



2025 to 2030

Strategic Plan

**EMPOWER
INSPIRE
PROSPER**

"The Chatham -Kent Chamber of Commerce exists to cultivate a thriving business ecosystem and collaborate with like-minded stakeholders so that members can broaden their economic horizons, inspire success, and contribute to a prosperous and vibrant community for generations to come."

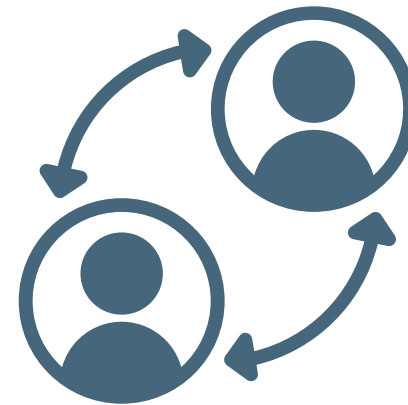


STRATEGIC PILLARS

ENGAGE
EMPOWER
INSPIRE
IMPACT



ENGAGE



We will engage our members and stakeholders through opportunities to connect, learn, collaborate, and support one another to drive economic prosperity.



Priority Objective



- Create invaluable membership services to support new and growing members
- Build strong membership relationships through direct member contact
- Engage with non-member businesses to understand their needs and encourage membership.
- Focus on educating, advocating and belonging



EMPOWER



"We will unite our diverse members, stakeholders, and all levels of government to advance innovation, advocacy, and engagement—empowering business growth, economic prosperity, and a better quality of life for all."



Priority Objective



- Promote diversity, sustainability, economic resilience, and independent business growth
- Be a trusted partner creating initiatives and partnerships to guide member growth
- Foster a culture where business leaders can collaborate and grow together
- Create opportunities to develop leaders of the future



INSPIRE



We will inspire business and community by fostering a vibrant ecosystem where innovation thrives, collaboration flourishes, and collective success is celebrated. We will future -proof our community through tools, data and methods that align with modern business trends and community needs.



Priority Objective



- Connect experienced business leaders with newer entrepreneurs.
- Celebrate local business.
- Promote diversity by engaging our indigenous peoples, women and people from diverse backgrounds.
- Ensure the Chamber is inclusive.
- Promote benchmarking to measure success of members.
- Leverage digital tools to enhance communication, networking, and data analysis.



IMPACT



"We will drive economic growth, strengthen community ties, and champion policies that benefit local businesses and residents, transforming our region into a thriving hub of opportunity and prosperity."



Priority Objective



- Maintain the profile and influence of the Chatham-Kent Chamber locally, provincially, and federally
- Promote a pro-business climate through solutions-based advocacy
- Create awareness of the impacts of public policy on the competitiveness of business
- Maintain modern and optimize technology infrastructure
- Maintain financial sustainability
- Adopt a succession plan



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