



ABBOTSFORD
CHAMBER OF COMMERCE

STRATEGIC PLAN 2021-2023

MISSION



TO BUILD AND SUSTAIN A
THRIVING BUSINESS
COMMUNITY.

VISION



TO BE KNOWN AS THE
MOST VIBRANT AND
RELEVANT BUSINESS
ASSOCIATION IN BC.

VALUES



- GENUINE RELATIONSHIPS
- VIBRANT CULTURE
- GROWTH ORIENTATION

GOAL 1

TO PROMOTE AND STRENGTHEN THE
CHAMBER'S REPUTATION AND
IMPACT IN OUR COMMUNITY.

Objective 1.1

Position the Chamber as a thought
leader and showcase advocacy for
business.

Objective 1.2

Foster and leverage strategic
relationships to maximize advocacy
efforts and community impact.

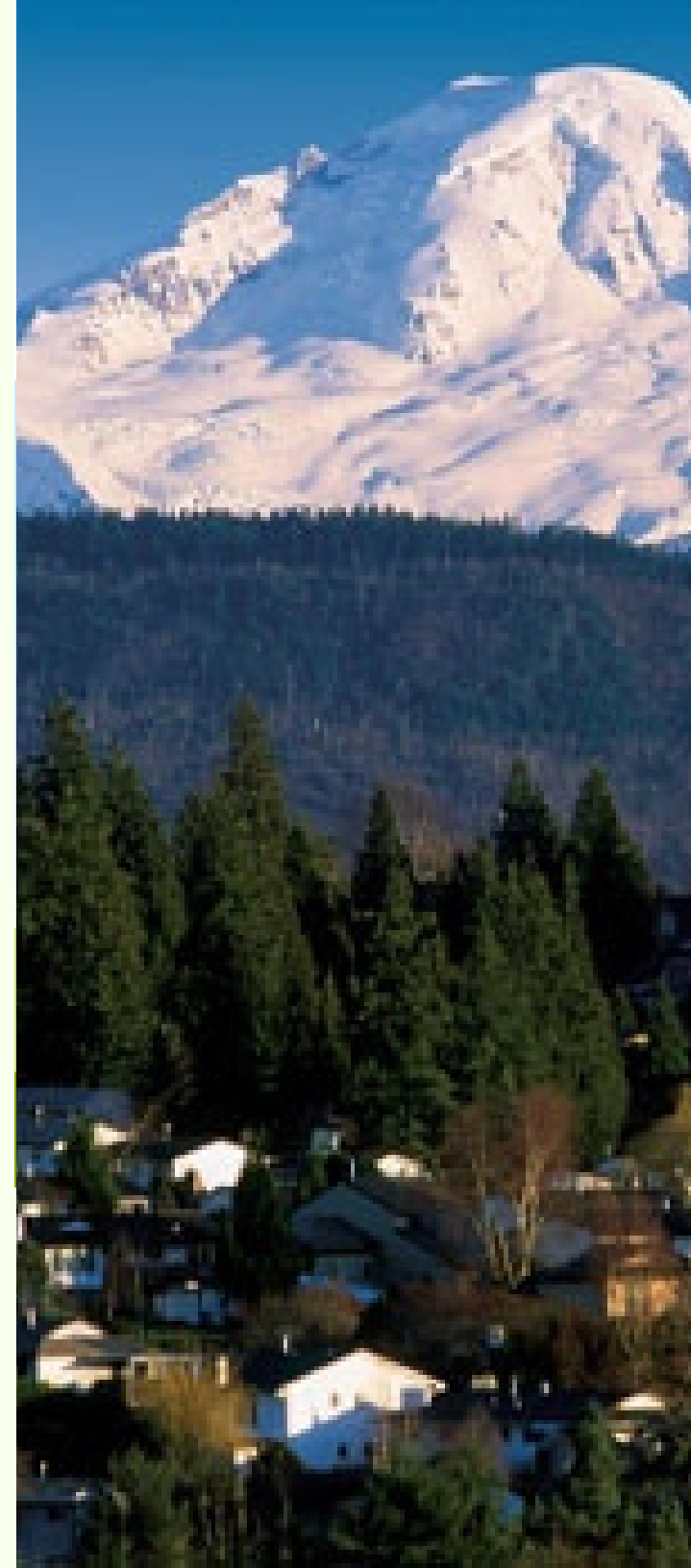
PRIORITY ACTIVITIES

Host "thought leadership" initiatives
and events.

Create and implement new brand
strategy, marketing plan and public
relations plan.

Demonstrate community leadership in
the Abbotsford Business Community
Coalition and Abbotsford Disaster
Relief Fund Coalition.

Build relationships and community
engagement with Pillar Sponsorship
partners.



GOAL 2

HELP OUR MEMBERS AND BUSINESS GROW AND THRIVE IN THE CURRENT ENVIRONMENT.

Objective 2.1

Provide a tailored and responsive membership experience.

Objective 2.2

Support businesses on the road to recovery from the pandemic with unique cost saving benefits, services, developmental opportunities, and resources.

Objective 2.3

Target support and recruitment to key sectors, groups, and demographics.

PRIORITY ACTIVITIES

Gather local business needs assessment from Chamber membership and business community (cross-sector).

Review and recalibrate membership benefits and services based on needs assessment and other resources such as BC Mind Reader.

Build the Company of Young Professionals and Entrepreneurs Program.



GENUINE RELATIONSHIPS

VIBRANT CULTURE

GROWTH ORIENTATION



GOAL 3

CREATE MEANINGFUL EXPERIENCES WITH MEMBERS AND LOCAL BUSINESSES.

Objective 3.1

Develop deep personal relationships with businesses, to better understand their goals and needs.

Objective 3.2

Create effective communications strategies to engage and connect with members and generate awareness of Chamber's value add.

Objective 3.3

Provide interactive dialogue and event experiences that are vibrant and relevant to members.

PRIORITY ACTIVITIES

Grow membership and retention through ongoing member cultivation, engagement, and relationship-building calls and visits.

Enhance communications tools: website, social media, videos to create stories and spotlights of member interest.

Deliver creative, high-caliber events, with engaging speakers and guests.