

STRATEGIC PLAN

2022 - 2025

Business at its best

VISION

Where we are going

To be a community that celebrates business as an essential component to a healthy and prosperous Guelph.

MISSION

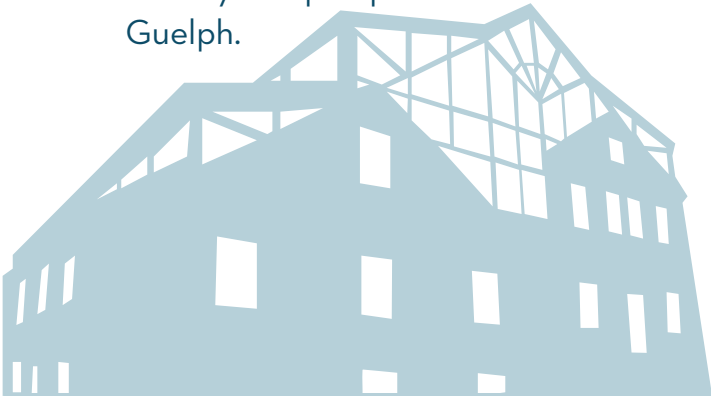
How we get there

We enable Guelph businesses and citizens to thrive.

VALUES

The principals that guide our decision making

Focused on adding value
Inclusive & Welcoming
Leadership & Collaboration
Relevant & Innovative



STRATEGIC OBJECTIVES

✓ Your business at its best

Events, information, programs, and services

✓ Promoting conditions that enable business success

Proactive policy and advocacy

✓ Exemplifying community leadership

Active leadership and use of business assets for community (and beyond) well-being

OBJECTIVES

We provide relevant and practical events, tools, resources, and services to help businesses adapt to current and future challenges and opportunities

We are an effective advocate for business interests

We know business success is critical to our community well-being, and in turn, the health of our community is directly related to business success

