



Strategic Plan 2019 – 2022 & 2019 Business Plan

**Working Together to
Build Good Business &
Great Community**

JANUARY 19, 2019

Greater Victoria Chamber of Commerce

**THE
CHAMBER.**

GREATER VICTORIA
CHAMBER OF COMMERCE

Our new Mission and Vision and Goals for 2019-2022

At our planning session in November, The Chamber board tackled the task of updating our vision and mission for the next four years. The purpose of a mission statement is to capture the reason we exist. The purpose of a vision statement is to express our aspirations. It should describe what we would be if we are successful in our mission. Ideally, both are short, memorable pithy statements that help focus whatever the organization does with its time and resources.

Our new **mission** for 2019-2022 is that we are:

Working together to build good business and great community.

It expresses a number of important things about The Chamber.

Members very much work together as a network. We help each other with our businesses, our community contributions and personally. As a chamber we collaborate with many other associations and community leaders that are all playing a part in ensuring our region prospers.

That leads to the second part: building good business. Good business has two meanings: it's good in the sense of doing well and good in the sense of making a positive and important contribution. Both meanings certainly capture the spirit and intent of The Chamber.

And finally, the purpose of working together to build good business is not just for individual success but very much for the community. And by community we don't mean "the business community". Business is an essential part of this community and certainly not a separate group. Chamber members contribute in innumerable meaningful ways to make this a better place. They donate, sponsor, volunteer, mentor, advise, lead, invest, employ and pay taxes and all of that contributes to making this a great community.

If we are successful at working together to build good business and great community, we hope to achieve our **vision**, which is that:

The Chamber is the region's most diverse and influential business association.

As with the mission, the vision should resonate with our members and anyone else who wants to understand us.

We think there are a few important concepts embedded in it. First we see ourselves as a chamber that works on behalf of, and advocates for the whole region, that's why our name is the Greater Victoria Chamber of Commerce.

In order to do that we need to be diverse. We've been working on that steadily. Diversity means many things. We need members from all of our local municipalities and First Nations and beyond. We need big organizations and small businesses. We need the stability and insight of members that have been with us for a long time and the energy and ideas of new members from up-and-coming companies. We need members from every sector: retail and hospitality, tech companies, arts and sports organizations, manufacturing, professional services, finance, education, public and not-for-profit entities.

And we need a diversity of ideas, perspectives and faces at our events and around our board and committee tables. We want everyone who supports the mission of The Chamber to have the opportunity to work together including new arrivals, indigenous people, young and old, men and women and everyone in between. We benefit from every additional point-of-view and personal contribution.

Diversity is the pathway that enables us to be the influential business association we aspire to be.

Revised Strategic Goals for 2019-2022:

The Strategic Goals describe what The Chamber will do that is consistent with its mission in order to make progress toward its vision. The four broad business areas of The Chamber continue but we have updated how they are described and aligned them with the new mission and vision.

1. **Connections:** We will connect Chamber members to each other and to businesses, government and not-for profits in the region to help build good business and diversify The Chamber.
2. **Services:** We will deliver services and opportunities that attract new members and engage our current members by providing value.
3. **Advocacy:** We will use the power of The Chamber to influence municipal, regional, provincial and federal leaders to help us build good business and great community.
4. **Resources:** We will have the human and financial resources to provide valued connections, services and advocacy that retain our members and achieve our vision and mission.