



STRATEGIC PLAN 2025 - 2029



Culture of Collaboration

Objective: to collaborate with partners to further the Chamber's strategic objectives

Strategies:

- Enhance and strategically develop networking and connection opportunities for members and prospective members
- Develop targeted collaboration and strategic cross-industry partnerships
- Foster member-to-member collaboration, creating peer learning opportunities and developing programs to promote the value of being a part of the Chamber



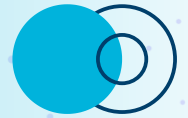
Unified Voice of Business

Objective: to be a leader in engagement and alignment with policy needs of members, and advocate for the business needs of organizations

Strategies:

- Liaise with all levels of government, industry associations, and other regulatory bodies
- Develop tools and mechanisms for engagement and input from businesses, government departments and nonprofits to better understand the issues that are important to them
- Continually prioritize actions, develop and assess strategic approaches to tackle these issues
- Engage members and partners, developing collective efforts to implement plans for advocacy and government relations

Building Community



Objective: to increase awareness and communicate our values, being seen as the Chamber for everyone

Strategies:

- Develop and implement targeted, multi-layer marketing plan, testimonials, member stories, to increase awareness of the Chamber, its services and programs
- Incorporate an equity, diversity and inclusion lens into all our work, utilizing demographic data, inclusion surveys, and grow representation in Chamber leadership and membership
- Connect with Indigenous communities to build relationships, learning, partnerships with Indigenous-led organizations, and start the journey towards Truth & Reconciliation
- Co-create events and programs with businesses of all sizes and sectors, including underrepresented, groups to ensure they see themselves in all Chamber initiatives



Planning for Growth


Objective: To be financially sustainable and build a strong operational foundation in order to meet our mission and objectives

Strategies:

- Develop business plans to enable the Chamber to reach a state of financial and operational stability, factoring in risk management and scenario planning
- Grow revenue through maintaining and growing a diverse and inclusive membership
- Explore and develop plans for diversification of revenue, building on leading practices and models that have been successful in other communities
- Invest in board, staff and leadership development and succession planning to ensure sustained operational capacity.



 **The Chamber**
Greater Kingston Chamber of Commerce

 (613) 548-4453

 204-299 Concession St.

 info@kingstonchamber.ca

