



Richmond
Chamber
of Commerce
SINCE 1925

2025-2028

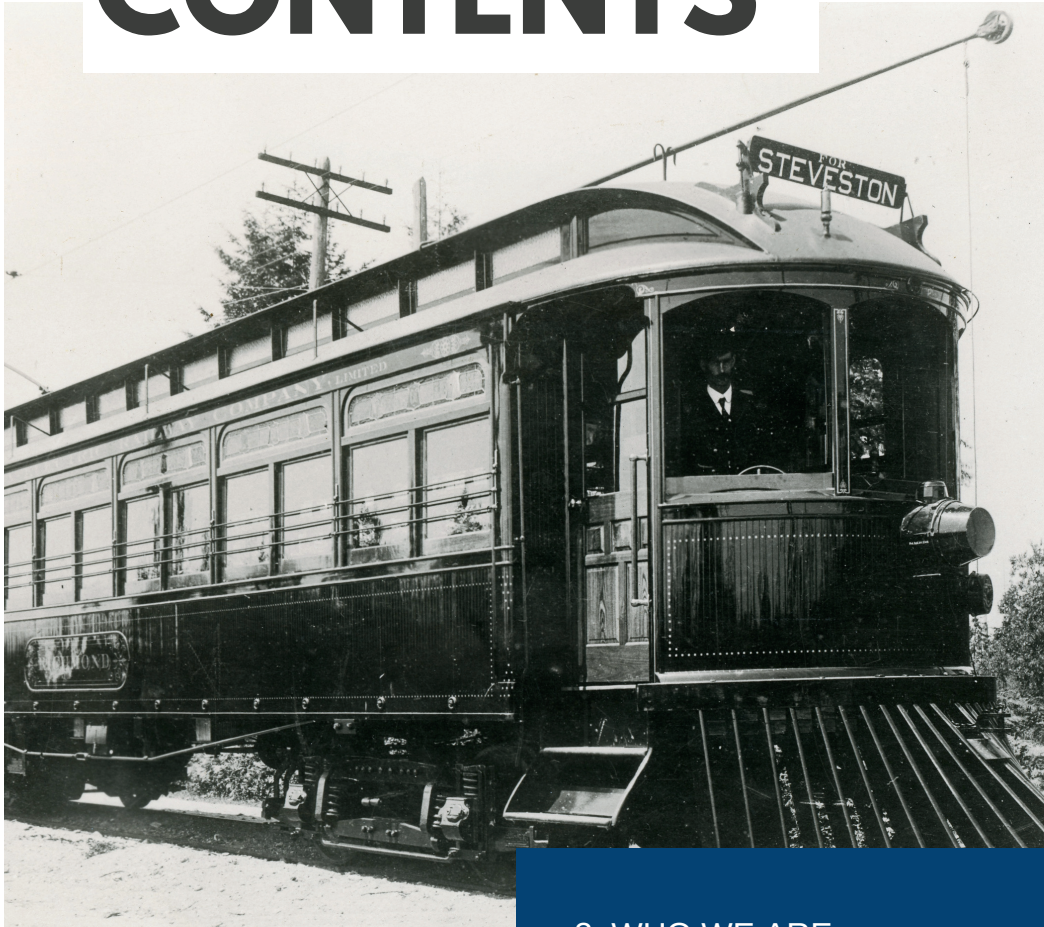
STRATEGIC PLAN

APPROVED MARCH 11, 2025 BY THE
RICHMOND CHAMBER OF COMMERCE

BOARD OF DIRECTORS

#201 - 13888 Wireless Way, Richmond, BC
www.richmondchamber.ca

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WHO WE ARE

The Richmond Chamber of Commerce was incorporated in 1925 under the federal Boards of Trade Act, originally as a Board of Trade and then later as a Chamber of Commerce.

Since its formation, the Richmond Chamber has actively supported entrepreneurship, the development of cohesive communities and the goal of a world-class environment in which to live, work, play and do business.

Our legacy is the foundation of our future, and it sets the scene for how we channel our resources to continue the work we started over 100 years ago, in the context of a modern social and business landscape.

