

# 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

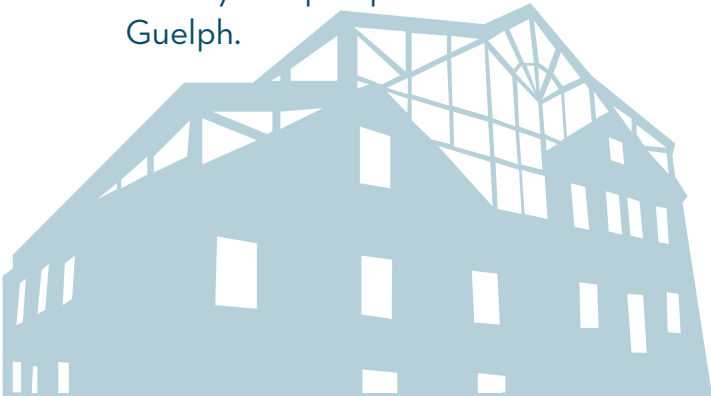
*How we get there*

We enable Guelph businesses and citizens to thrive.

## VALUES

*The principles 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

