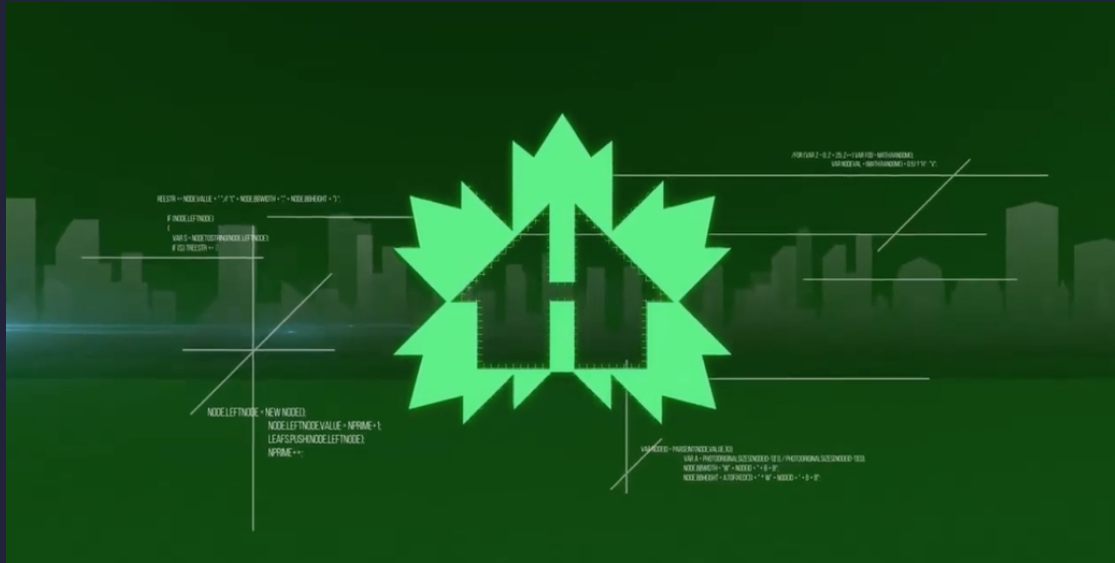




STRATEGIC PLAN 2025-2028

Vision: To be the collective voice of the homebuilding industry in Simcoe County, shaping policies, creating a resilient industry & helping our communities growth and thrive.

Mission: Connect members to facilitate expansion & growth of their businesses, engage with the community & collaborate with all levels of government.

Guiding Principles:

Leading with Integrity... Building with Purpose

Advocacy & Government Relations

- **Objectives:**

- Build stronger relationships with municipal councils and staff to address infrastructure bottlenecks, permitting delays, and zoning challenges.
- Work with BILD and OHBA to influence provincial policies.
- Champion local issues *such as* timely review & issuance of permits, consistent application of bylaws, and development cost reductions.

- **Key Actions:**

- Establish recurring advocacy meetings with municipalities within Simcoe County.
- Develop annual policy position papers (housing affordability, infrastructure funding, DC reform).
- Track and respond to provincial legislation affecting members.



Financial Stability & Sustainability

- **Objectives:**

- Restore and maintain financial balance, ensuring a healthy and sustainable budget.
- Broaden revenue sources to reduce dependence on membership dues and create greater financial stability

- **Key Actions:**

- Introduce sponsorship tiers for events and initiatives.
- Reassess expense allocations for events and marketing.
- Develop a financial reporting structure for the board to monitor monthly progress.
- Explore government or industry grants for training and housing-related programs.



Member Engagement & Value

- **Objectives:**

- Strengthen member retention
- Attract new members.

- **Key Actions:**

- Deliver high-value programming
- Expand professional development offerings (e.g., code updates, financial planning, innovation workshops).
- Develop a mentorship program pairing new members with established leaders.



