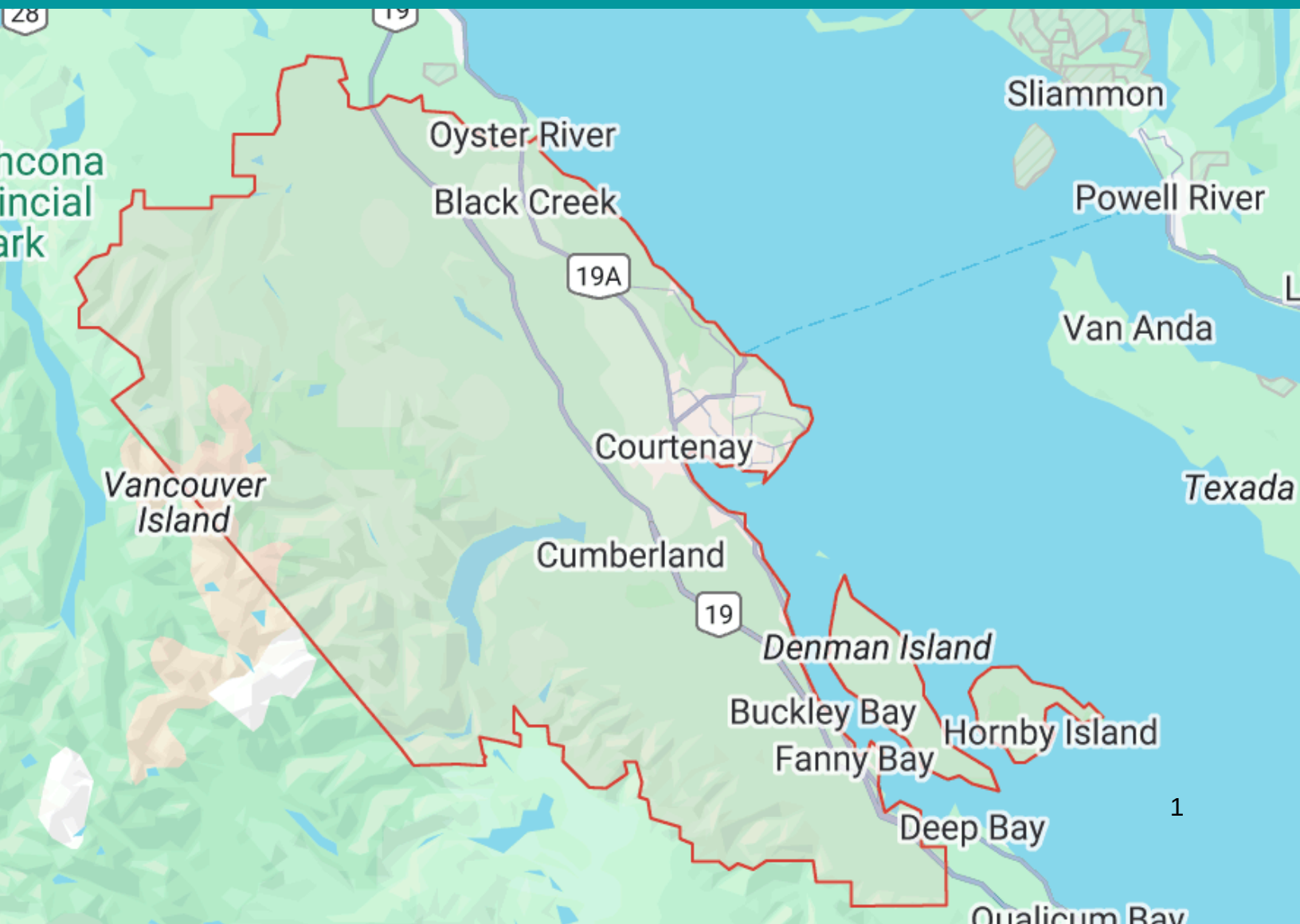




STRATEGIC PLAN 2025-2028

The Voice of Business



EXECUTIVE SUMMARY

The 2024-2025 Board of Directors Strategic Planning Committee has reviewed previous Chamber strategic plans, discussed the current economic situation, and identified key areas of differentiation for the Chamber as a leading business organization in a major economic region on Vancouver Island.

This 2025-2028 Strategic Plan builds upon the success of recent years and updates our key performance goals, as identified by the board below:

Goal #1: Support the needs of the business Community.

Goal #2: As the voice of business in the Comox Valley, advocate for an improved economic environment.

Goal #3: Grow and sustain membership by strengthening our value proposition and member services.

The Comox Valley Chamber is well-positioned to support the business community as it looks to address the challenges and take advantage of the opportunities in the years ahead. This strategic plan provides a roadmap for how the Chamber can help its members succeed and how we can be proactive in our community.

WHO ARE WE?

The Comox Valley Chamber is a membership-based, not-for-profit organization, built by business for business. Since our start as a board of trade in 1919, we've been the voice of business and a key source of information and solutions that strengthen our local economy. We work to ensure a healthy business base and positive socio-economic structure that benefits the entire Comox Valley.

Through our affiliation with the BC and Canadian Chambers, members gain the power of a national network—500+ Chambers and Boards of Trade representing over 200,000 businesses of all sizes, in every sector and region of the country.



Our Vision

> To be an innovative and trusted business organisation that contributes to the Comox Valley's diverse economic strength by influencing decision makers and educating

Our Mission

> To foster a positive & welcoming business environment by providing leadership, connections, advocacy and services of value that create a prosperous economy.



The Comox Valley Chamber respectfully acknowledges that the land we gather on is on the Unceded Traditional Territory of the K'ómoks First Nation, the traditional keepers of this land.

CORE VALUES

Community

We believe our members are stronger because of their Chamber connections. We celebrate and amplify our members' success by enhancing the economic ecosystem.

Collaboration

We believe that building partnerships and fostering meaningful connections among businesses, elected officials and the wider community is beneficial for all.

Inclusivity

We believe in representing the diverse identities, ideas, perspectives within businesses of the Comox Valley and commit to representing all fairly and without bias.

Integrity

We believe in acting with transparency, accountability and professionalism in all decisions and relationships. The Chamber is a non-partisan organization.

Innovation

We believe in embracing fresh ideas and solutions to support a dynamic and evolving business environment.



KEY PERFORMANCE METRICS

GOAL #1: SUPPORT THE NEEDS OF THE BUSINESS COMMUNITY

Strategy 1.1 Enhance strategic partnerships and collaborative relationships

Strategy 1.2 Offer Regular and Relevant Educational Opportunities

Strategy 1.3 Provide tools and guidance to businesses at any stage of their journey

GOAL #2: AS THE VOICE OF BUSINESS IN THE COMOX VALLEY, ADVOCATE FOR AN IMPROVED ECONOMIC ENVIRONMENT

Strategy 2.1 Engage members directly to determine advocacy priorities

Strategy 2.2 Establish a Policy Committee to participate in the formal Provincial and National policy processes

Strategy 2.3 Amplify the voice of the business community by serving as a bridge between our members and their elected officials

Strategy 2.4 Address gaps in economic development and develop a coordinated roadmap to foster inclusive and sustainable regional growth.



GOAL #3: GROW AND SUSTAIN MEMBERSHIP BY STRENGTHENING OUR VALUE PROPOSITION AND MEMBER SERVICES

Strategy 3.1 Regularly evaluate the current membership structure and return on investment for members

Strategy 3.2 Create a membership engagement plan that includes best practices in onboarding and retaining members

Strategy 3.3 Develop a cohesive marketing strategy that promotes consistency in messaging.

