

Cranbrook Chamber of Commerce

# Strategic Plan 2023-2026

cranbrook  
**chamber**  
of commerce

## Who We Are

The Cranbrook Chamber of Commerce is the professional organisation that works collaboratively with and on behalf of its members to support business interests to create a successful and sustainable business community. With a membership spanning the entire cross section of the local economy, including businesses of all sizes and non-profit organisations, the Chamber is in a strong position to build business and community.

With clarity and an enhanced focus, the Cranbrook Chamber of Commerce can strategically direct policy and lobby to ensure a successful and sustainable future for the economy of Cranbrook.

The Chamber is proud and grateful to work with businesses, non-profit organisations and a wide range of stakeholders and partners on the traditional and unceded homelands of the Ktunaxa Nation and the chosen home of Métis peoples.

## Our Vision

To enable and support the success of Cranbrook businesses and be a strong and collaborative community partner

## Core Objectives

We strive to meet the needs and interests of our members through delivery of the following:

- **Advocacy**  
We lobby on behalf of our members to all levels of government.
- **Advantage**  
We offer exclusive member pricing on our programs and valuable money-saving benefits to assist our membership in their business operations.
- **Advancement**  
We provide quality educational opportunities to aid in the professional development and connection of our members.

## Core Values

The Cranbrook Chamber of Commerce will continue to build its legacy by making the following values a priority in our day to day operations:

- **Member-focused**
- **Collaboration**
- **Effectiveness**
- **Adaptable and Flexible**
- **Leadership**

# Key Result Areas

## Key Result Area 1: Business Hub

*Establish the Chamber as the go-to place for business support in Cranbrook*

### Strategic Goals:

1.1 Demonstrate the essential role the Chamber has in the Cranbrook business community and all economic development activity.

1.2 Support and encourage the growth and development of new and existing businesses in the area by offering online and physical resources, training and engaging and diverse events.

1.3 Promote and facilitate meaningful connections and collaborations among businesses, economic development agencies, local government and community organisations to attract investment, promote economic growth and create job opportunities.

## Key Result Area 2: Strong Strategic Partnerships

*Develop meaningful and result-driven partnerships*

### Strategic Goals:

2.1 Continue to develop and grow working relationships with local government, Indigenous communities and organisations and other community partners through regular outreach, education and collaboration opportunities.

2.2 Regularly assess current and potential partnerships with organisations whose mission aligns with the Chamber's objectives.

2.3 Continue to demonstrate the Chamber as a competent and collaborative partner by identifying and working as part of multi-partner projects that support economic development in Cranbrook.

## Key Result Area 3: Communication and Advocacy

*Influence change through advocacy*

### Strategic Goals:

3.1 Continue to tell our story and communicate what the Chamber is, its role as a business resource hub, what it achieves, and the positive impact it has on the community.

3.2 Communicate and share the Chamber advocacy processes and how businesses can be involved.

3.2 Utilise committees to identify and prioritise issues that impact the business community and ensure they are advocated at the appropriate municipal, regional,

provincial and federal government levels

## **Foundational Strategic Goal: Membership**

*Members form the foundation for all activities and plans for the Chamber*

### **Strategic Goals:**

4.1 Continuously assess and enhance the value proposition for Chamber members.

## **Foundational Strategic Goal: Organisational Excellence**

*Focus on our people and processes to enhance our value, reach and sustainability*

### **Strategic Goals:**

5.1 Continue to regularly assess and enhance good governance structures by reviewing best practices, policies and plans

5.2 Continue to lead by example and demonstrate what a strong, inclusive and flexible organisation looks like

