



Strategic Plan

2021 - 2023

Strategic Goals

This three-year plan, developed by the Board of Directors and Chief Executive Officer, outlines the goals to be achieved by year end 2023.

Key Result Area 1: Membership Value & Engagement

Ensuring the Chamber is meaningful for our members.

Goal 1.1: Foster a friendly, approachable environment for our members.

Goal 1.2: Increase use of member benefits.

Goal 1.3: Develop, initiate, and maintain programs that engage and promote our members.

Key Result Area 2: Organizational Excellence

Developing our processes to increase our proficiency and relevance.

Goal 2.1: Develop the board's governing processes and expectations.

Goal 2.2: Protect and further develop our reputation of excellence in the community.

Key Result Area 3: Business Support

Working with our members and all levels of government to address the needs of our business community.

Goal 3.1: Fostering a positive business environment to help businesses succeed.

Goal 3.2: Further develop our reputation as the recognized leader that initiates and influences change in government policy and practices to support the interests of the business community.