - Workforce Development project
 - Local Food and Beverage Project
 - 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

Strategic partnerships and new funding streams

- Collaborating with the Municipality of South Huron and County of Huron on various initiatives including the SH Economic Development Committee.
- Joint application with the Exeter BIA for 2 staff positions through the Job Creation Partnership to support workforce development and community enhancement.

THE CHAMBER

SOUTH HURON CHAMBER OF COMMERCE

- 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.
- Leading the development of a food and beverage industry round-table in partnership with the Huron Manufacturing Association and the Huron Business Development Corporation.
- Planning “New” event – Huron County Food Summit for local food and farm businesses
- Networking with Grand Bend Chamber and Ontario Chamber of Commerce.

Communications & Events

- Developed communication plan to guide messaging and provide consistency
- Website re-development
- Logo update and tag line which reflects renewed mission
- Business after 5 networking events each quarter
- Addition of learning events featuring speakers/workshops on relevant topics
- “New” South Huron Women in Business Network – 3 meetings in 2017
- Created fact sheets/reports on relevant topics as needed
- 2017 Job Fair – Success: 24 exhibitors, +/- 150 jobs available and 180 job seekers in attendance
- 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.

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

Joan Brady, SHCC Executive Director
South Huron Welcome Centre
483 Main St. South
Exeter, Ontario, N0M 1S1
Phone: 226-423-3028
Email: execdirector@shcc.on.ca