

STRATEGIC PLAN

2025 - 2028

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 residents to thrive.

VALUES

The principles that guide our decision making

- Supportive & Value-adding
- Inclusive & Welcoming
- Leading & Collaborative
- Relevant & Innovative



STRATEGIC PILLARS



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 well-being

OBJECTIVES

We provide events, tools, resources, and services to help businesses adapt to challenges and respond to opportunities.

We are an effective advocate for business interests.

We know business success is critical to our community well-being, and the health of our community is tied to business success.

