



Yellowknife CHAMBER

2021-2023 Strategic Plan Approved December 15, 2020

Mission:

To be a leader in the continued improvement and development of a strong Yellowknife business community in order to support a diversified economy and sustainable growth.

Vision:

Leadership. Service. Advocacy.

Core Values:

1. Competition in a free market
2. Excellence in customer service and satisfaction
3. Broad economic and social community prosperity
4. Law and order
5. Reasonable profit
6. Private ownership
7. Individual integrity and responsibility
8. Efficient and effective government
9. Public policy framework that supports economic progress and fosters business success

Mandate:

To serve the Yellowknife business community through strong advocacy, facilitating networking and educational opportunities, promoting local businesses and providing savings on business services for our membership.

Strategic Priorities:

1. Pursue Growth Opportunities

The Yellowknife Chamber of Commerce will broaden our scope of operations and diversify our revenue sources by pursuing opportunities to provide economic development services within the City of Yellowknife, in addition to the traditional services provided to members.

1.1 Submit a bid to provide Visitor Information Services to the City of Yellowknife

1.2 Explore opportunities to run a year-round market (pending the results of the feasibility study) or business improvement area

2. Optimize Policy & Advocacy Work To Ensure Maximum Impact And Value

The Yellowknife Chamber of Commerce will explore and introduce new ways to optimize our policy and advocacy work. The goal is to increase membership engagement, create new revenue generating opportunities, and strengthen policy communications.

- 2.1 Review and strengthen the organization's policy and advocacy development processes
- 2.2 Create and implement an annual revenue generating policy event
- 2.3 Develop policy resolutions, similar to the Canadian Chamber of Commerce, to ensure clarity around the Yellowknife Chamber's position
- 2.4 Continue to develop a website-based advocacy database to track advocacy work, responses from elected officials, media and other relevant documents
- 2.5 Leverage the Annual General Meeting as an opportunity to get feedback from the membership on key issues
- 2.6 Explore opportunities to create issue-specific working groups that provide the membership with an opportunity to provide feedback on a key issue with the goal of developing a policy resolution for the Board to adopt

3. Enhance The Membership Experience

The Yellowknife Chamber of Commerce is committed to continuous membership growth.

- 3.1 Work with the Canadian Chamber of Commerce to better implement the Essential Business Services Program
- 3.2 Continue implementing features in ChamberMaster to provide increased value to our membership, including the enhanced business directory, online payments, and event registration
- 3.3 Review and strengthen the membership onboarding process
- 3.4 Implement quarterly general meetings and Board mentorship of new members
- 3.5 Increase revenue generation through ChambersPlan

4. Strengthen The Organization's Governance

- 4.1 Continue to improve Board governance processes, including the onboarding process for new Board Members
- 4.2 Be a model of good governance for non-profits in Yellowknife and contribute to building community capacity

