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Yellowknife Chamber of Commerce
Strategic Plan
2017-2019



Strategic Plan 2017-2019

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.

Objectives:

1. Strengthen the Chamber Network

- 1.1 Build and maintain relationships with elected officials at all levels of government
- 1.2 Increase membership engagement
- 1.3 Increase membership value to attract new members
- 1.4 Increase engagement and partnerships with other Chambers of Commerce

2. Create New Growth Pathways

- 2.1 Events and initiatives should be providing value to our membership, generating revenue, or ideally, both
- 2.2 Increase engagement with the aboriginal business community
- 2.3 Develop and implement programs and services to encourage business start-up
- 2.4 Investigate the viability of hosting the Canadian Chamber of Commerce annual Convention

3. Focus on Strategic Policy and Advocacy Issues

- 3.1 Support transportation and infrastructure in the North
- 3.2 Support economic diversification initiatives
- 3.3 Develop a strategy to retain and attract Yellowknife businesses
- 3.4 Annual engagement with the City of Yellowknife's municipal budget
- 3.5 Advocate for streamlined business licensing and permitting

4. Structure our Chamber for long-term success

- 4.1 Become an Accredited with Distinction Chamber of Commerce
- 4.2 Develop internal policies and procedures
- 4.3 Bi-annual team building activities with the Board of Directors and Staff

Action Items:

1. Strengthen the Chamber Network

1.1 Build and maintain relationships with appropriate government officials

- Bi-annual meetings with the City of Yellowknife
- Bi-annual meetings with the Minister of Industry, Tourism and Investment and Premier
- Annual meeting with our Member of Parliament

1.2 Increase membership engagement

- Develop an annual membership survey to be distributed mid-January
- Leverage our AGM as an opportunity to engage inactive members
- Leverage our magazine as an opportunity to engage inactive members through profiling
- Develop a “Your YKChamber” social media campaign that will include a photo and a sentence or two about different Chamber Members on a weekly basis

1.3 Increase membership value to attract new members

- Grow the Member2Member discount program
- Research and establish new benefits for Chamber members
- Establish a pricing system for all events and initiatives that differ between members and non-members
- Investigate approaches that will increase engagement with millennial business owners
- Host an annual ‘non-member’ business mixer to recruit new members

1.4 Increase engagement and partnerships with other Chambers of Commerce

- Active participation on the NWT Chamber of Commerce Board of Directors
- Representation at the annual Canadian Chamber of Commerce AGM & Convention

2. Create New Growth Pathways


2.1 Events and initiatives should be providing value to our membership, generating revenue, or ideally, both

- ED to conduct an annual review of events and initiatives and make adjustments, as needed
- Research and develop new programs and services, based on models used at other Chambers

2.2 Increase engagement with the aboriginal business community

- Host one-joint event or campaign in partnership with NABA, annually

2.3 Develop and implement programs and services to encourage business start-up

- Create a “How to Start a Business Guide” with step-by-step instructions
 - Compile an online resource center for potential investors or entrepreneurs
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- 2.4 Investigate the viability of hosting the Canadian Chamber of Commerce annual Convention
- Priority for 2017: Review the criteria, determine if we're eligible, and if so, bid on hosting the conference

3. Focus on Strategic Policy and Advocacy Issues

- 3.1 Support transportation and infrastructure in the North
- Develop a transportation committee and terms of reference
 - Vocally support proposed projects through strong communications
 - Advocate as needed
- 3.2 Support economic diversification initiatives
- Develop an economic diversification committee and terms of reference
 - Vocally support proposed initiatives through strong communications
 - Advocate as needed
- 3.3 Develop a strategy to retain and attract Yellowknife businesses
- Develop a business development committee and terms of reference
 - Gather data and information about why businesses are re-locating and the major challenges for businesses
 - Advocate for the City of Yellowknife to hire an additional Economic Development Officer to focus on recruiting businesses to Yellowknife
- 3.4 Annual engagement with the City of Yellowknife's municipal budget
- Organize a dedicated meeting to discuss and make recommendations regarding the City of Yellowknife's annual budget
- 3.5 Advocate for streamlined business licensing and permitting

4. Structure our Chamber for long-term success

- 4.1 Become an Accredited with Distinction Chamber of Commerce
- 4.2 Develop internal policies and procedures
- Create human resource policies and procedures
 - Create a policy manual for staff and members of the Board of Directors
- 4.3 Bi-annual team building activities with the Board of Directors and Staff