The Richmond Chamber of Commerce is led by a governing Board of Directors, a diverse group of fourteen elected local business and community leaders. Their vision is accomplished by a staff of six.

OUR VISION

To be the go-to and trusted partner for business.

OUR PURPOSE

To champion a thriving business environment in Richmond by advocating for economic growth, fostering meaningful connections and providing resources that empower businesses to succeed

OUR CORE SERVICES

We work to help our members:

- [Save Money](#) by delivering competitive benefits and members-only discounts
- [Save Time](#) by driving business advocacy, delivering necessary education, bite-sized information
- [Make Money](#) by promoting their organizations, and connecting with fellow business leaders through networking opportunities

OUR CORE VALUES

Throughout our organization, we strive to adhere to the following principles:

- [Curiosity](#) - We have a constant appetite to learn, understand and question; our curiosity inspires innovation.
- [Integrity](#) - Independent and non-partisan, we are honest and clear in our interactions and communications, and in the way we engage each other and our members and stakeholders.
- [Vision](#) - We develop progressive policies while maintaining a strong awareness of the key societal and business trends to continually build Richmond's attractiveness as a place to live, work and do business.
- [Inclusivity](#) - We work within a richly diverse community and treat all fairly, equally and without bias.
- [Collaboration](#) - We believe the best decisions and outcomes are achieved by listening and working with others, both within the Chamber and externally with the many constituent parts of our community.



EXECUTIVE SUMMARY

The board of directors for the Richmond Chamber of Commerce developed the following Q2 2025 through Q1 2028 Strategic Plan based on input from stakeholders, board directors and staff. Prior to a strategic planning session in February 2025, individuals from these three sectors participated in a survey to identify current challenges and upcoming opportunities for the Richmond Chamber of Commerce. Compiled data helped determine the Key Result Areas (KRAs) that require in-depth attention over the next three years.

In their strategic planning session, the board formulated Strategic Goals that relate to each KRA. These goals give specific direction to staff and to the board's committees.


A subsequent one-year Tactical Plan was developed by staff and board committees for goal execution, commencing in April 2025. Quarterly progress reports will be provided to the board with an annual summary report at year end. These reports will include milestone achievements, called Key Performance Indicators (KPIs); proof that progress is on track. New Tactical Plans are to be developed annually.

This three-year Strategic Plan is to be reviewed and refreshed annually. Progress reports will be delivered by the board to the stakeholders at their Annual General Meetings. A new three-year strategic plan will be developed in the first quarter of 2028, with its commencement to occur in April 2028.




KEY RESULTS AREAS

ORGANIZATIONAL EXCELLENCE




We continuously develop our organizational capacity to increase our efficiency and impact.

MEMBER ENGAGEMENT & SUPPORT



We ensure that the Chamber is meaningful and relevant for our members.

POLICY & ADVOCACY



We work with our members and all levels of government to address business concerns.

STRATEGIC PLAN

This three-year plan, developed by the Board of Directors and senior staff, outlines the goals to be achieved by the end of first quarter 2028. These strategic goals will inform tactical projects to be executed by the Staff, Board, and Committees of the Richmond Chamber.

Organizational Excellence

We continuously develop our organizational capacity to increase our efficiency and impact.

Strategic Goals:

- 1.1 Develop staff capacity that supports the organization's mandate.
- 1.2 Drive revenues to support organizational growth

Member Engagement & Support

We ensure that the Chamber is meaningful and relevant for our members.

Strategic Goals:

- 2.1 Utilize value-driven strategies for member engagement, retention and recruitment.
- 2.2 Strengthen partner, stakeholder, and sponsor relationships.
- 2.3 Communicate and continue to build our reputation.
- 2.4 Create and execute an events strategy to develop value for members and the organization.
- 2.5 Support member businesses to connect, grow, influence, and lead.

Policy & Advocacy

We work with our members and all levels of government to address business concerns.

Strategic Goals:

- 3.1 Drive policy and advocacy efforts aligning with our core values.
- 3.2 Serve as thought leaders on business and community issues.



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Facilitated by:



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