



## **2021 Business Plan (DRAFT)**

References: CPS2020-0790 (Friends of HMCS Calgary Committee – Terms of Reference)

Date: 15 March 2021

### **Background**

The Friends of HMCS Calgary Committee (FHCC) was established in late 2020 and began meeting and planning in early 2021. As a new committee, there are only recommended responsibilities and no other established processes or procedures.

### **Executive Summary**

With the ongoing Covid-19 restrictions and the recent establishment of the FHCC, the focus for the 2021 Business Plan will be on planning and the formation of key relationships with stakeholders. As HMCS Calgary is operationally deployed, the FHCC will also place emphasis on the support to the ship and crew where possible and a subsequent welcome home. The conclusion of 2021 will see a Committee planning session which will culminate in the completion of a Business Plan for 2022 which will be prepare the committee for the easing of Covid-19 restrictions and the return to full operations.

### **Core Responsibilities**

1. In close coordination with HMCS Calgary, support charitable activities aligned with HMCS Calgary and FHCC mandate.
2. Support to events that will enhance awareness of HMCS Calgary and the Ship-City relationship with events in Calgary and home port (Victoria/Esquimalt).
3. Work with City partners to enhance publicity of the Royal Canadian Navy and HMCS Calgary at city events.
4. Work with the Royal Canadian Navy to establish an HMCS Calgary-City of Calgary Canadian Leaders at Sea (CLaS) program.

5. Direct support to the officers and sailors of HMCS Calgary through:
  - a. The development of Calgary-based employment and wellness/support programs for retiring HMCS Calgary officers and sailors.
  - b. Support to the customs and traditions of the Ship-City relationship.
  - c. Welfare packages to deployed members.

### Specific tasks in support of Core Responsibilities:

#### Responsibility 1

- Coordinate with HMCS Calgary leadership with regards to their goals and how we can support.

#### Responsibility 2

- Plan FHCC involvement in the following activities:
  - o 2021 Calgary Stampede (RCN Involvement).
  - o Return from deployment activities.
  - o 2021 Cowboy Up event.
  - o RCN/HMCS Calgary involvement at sporting events:
    - Calgary Flames.
    - Calgary Stampeders.
    - Calgary Hitman.
    - Calgary Roughnecks.
  - o Organize Business lunch or cocktail events to promote Ship-City relationship.

#### Responsibility 3

- Identify CLaS point-of-contact at RCN and determine current state of activities (Due to Covid).
- Identify CLaS alumni in Calgary.

#### Responsibility 4

- Identify stakeholders for employment (Prospect, H2H etc.)
- Identify stakeholders for other support (MFRC, Naval Association etc.)
- Identify with HMCS Calgary what traditions they need support for (White Hats, Chuckwagon etc.)
- Identify with HMCS Calgary what types of welfare packages they need (ie. Larger items for common use or smaller items for personal use).

## Plans in support of all areas of responsibility:

### Communications

- Internal. Best ways to communicate with internal stakeholders
  - o E-Mail lists?
- External. Best ways to communicate with external stakeholders
  - o Website
  - o Social Media?
  - o E-Mail lists?
  - o PSAs?

### Marketing

- Marketing material:
  - o Handout brochures.
  - o Other “swag”.
- Promotional video?

### Administration

- Letterhead / Stationary.
- Approvals for correspondence through Chair?
- Sharing of information amongst Committee (Online folders etc.)

### Finance

- How do we conduct basic business finances.
  - o Bank Account.
  - o Authorizations for expenses.
  - o Cheques/EFTs.
  - o Tax Receipts.

### Fund Development

- Establish Fund Development goals in accordance with budget.
- Look for funding sources for specific projects.
- Conduct fundraising events to support FHCC and HMCS Calgary objectives.
- Look for “in kind” donations in support of projects.

### Governance

- Creation of a procedures manual for committee (For ease of integration of new members).
- Establish Committee governance manual.

## Action Plan

1. Conduct a Committee planning session in early Q2 to work through the following:
  - a. Stakeholder identification (Internal and External as per responsibility tasks).
  - b. Fund Development planning.
  - c. Care package planning.
2. Connect with Smithbilt Hats and HMCS Calgary to determine how to support the presentation of hats to crew.
3. Prepare “Welcome Home” event in coordination with RCN and Esquimalt based organizations.
4. Identify plans for Calgary Stampede 2021 and RCN involvement to determine ability to support from City/Committee.
5. Identify ship plans for “Cowboy Up” 2021 and determine ability to support from City/Committee.
6. Establish and execute plan to fund and restore the HMCS Calgary chuckwagon.
7. Make contact with CLaS at RCN.
8. Make contact with stakeholders identified during Committee planning session.
9. In Q4, conduct a 2022 Committee planning session to establish 2022 Business Plan.

## Requests for Information (RFI) to City Support Team

1. How do we conduct basic business finances.
  - a. Bank Account.
  - b. Authorizations for expenses.
  - c. Cheques/EFTs.
  - d. Tax Receipts.

## Budget

To be issued after approval / modification of Business Plan.

Schedule

# Timeline / Objectives