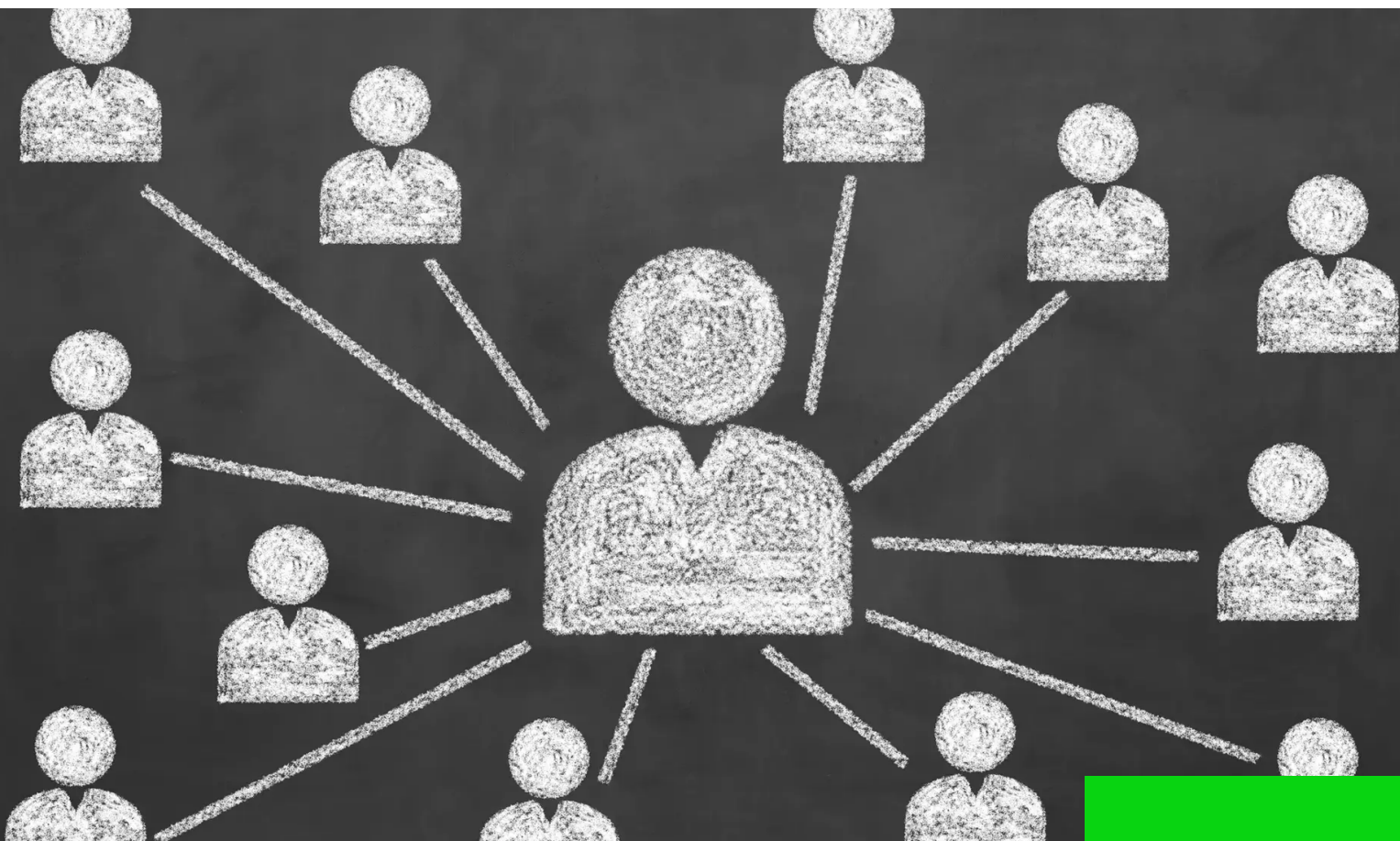
Governance & Board Effectiveness

- **Objectives:**

- Enhance board onboarding, training, and accountability.
- Align committees with strategic priorities and improve reporting to the board.

- **Key Actions:**

- Implement a structured orientation and mentorship program for new directors.
- Define clear metrics and deliverables for each committee..
- Establish a policy outlining roles, responsibilities, and procedures.



Community Impact & Partnerships

- **Objectives:**

- Reinforce SCHBA's reputation as a community leader.

- **Key Actions:**

- Partner with local organizations to support housing-related social initiatives
- Sponsor or co-host community events to highlight the role of our housing community
- Build partnerships with local colleges/universities to encourage skilled trades careers.

