

Our Plan for Building Business and Community

OUR VISION: (Who we want to be)

Respected leader of socially responsible business development

OUR MISSION: (Why we exist)

To be a progressive, inclusive and dynamic community leader, the Greater Victoria Chamber of Commerce is a supportive resource for business people who wish to learn, grow and create a stronger business and a more robust and sustainable community.

OUR VALUES: (The beliefs we share & how we get things done)

- We believe in free enterprise, fair profit and job creation for businesses of all sizes.
- We maintain open, honest and transparent communication.
- We encourage flexibility and diversity and recognize the importance of meeting changing economic conditions as they occur.
- We are inclusive, supportive and empowering.
- We are firm but fair in all of our dealings.
- We will always have the courage to do the right thing.

OUR STRATEGIC PRIORITIES

MEMBER SERVICES

We will deliver services and networking opportunities that engage our members and meet their needs.

CONNECTIVITY

We will connect businesses to business and business to government to collaborate and be more effective as a community.

ADVOCACY

We will work to influence our municipal, regional, provincial and federal leaders to foster a more economically healthy and vibrant Capital Region.

ECONOMIC DEVELOPMENT

Through regional leadership, we will champion socially responsible development that fosters a more economically healthy and vibrant Capital Region.

SUSTAINABILITY

We will have the human and financial resources needed to achieve our mission and goals.

OUR OUTCOMES

(How we will measure our success)

1. Address Regional Governance shortfalls through participation in a statistically relevant study
2. Be A Catalyst for Regional Cooperation and Development
3. Membership will grow
4. Member retention will improve
5. Business will be thriving in a vibrant local economy
6. Economic Development Agency will achieve tangible results