

# SBCC Action Plan 2023-2026

## Introduction

This 3-year Action Plan was developed to continue the next chapter in helping the Spencerville Business and Community Connections (SBCC) build a stronger community and business membership base. With that strengthened base, the association can explore more opportunities/activities for businesses, organizations, and residents of the Spencerville area.

## Background

SBCC is a local, community-based organization, devoted to promoting and advancing the interests of Spencerville and the wider area, and to attracting visitors who will take advantage of our services and businesses. SBCC is a not-for-profit corporation. SBCC's membership crosses several industry sectors including, retail, tourism, hospitality, arts and culture, agriculture, recreation, finance and insurance, real estate, technology, personal services, and non-profit community service organizations, and recently extends to non-voting individual associate membership.

## Organizational Structure

SBCC is composed of an executive body (Chair, Vice-Chair, Treasurer, Secretary, and selected Directors), and rely on the following committees:

- **Membership & Fundraising Committee:** purpose is to solicit and track memberships, also to raise funds to support events and initiatives.
- **Community Engagement Committee** (*previously Multi-media Committee*): purpose is to engage with the community through its website, social media, email newsletter, print promotional materials, and other mediums.
- **Event Planning Committee** (*new*): purpose is to plan and coordinate the special event initiatives led or in partnership with SBCC.

Each committee Chair is a Director and is part of the SBCC executive body. As the organization develops new committees may be formed to explore focused opportunities.

## Vision

***“Working together to make our community a great place to live, work, play and visit.”***

## Mission

Our member businesses and organizations work together to enhance communication and collaboration between the businesses and the non-profit community service organizations. Working together, we coordinate our activities to preserve and promote the quality of life in Spencerville for our residents, while advancing economic, cultural, recreational, and social

interests of both residents and visitors to the area.

## Values

In fulfilling our mission and achieving our vision we value honesty, fairness, firmness, equity, common sense, participation, respect, cooperation, and neighbourliness in all our actions

## Launch a new tourism focused brand

A new brand focused on promotion to nearby towns, and tourists from far.

- Launch a new tourism focus website [visitspencerville.ca](http://visitspencerville.ca).
- Design illustrated maps of the town with highlighted points of interest. Make the map available online and print for distribution in selected businesses and organizations around town.
- Produce reusable shopping bags, mugs and other promotional materials to be used and sold online and local businesses.
- Update SBCC's social media accounts with the new brand.



## 3-Year Goals

### Goal #1 – Community Engagement

- To continue to cross-promote events in the community
- To help interest groups develop and communicate their projects and initiatives
- To promote these projects and initiatives to our membership
- To create engagement initiatives through our social media platforms

#### Tactics:

- Through events calendar on township website
- Through business showcases on new blog feature of the website
- Through social media, specifically Facebook and newly created Instagram account
- Through email newsletters
- Design and print a Spencerville seasonal handout with map & calendar (Spring, Summer, Fall & Winter main events).
- Host “Support Local” gatherings to engage with our members, organizations and community associate members.

#### Parties responsible:

- Community Engagement Chair

- Community Engagement Committee
- SBCC Executive, SBCC Members

**Timeframe:**

- Long term, starting now, and ongoing

**Goal #2 – Membership**

- To review our membership program and benefits \*
- To negotiate exclusive benefits for members
- To increase our business membership
- To promote “support local” associate memberships among residents

**Tactics:**

- One on one solicitation
- Email Campaign and Facebook announcements
- Hold an invitational information session once a year close to the AGM date

**Parties Responsible:**

- Membership & Fundraising Chair
- Membership & Fundraising Committee
- SBCC Executives

**Timeframe:**

- Annually in the time around our AGM (Feb) – 2 months prior to 2 months post.

**Goal #3 – Partnerships**

- To explore official partnership with the Optimist Club
- To explore official partnership with the Spencerville Fair
- To explore official partnership with the Spencerville Mill & Museum
- To explore official partnership with the Seasonal Market
- To explore official partnership with the EC Township
- To continue to develop strategic partnerships in the community

**Tactics:**

- One on one solicitation

**Parties Responsible:**

- SBCC Executives

**Timeframe:**

- Initial partnerships established by April 2023.

**Goal #4 – Fundraising**

- To produce an annual fundraising event
- To apply for grants and other financial support programs
- To develop additional fundraising strategies moving forward

**Tactics:**

- Fundraising events and initiatives
- Grant applications
- Crowdfunding

**Parties responsible:**

- Membership & Fundraising Chair
- Membership & Fundraising Committee
- SBCC Executives

**Timeframe:**

- Fundraising campaign for the Food & Fun Fundraising event

**Goal #5 – Events**

- To produce in partnership the following events:
  - Membership Drive and Food & Fun Fundraising (February)
  - Hoppin' Spencerville (April)
  - Festival of Wonders (May - Victoria Day weekend)
  - Art Ramble / Art Explosion (July)
  - Music in the Square (July-August)
  - *Support Spencerville Fair (September)*
  - Spooky Spencerville (October)
  - SpencerWhoville (December)
- To explore and support additional community wide events and initiatives
- To produce and promote monthly community calendars online, downloadable PDF and print copies available for pick-up at selected locations.

**Tactics:**

- One on one solicitation

**Parties Responsible:**

- Event Planning Chair
- Event Planning Committee
- SBCC Executives

**Timeframe:**

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**Goal #6 – Project Initiatives**

- Establish a tourism information centre for Spencerville, explore possibilities to be located at the Spencerville Mill & Museum.

**Evaluation Strategies**

To help evaluate goal progress and outcomes, SBCC can:

- Provide ongoing reports in our monthly meetings
- Promote discussions/feedback at meetings
- Encourage Steering Committees who will report specifics for new projects
- Provide for feedback, in the form of specific surveys, from the community through our website and email campaigns. Advertise through FB.
- Document progress and report through FB, media and newsletters

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