



GUELPH CHAMBER OF COMMERCE

Strategic Plan 2019-2022

OUR VISION

As a leading voice of business in Guelph-Wellington, we will set the national standard for fostering community prosperity.

OUR MISSION

Informed by diverse business and community voices, the Guelph Chamber of Commerce will create value for members by advocating, connecting and convening to grow Guelph-Wellington's economic prosperity.



OUR VALUES

EXCELLENCE

We are always in pursuit of providing the highest quality content and experiences that bring value to members. We will make evidence-informed decisions to be bold, innovative and adaptable when offering solutions.

DIVERSITY & INCLUSION

We recognize the significant benefits of respecting and welcoming the diversity of people, businesses and ideas in our community.

PARTNERSHIP

We enhance and facilitate strategic partnerships with key stakeholders and connect businesses to each other, to prospective customers and clients and to supportive resources to ensure shared prosperity.

INTEGRITY

We will represent our membership in an open, candid and accountable manner. We adhere to the highest ethical standards and we will conduct all of our business with transparency and accountability. We will always consider how decisions elevate the organization, the membership and the community-at-large.



STRATEGIC GOAL 1

ADVOCATE

The Chamber will advocate for public policy that advances Guelph-Wellington as a leading destination to do business in Ontario.

STRATEGIC OBJECTIVES

- > Facilitate greater access to regional, national and global opportunities for businesses to grow into new markets
- > Increase regional visibility for businesses by facilitating partnership opportunities for regional, national and provincial initiatives
- > Engage with partners in municipal, provincial and federal government to advocate for pro-business public policy
- > Participate in regional partnerships that enhance competitiveness and increase the capacity for business retention and expansion

HOW WE KNOW WHEN WE GET THERE:

- ✓ Complete trade missions that lead to participant deal flow
- ✓ Attract sector specific policy announcements by senior government and political leaders
- ✓ Host a major economic forum that has regional visibility
- ✓ Participate in corridor, provincial, federal, local or regional committees that influence decision making
- ✓ Contribute to Canadian Chamber of Commerce Policy Resolutions



STRATEGIC GOAL 2

CONNECT

The Chamber will be a leader in optimizing communications and initiatives to maximize member experience and engagement, facilitate greater member-to-member connections and grow the network.

STRATEGIC OBJECTIVES

- > Ensure that membership engagement activities reflect the profile and needs of our business and community members
- > Maximize communication activities and channels to effectively inform and engage with members, decision makers and the community
- > Create exciting and inspiring connections for members

HOW WE KNOW WHEN WE GET THERE:

- ✓ Develop and implement an Annual Member Survey
- ✓ Develop a Marketing and Communications Strategy to improve outreach to members and engagement initiatives
- ✓ A new website



STRATEGIC GOAL 3

CONVENE

The Chamber will seek excellence and the highest standard of content delivery while providing leadership in convening collaborative solution-generating conversations.

STRATEGIC OBJECTIVES

- > Demonstrate leadership in providing high-quality meetings, activities and experiences for members and the community
- > Convene members on issues and conversations pertinent to their success and community prosperity
- > Strengthen partnership opportunities that elevate the entire community and offer regional visibility

HOW WE KNOW WHEN WE GET THERE:

- ✓ Provide high profile presenters or events that attract members from all industry sectors and organizations
- ✓ Develop an Events Strategy to ensure events are current, relevant and inspiring