



STRATEGIC PLAN – APRIL 2022

GUIDELINES:

1. Membership has value
2. Create a culture of excitement
3. Always act with professionalism

VISION:

We are *your* powerful business partner

MAJOR FOCUS:

Membership

VALUES:

| | |
|-------------|-------------|
| Integrity | Honesty |
| Visionary | Ethical |
| Inclusive | Respectful |
| Resourceful | Dependable |
| Resilience | Accountable |

TOP TEN GOALS:

| | Goal | Champion |
|-----|---|-------------------------------------|
| 1. | Increase our membership by 10 new members by end 2022 | Membership |
| 2. | Create a multi-tiered membership plan by Aug 2022 with new benefits/offers | ED |
| 3. | Advocate for a town/county relationship | Board |
| 4. | Define gaps with training through a needs assessment | Initiative |
| 5. | Identify partners for education | Initiative |
| 6. | Develop a building strategy | Building |
| 7. | Develop a marketing plan | Marketing |
| 8. | Develop a plan for Economic Development and Tourism to reflect the established Chamber position | Economic Development /Tourism/Board |
| 9. | Host a successful event per quarter | ED/Events Committees |
| 10. | Create partnerships with CCAB first nations to economic pursuits | Board/ED |