

**EDMONTON CHAMBER
OF COMMERCE**

**2024-2027
STRATEGIC PLAN**



OUR BACKSTORY

Edmonton Chamber of Commerce (ECC) is older than the City of Edmonton. Over the past 135 years, it has mobilized, informed and championed the business community. Yet in a world characterized by unprecedented globalization, economic uncertainty and political unpredictability, the ECC's role has never been more important than it is now.

We have a team with the skills and experience needed to meet the needs of the business community as it grows and prospers in a rapidly changing world. Now, with a new focus on the use of extensive data and sound research, the ECC will be an even greater ally and advocate for the business community dealing with all three orders of government.

In the next several years we are set to evolve significantly, enhancing our service offerings, events, and online presence. Our goal is to ensure that a membership in the ECC is the most valuable investment any business can make.



OUR VISION

Edmonton is Canada's best place to build a strong, sustainable, resilient business that provides incredible returns for the people who own it and the community ecosystem it belongs to.

The Edmonton Chamber of Commerce inspires the growth of our business community and the profitability of our member-businesses by being their most innovative and dedicated advocate, connector, and service-support provider.

OUR MISSION

STRATEGIC PILLARS

CONNECT

The ECC creates exceptional programming, events, and digital experiences to inspire greatness, connection, and collaboration across Edmonton's economy.

- Create and market a broad range of sponsorship and partnership opportunities, clearly articulating each opportunity's specific value.
- Build and lead an active ecosystem of partnerships/relationships with other economic development organizations to support each other and share best practices.
- Invest in data-driven digital advertising opportunities, evolve a growing video content strategy, and leverage earned media to expand our reach of priority campaigns.
- Highlight our Board of Directors as key brand ambassadors to amplify our messaging and content.
- Speak at industry conferences, community events, and panel discussions to raise awareness about Chamber initiatives, advocate for business interests, and position our team as highly sought-after thought leaders.
- Grow our calendar of signature events.

ADVOCATE

ECC is a leader in developing policy and effective advocacy efforts with all three orders of government. We develop policy and coordinate advocacy with partner organizations and with our member businesses.

- Become the "first call" when government wants to talk to the Edmonton business community. When government is consulting stakeholders we are the highest priority.
- Become the organization that our members businesses look to first to advocate for their needs.
- We deeply understand what our members want from government and are relentless in our advocacy on their behalf.
- Develop and implement a best-in-sector, multi-year government stakeholder outreach plan, track success, and share our wins and success stories with our current and prospective member.
- Leverage our relationships and partnerships to grow our success in advocacy efforts across the political spectrum and with all orders of government.

ENGAGE

ECC membership is the most valuable investment and asset to support wealth creation and growth in the business community.

- Provide our members with data-driven education programs that help them become more profitable.
- Restructure membership options and benefits to ensure members receive the greatest benefit for their membership investment.
- Develop an digital experience for our members to access services, including a useful data portal to improve members' access to relevant and significant data insights for their businesses.
- Provide a valuable and interesting suite of events where members can spend time together and hear from voices relevant to their business success.

INDICATORS OF SUCCESS

- **Membership Growth**
- **Sold Out Signature Events**
- **Economic Ecosystem Leader**
- **Champion of Edmonton**
- **Business Expansion**

