



BELONG • ENGAGE • THRIVE

As a leading voice for our local business community, we work to promote and support the economic, civil, and social well-being of Grimsby.

MISSION

STRATEGIC PILLARS

ADVOCACY	MEMBER SUPPORT	CREATING CONNECTIONS	ORGANIZATIONAL RESILIENCE
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STRATEGIC TASKS

Develop an internal policy framework, including criteria to assess which issues the Chamber should advocate on. (Short-Term)	Identify gaps in member needs (educational, professional development). (Short-Term)	Develop a measurement framework to assess the effectiveness of Chamber's member events. (Short-Term)	Identify ongoing/repeat and unique revenue generation opportunities. (Short-Term)
Review advocacy-related accreditation requirements and identify which items can be completed this year. (Short-Term)	Outline the current scope of member support provided by the Chamber. (Short-Term)	Conduct a member needs assessment to guide the content and design of Chamber events. (Short-Term)	Review current internal policies and create and execute a plan to address gaps. (Medium-Term)
Identify a relevant issue and co-author a policy resolution for presentation at the Ontario Chamber AGM in 2026. (Medium-Term)	Develop and execute member development opportunities. (Medium-Term)	Host networking events (small, medium, large) throughout the year. (Ongoing)	Create an annual growth and retention target, and accompanying retention strategy. (Medium-Term)
Complete all advocacy-related requirements for accreditation. (Long-Term)	Complete all member support-related requirements for accreditation. (Long-Term)		Create annual business plan. (Medium-Term)

VALUE PROPOSITION

ADVOCACY	BENEFITS	CONNECTIONS
Strong voice for local advocacy	Competitive and exclusive member benefits and services	Access to a growing and diverse member business community