



Squamish Chamber of Commerce
2009-2011 Strategic Plan

Mission: *“The Squamish Chamber of Commerce is dedicated to enhancing the quality of life in the community by actively supporting business, economic growth and diversification.”*

Key Strategies	1. Operations	2. Membership	3. Economic Development	4. 2010
Specific Goals (1yr- 3yr)	<p>1. <u>Financial Sustainability:</u> Identify and establish long-term revenue opportunities</p> <p>2. <u>Staffing & Succession Planning:</u> Prepare for eventual turnover of key staff and management/Board</p> <p>2. <u>Communication:</u> Provide relevant and timely information to the business community</p>	<p>1. <u>Increase membership:</u> continually promote value of Chamber at all opportunity</p> <p>2. <u>Member workshops:</u> i.e. New member breakfast, learning opportunities</p> <p>3. <u>Networking:</u> Enhance opportunities through a balance of relevant, profitable and fun events</p> <p>4. <u>Benefits & Discounts:</u> Provide opportunities for members to reduce business expenses</p>	<p>1. <u>Advocacy:</u> Lobby government on issues affecting the business community</p> <p>2. <u>Policy:</u> Develop policy on support for new business/projects</p> <p>3. <u>Partnerships:</u> Continue to develop relationships and partnerships with local governments and community organizations.</p>	<p>1. Deliver on Olympic preparedness for business plan</p> <p>2. Support local 2010 initiatives, CALOC in particular</p>