

Yellowknife Chamber of Commerce

Strategic Plan 2019-2021

Adopted by the Board of Directors – January 16th, 2019

Our Mission:

To be a leader in the improvement and development of a strong Yellowknife business community with a diversified economy and sustainable growth.

Our Vision:

Leadership. Service. Advocacy.

Our Mandate:

To serve the Yellowknife business community by focusing on 5 key areas: advocacy, networking, education, promotion and savings.

Objectives:

1. Structure The YK Chamber For Long-Term Success

- 1.1 Become an Accredited with Distinction Chamber of Commerce
 - Develop a Code of Ethics
 - Develop a Privacy Policy
 - Update Bylaws to include a “Dissolution Clause”
 - Develop a formal Board Orientation procedure
- 1.2 Continue developing internal policies and procedures
 - Formalize agreements for all partnership events/programs
 - Create 'How-To' planning documents for all events/programs
- 1.3 Continue developing governance policies and procedures
 - Board Members to identify areas where clarity is needed
 - ED to connect with the Chamber network for best practices
- 1.4 Develop a process for annual business planning and implement an annual business plan

2. Strengthen Advocacy & Policy Development



- 2.1 Formalize advocacy and policy development processes
 - Develop a process for advocacy work (How do we decide what issues we're involved in?)
 - Develop a process for stakeholder/ public engagement (How do we decide what stakeholder/public engagement we participate in?)
 - Transition to formal policy resolutions for all advocacy work
 - Develop a "fast track" approval process for issues that require immediate response
- 2.2 Increase membership engagement in policy/advocacy work
 - Re-vamp the annual membership survey to focus primarily on collecting input on current and upcoming business issues
 - Host one annual event that focuses on public policy
- 2.3 Increase participation and engagement on municipal business issues, including
 - Mill-rates
 - University feasibility
 - Electricity franchise agreement
 - Destination Marketing Organization
 - Agricultural Strategy
 - Business license bylaw
 - MACA under-funding
 - Land availability and land use planning
- 2.4 Focus on active territorial/federal advocacy efforts
 - Privatization of cannabis
 - Yellowknife airport improvements
 - Liquor licensing
 - Support for Slave Geological Province Corridor Project and Mackenzie Valley Highway Project
 - Lobbying the federal government for increased federal infrastructure investment
- 2.5 Leverage the Canadian Chamber of Commerce for federal advocacy efforts
 - Discuss all CCC reports and determine support
 - ED to participate on Territorial Policy Committee
 - Submit 1 policy resolution on an annual basis

3. Increase Collaboration & Strengthen Partnerships

- 3.1 Explore the potential of annual Board-to-Board meetings with business-oriented non-profit organizations

- NWT & NU Chamber of Mines
- NWT & NU Construction Association
- NWT Tourism
- NWT Chamber of Commerce

3.2 Ensure that Chamber Members have an opportunity to submit proposals for the annual travel program

- 3.3 Strengthen our relationship with elected officials
- Bi-annual meetings with the City of Yellowknife
 - Annual meetings with Premier
 - Annual meetings with MP

4. Create Growth Opportunities for the YK Chamber

4.1 Bid on hosting the Canadian Chamber of Commerce AGM & Convention in 2021

- 4.2 Conduct an annual analysis of event/program effectiveness
- All events/programs should generate revenue, provide a benefit to our membership, or ideally, both

4.3 Explorer opportunities to increase Board engagement with the membership