



STRATEGIC PLAN OVERVIEW, 2019



Strategic Direction

Mission

The Squamish Chamber is dedicated to enhancing the quality of life in the community by actively supporting business, economic growth and economic diversification.

Vision

The Squamish Chamber will deliver exceptional membership value by taking a leadership role in advocating for the interest of Squamish business, by providing beneficial member services and programs, and by working in partnership with other organizations.

Areas of Focus

In 2019, we will deliver value to our members through our four key areas of focus, with increased emphasis on business advocacy efforts, along with strategic partnerships to enhance business development resources and grow the local economy.

- **Advocacy:** *we will be the community's recognized 'voice of business' on members' priority issues that affect businesses and local economic development*
- **Membership:** *we will enhance our programming and business development resources, improve member engagement and develop a strong member base*
- **Partnerships & Relations:** *we will develop strong, strategic partnerships to grow the local economy*
- **Communications:** *we will communicate our activities clearly, demonstrating evidence-based decisions, transparency and accountability*

Connect, Communicate, Collaborate

1. ADVOCACY

KEY FOCUS AREA FOR 2019

Goal: Be an Advocate for Businesses and Economic Development

Strategies

- Identify and prioritize advocacy issues of importance to members
- Research, consult and create business advocacy positions
- Work with government, Squamish Nation and industry stakeholders to advocate for priority areas and develop the role of the Chamber as the “Voice of Business” in Squamish

2. MEMBERSHIP

Goal: Improve Member Engagement and Retention

Strategies

- Improve our understanding about members’ business needs
- Support the delivery of professional development and business education programs
- Collate and create business development tools
- Develop and implement activities that provide opportunities to network, connect and stimulate collective business growth

3. PARTNERSHIPS AND RELATIONS

Goal: Enhance stakeholder relations and partnerships

Strategies

- Develop partnership programs with associations, government and Squamish Nation that provide value to members, assist business development, and help address key issues for members

4. COMMUNICATIONS

Goal: Enhance communications effectiveness

Strategies

- Improve communications effectiveness with members and stakeholders about activities of the Board and staff
- Share business success stories to build optimism and recognize local business success
- Continue to report KPIs to evaluate performance in key areas of focus (advocacy, membership, partnerships & relations and communications)

CHAMBER OF COMMERCE



SQUAMISH