



Fort St. John and District Chamber of Commerce Strategic Plan 2025-2030

Mission

To advocate for, support and promote businesses in our communities

Vision

To empower our membership to achieve greater success

Values

Relevant: Meaningful and useful to our communities' situations

Collaborative: Diverse perspectives and skills working together leads to a stronger community

Stewardship: Prioritizing member needs and providing resources to help businesses thrive

Sustainable: Practices and behaviours that meet current needs without compromising future needs

Long-term Goals

- Be a pillar in the community by becoming more relevant and increase our membership to better represent business
- To connect and advocate for business

Short-term Goals

- Engagement and networking opportunities through valued Luncheons, Synergy, Business Walks, and relationships with elected government officials.
- Promote our businesses and opportunities for business in the North Peace.
- Set ourselves up for success through development of policies and training for the board and staff, and quantitative records.

Progress Assessment Plan

- Quarterly report, every 3 months, with in depth report

Strategic Objectives

1. Provide more value to members
 - a. One on one interactions
 - b. Increase networking opportunities
 - c. Understand and promote benefits of the BC and Canadian Chambers



2. Public recognition of the Fort St. John and District Chamber and what we do
 - a. Showcase members
 - b. Sharing member content on social media
 - c. Testimonials from businesses
3. Removing barriers to membership
 - a. Updated Fees Schedule
 - b. Accessible membership participation
 - c. Enhance operational procedures
4. Leverage opportunities for advocacy
 - a. Partnering
 - b. Focus on issues that affect the North Peace Region businesses