

## **Yellowknife Chamber of Commerce**

Strategic Plan 2019-2021

Adopted by the Board of Directors – January 16<sup>th</sup>, 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 available 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