

STRATEGIC PLAN RE-VISIT:

<b>Our Mission</b>
<i>We promote, enhance and facilitate the development of Chilliwack’s business community.</i>
<b>Integrated Priority</b>
<p><i>#BetterTogether</i></p> <p><i>Collectively we are better together. Through partnership and collaboration, we are recognized as a trusted partner with a shared goal of a stronger Chilliwack.</i></p>

<b>Guiding Principles (current)</b> “How we succeed - Strategic Anchors”	
<ul style="list-style-type: none"> <li>• <b>Connect</b> - make it easy to do good business by creating opportunities for our members and business community to connect and create long lasting relationships between businesses and people, business to business, business to consumer and business to community.</li> <li>• <b>Advocate</b> - make it easy to do good business by advocating for local business to all levels of government and policy makers; by engaging with local government bodies, policymakers, and stakeholders, the Chamber can influence business-friendly policies and effectively address the concerns and needs of our members.</li> <li>• <b>Recognize</b> - make it easy to do good business by recognizing and celebrating the successes of our members and business community through key events, marketing and storytelling.</li> <li>• <b>Educate</b> - make it easy to do good business by focusing on breaking down barriers that impact business’ ability to be successful and to grow and thrive in our local economy. We focus on educational opportunities that address the important issues impacting business in our community.</li> </ul>	
<b>Connect</b>	<ol style="list-style-type: none"> <li>1. Diversity in events broadens your reach.</li> <li>2. Hyper focused on doing more business within the Chamber eco-system; Success Stories, Intentional Opportunities &amp; Referrals, Meaningful Connections.</li> </ol>
<b>Advocate</b>	<ol style="list-style-type: none"> <li>1. Community – What can we do to support this community? What does this community need?</li> <li>2. Removing barriers to business attraction, retention, and growth.</li> <li>3. Collective voice – Locally, Regionally (Fraser Valley Business Coalition), Provincially, Federally.</li> </ol>
<b>Recognize</b>	<ol style="list-style-type: none"> <li>1. Celebrating Businesses – Business Excellence Awards, Spotlight On Business, 1-Minute Pitches at Events.</li> <li>2. Prioritize Areas of Focus – Recognizing needs in the business community and referring and filling gaps.</li> </ol>
<b>Educate</b>	<ol style="list-style-type: none"> <li>1. Training &amp; Programming.</li> <li>2. Resources, community voices, programs and informing the community.</li> <li>3. Promoting &amp; embodying awareness, around inclusion.</li> </ol>