



Strategic Priorities

Expand MMPDA's membership to enhance governance and profile.

SUCCESS INDICATORS

- Increased number of members
- Increase in revenue from membership
- Diversity in membership demographics eg. dealers, manufacturers, associated trades, professionals, government representatives etc
- Diversity on the Board of Directors
- Increased committee participation
- Increase in the tenure (length) of memberships (members remain beyond the Boat Show)
- Number of membership benefit

STRATEGIES

- Free one year trial membership; followup and invitation to continue after first year
- Rework benefits package (more visual) and communicate to existing and potential members
- 'One + One': ask each member to recruit one more member

Develop effective government relations around key industry issues.

SUCCESS INDICATORS

- Government recognition of the issues
- MMPDA is invited to participate in government deliberation on key issues
- Funding is provided by government eg. development of trails, maintenance of boat launches etc
- Peer recognition: other associations recognize that MMPDA has a valuable relationship with government
- Government encourages cooperation between related organizations

STRATEGIES

- Pursue MPI as a member serving on the Powersports Committee
- Initiate conversations about partnership with other associations eg. Association of Manitoba Municipalities, Manitoba Wildlife Federation
- Communicate with the Conservation Minister to request a government representative to sit on a task force related to water and trail access

Create a comprehensive communications plan incorporating new and emerging technologies.

SUCCESS INDICATORS

- Increased survey responses
- Increased attendance at association events eg. AGM
- Increased participation on MMPDA committees
- Diversified board membership
- Government responsive to MMPDA issues
- Increased number of web hits
- Number of 'friends' or 'followers' on social media
- Email and web management system is in place

STRATEGIES

- Enhance website and make it an interactive site with links and online membership application
- Facebook page updated regularly including videos and photos
- Ensure every member has a link from their webpage to MMPDA's
- Members and non-members to receive a quarterly electronic newsletter with links to online membership application
- Hire company to do a phone campaign to solicit non-members

Establish a framework of metrics to evaluate progress against the priorities.

SUCCESS INDICATORS

- Framework is developed
- Regular evaluations of progress are completed

STRATEGIES

- Identify a task force to create the framework
- Use the strategic plan 'placemat' to evaluate progress on the strategic plan at every Board meeting



MISSION

The Mid-Canada Marine and Powersports Dealers Association promotes the marine and powersports industry.