



STRATEGIC PLAN

2025-2028

VISION

Regina & District is the number one place in Canada to own and operate a business.

MISSION

The Regina & District Chamber boldly champions, connects, and advocates for a thriving business community.

CRITICAL SUCCESS FACTORS

- Leading Voice
- Strategic Engagement
- Strong Brand
- Organizational Capacity

OUR VALUES

LEADERSHIP

We are the voice of business. We provide leadership through bold advocacy for the interests of local business to policymakers and decision makers by bringing forward practical solutions together with community leaders to solve Regina and region's greatest business challenges.

CREDIBILITY

We establish our credibility through earning the trust of our members by maintaining the highest standard when sharing information, pursuing a cause, and acting on behalf of our membership.

COLLABORATION

We are a Chamber for all. We are committed to building a thriving Regina and region. We foster teamwork and partnership through inclusion, engagement, and championing the successes of our members and community.

STRATEGIC PRIORITIES

2025-2028 Strategic Plan

ADVOCACY

1. **Develop an Advocacy Strategy** – define the Chamber’s role, clarify the Board’s role, identify theme areas, and establish the Chamber’s voice with a focus on business issues. Effectively identify and represent the different segments of the Chamber membership.
2. **Develop and Influence Policy and Reform** – draft position papers and/or policy briefs on issues affecting members (zoning, legislation, taxes, infrastructure).
3. **Engage in Strategic Lobbying** – meet with City Council, the Mayor, and municipal staff (once legislation is passed) to move important local initiatives forward with support and engagement of the business community. Support the Saskatchewan Chamber of Commerce in its policy-related pursuits, always maintaining alignment while ensuring Regina and the region's interests are considered.
4. **Support a Strong, Results-Focused Municipal Government** – ensure the Chamber has a strong voice with City Council, municipal advisory boards, and other committees to advance the business interests of members, removing barriers for business, and ensuring best value for taxpayers. Be a bold voice for value for taxpayers' dollars including efficiency at City Hall.
5. **Partner with Other Organizations Such as Industry Groups, Non-profits, and Educational Institutions** – strengthen RDCC’s level of influence and increase success rate of call-to-action items by sharing strong and aligned messaging and targets.
6. **Establish a Policy & Advocacy Committee** – establish a Policy & Advocacy Committee to support the Chamber’s leadership on a broad range of business issues.

STRONG BRAND IDENTITY

1. **Refresh the Chamber Brand** – convey a Chamber that is focused on advocacy, networking, education, member engagement, and providing benefits and supports and reflects a diverse and inclusive membership that provides benefits to all member segments.
2. **Create Visual Identity Authenticity** – design a new logo, create a consistent colour palette, choose consistent fonts, establish key messages and tone, create a plan to create consistency across all platforms to assert a cohesive image, and increase member understanding of the RDCC.
3. **Enhance Digital Presence** – conduct a complete digital transformation to create greater awareness of the Chamber’s advocacy efforts and benefits offered.
4. **Leverage Storytelling** – share compelling stories, discuss current issues, and add Chamber perspective to create emotional connection with RDCC audiences.
5. **Be a Trusted Voice** – create compelling, fact-based arguments, demonstrating expertise, and sharing information transparently across all platforms.



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STRATEGIC ENGAGEMENT

1. **Develop a Digital Engagement Strategy** – strengthen relationships with members.
2. **Create Quality Content** – increase engagement, build trust and credibility, and increase understanding of the value the RDCC provides.
3. **Collaborate with Community Leaders and Influencers** – expand reach, enhance credibility, and advance collaboration.
4. **Grow Membership** – conduct member segmentation analysis and create a membership growth strategy.
5. **Develop Strategic Partnerships** – focus efforts on delivering more casual events and educational forums that provide the opportunity for networking and gaining knowledge to support members' business success.
6. **Design and Promote Member Mentorship Opportunities** – determine how RDCC can facilitate greater mentorship opportunities for members.

ALIGNED ORGANIZATIONAL CAPACITY

1. **Share Meaningful and Relevant Data and Insights with the RDCC Membership** – strengthen reputation as a credible source for relevant insights. Develop understanding across membership and earn trust as a leader in providing potential solutions and/or highlighting creative response to uncertainty.
2. **Establish Greater Capacity for Membership Engagement** – increase connection and engagement with varying member segments, connect each event or communication to the strategic plan, and grow perceived value to increase prospective members.
3. **Build an Inclusive Chamber for All** – broaden the RDCC's appeal to diverse membership segments. Recruit new diverse local businesses that may be less familiar with the RDCC.
4. **Assess the Chamber's Physical Location** – assess the current location of the Chamber's offices and determine if there is an alternate location that enables the achievement of our strategic priorities through visibility, networking and collaborative spaces.

