



## Cookstown and District Chamber of Commerce Strategic Plan 2017-2021

### **Statement:**

Cookstown is a welcoming, safe, community where all residents enjoy shopping, eating, and playing locally.

### **Mission:**

Build a thriving, economic community by promoting our members and engaging our residents to shop, eat and play locally while celebrating our heritage.

### **Vision:**

Our vision is to be the primary resource that connects members and residents while growing our membership.

### **We will achieve our goals through:**

1. Hosting annual events.
  - a. Chamber appreciation reception (volunteer/business awards)
  - b. President's bbq
  - c. Wing Ding
  - d. Light Up Night
  - e. Boonanza
  - f. Spring into Downtown
  - g. Golf Tournament
2. Networking/Business Support.
  - a. Regular info sessions with business tips
  - b. Regular showcasing opportunities for members.
  - c. Network with other local chambers/community groups.
  - d. Co-ordinate business development with the Town of Innisfil.
3. Community Engagement
  - a. Highlight the arts in our community.
  - b. Showcase our heritage/culture.
4. Advocate for Businesses and Residents
  - a. Provide community leadership.
  - b. Continue building relationships with Town of Innisfil and other community groups.

### **Values:**

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|--------------------------|------------------|------------------|
| √ Continuous Improvement | √ Accountability | √ Inclusiveness. |
| √ Responsibility         | √ Respect        | √ Integrity      |