

Vision Statement:

“Led by a dynamic, trusted, and respected Chamber of Commerce, the Chilliwack Business Community is thriving in a city and region, known for its economic prosperity and quality of life.”

Mission Statement

“To Create the Best Environment for Business in Chilliwack.”

Motto / Slogan / Tag Line

“Chilliwack’s Voice for Business”

Strategies

1. Develop a Thriving and Vibrant Business Community.
 - a. We partner with our members, the City of Chilliwack, BIA, CEPCO and other relevant stakeholders. We work closely with and seek input from our membership and partners, to ensure the best interests of the business community are represented.
 - b. We effectively voice the safety and security concerns of our membership to the appropriate stakeholders.
 - c. We believe that Quality of Life is a key element to the attraction of new business. We include issues affecting Quality of Life as part of our focus and priorities.

2. Business Retention Activities
 - a. We provide necessary business resources.
 - b. We provide educational opportunities.
 - c. We make market research available.

3. Infrastructure Development
 - a. We develop policies and advocate on behalf of our membership. (ie. zoning, the development process, business licensing, etc.).
 - b. We advocate for the improvement of Public Transit.

4. Strengthen Relationships with Local Business
 - a. Agriculture is Business.
 - b. We will partner with UFV Department of Agriculture.
 - c. We will communicate with the agricultural community to determine if the development of policy on their behalf is required.
 - d. First Nations Business Community
 - e. We will proactively increase our relationship with First Nations and work together on issues of mutual concern.

5. A Strong and Vital Chamber of Commerce.
 - a. We are a strong “Voice for Business.”
 - b. The Chamber is the only voice for ALL business. We will work with local media to ensure the voice of the Chilliwack Business Community is heard on strategic issues.
 - c. We will continue to develop our relationship with government officials at all levels in order to effectively advocate on business issues.

6. Provide Affinity Programs.
 - a. We continue to promote existing member benefits and explore opportunities to add additional value for our members.

7. Operational Objectives.
 - a. Achieve a net growth in membership of 20% each year, for the next 5 years.
 - b. Over the next 5 years, create a Stabilization Fund. This should be 50% of annual expenses.
 - c. Create a Strategic Initiatives fund of \$25,000.

8. Governance
 - a. We will move away from being a “Management Board” and operate as a “Policy Board.”
 - b. We will identify and adopt a new Governance Structure (ie. Having a full Consent Agenda for Board meetings).
 - c. We will seek out volunteers from within our membership base to work on operational committees, such as those which plan events. Members of the Board of Directors will serve on committees which provide effective governance to the Chamber and allow for focused strategic input.
 - d. We will seek out additional volunteers within our membership base to work within policy committees in order to more effectively advocate on behalf of the business community.
 - e. We will provide strategic direction to committees, as opposed to managing activities.