



South Dundas Ambassador Program Guidelines

Purpose

The purpose of the South Dundas Ambassador program is to partner with community leaders to spread the word about the positive attributes of our community and the advantages of investing in and doing business in South Dundas as part of our investment attraction plan.

The program fosters pride in our community with tangible investment results through a unified voice.

Ambassador Duties and Responsibilities

Ambassadors are community and business leaders who recognize the value of promoting our community within their networks and actively participating in the growth and development of South Dundas.

An Ambassador's role is to endorse South Dundas as a place in which to invest, drawing attention to the many assets and benefits of locating a business in our community. Ambassadors will be provided with the information and resources to speak in a unified voice and will share referrals and opportunities with the Economic Development Officer.

Participants work closely with the Municipality's Economic Development Officer, other Ambassadors, members of the Economic Development Advisory Committee and the many partners that provide services and supports within the local and regional business network.

Ambassadors are individuals with existing business networks both in the local community and outside of South Dundas.

South Dundas Ambassador Program Guidelines

Ambassadors tend to be outgoing individuals possessing excellent communication skills and an enthusiasm for the community. Ambassadors are able to project a positive image for themselves, their business and community affiliations and South Dundas as a whole.

Some business leaders may already act as unofficial Ambassadors to South Dundas when they are out networking and attending different events and activities. Being part of this formalized Ambassador Program will make networking easier, by providing additional resources and tools that can be used when speaking about South Dundas.

Ambassadors are also encouraged to;

- Extend the communication reach of South Dundas in a credible fashion through their business and social activities and networks
- Always present a positive, progressive image of our community
- Share their story from their own community/business experience and perspective (why it's a great place to live and/or start and grow a business)
- Gather and refer any business leads to Economic Development Staff
- Refer and recommend other potential and suitable candidates to the Ambassador Program
- Stay up to date on Economic Development activities and events and follow the South Dundas social media platforms
- Participate in local and external events and activities that promote South Dundas

Ambassador Benefits

- Involvement in helping the Municipality grow through the attraction of new business
- Networking with other entrepreneurs and business people both locally and regionally
- Opportunity for direct participation with the Municipality and it's many partners
- Lasting business relationships and friendships
- Promotion of the program and activities provides great exposure for both the individual and the community. Ambassadors receive South Dundas pins, business cards and online presence on the Ambassador page of the South Dundas website

Ambassador Eligibility

The South Dundas Ambassador Program is open to business and community leaders who know our community well, are highly involved and are prepared to promote South Dundas in their daily activities both locally and beyond our borders.

South Dundas Ambassador Program Guidelines

All candidates must meet the following requirements:

- Be a business and/or community leader in good standing with the Municipality of South Dundas.
- Represent South Dundas in a positive and responsible manner. New Ambassadors sign a pledge that confirms their commitment to show their enthusiasm for the community and to always project a positive image.
- Be familiar with and agree to promote the community's advantages.
- Successfully complete the intake process, application, orientation, training etc.

New Recruits - Becoming an Ambassador

In order to become a South Dundas Ambassador, the following steps are required:

- Complete the application form.
- Once an application is reviewed, the applicant will be contacted with either a welcome message to start the orientation process or be provided an explanation as to why the applicant was not accepted.
- Attend a quarterly breakfast meeting to be introduced to the group, share their reasons for wanting to become an ambassador and how they will contribute to the goals and objectives of the program.
- Sign the Ambassador Pledge, after which time, new Ambassadors will be required to attend a face-to-face meeting with the Economic Development Officer for an orientation session where they will be provided with;
 - An overview of their role as a South Dundas Ambassador
 - Details about the program
 - A welcome package kit
 - Opportunity to ask questions

The orientation session will help new members learn about their role and the resources available to them to be a successful and productive Ambassador.

Retaining Ambassador Status

To stay in good standing with the South Dundas Ambassador Program and retain Ambassador status, Ambassadors must:

- Sign and adhere to the Ambassador Pledge
- Participate in and contribute at a minimum of two quarterly breakfast meetings per year

South Dundas Ambassador Program Guidelines

- Provide at least one individual, business, tradeshow, conference or special event lead per year and/or recruit at least one new Ambassador per year.
- Understand that they may be removed from the program if it is determined that they not fulfilling their duties as pledged at the discretion of Economic Development Advisory Committee.

Applying

If you feel you have what it takes to be a South Dundas Ambassador and would like to apply for the program, email the South Dundas Economic Development Officer, Rob Hunter at rhunter@southdundas.com for an application.