

Campbell River Chamber of Commerce (referred to as the “Chamber”)

Mission, Vision and Value Statements

About Us

Vision

The Chamber will provide dedicated and professional leadership to encourage and support a vibrant and successful business community.

Mission and Mandates

The Chamber actively supports a positive business climate and economic growth by:

- Providing valuable services and benefits to members;
- Creating networking events and educational seminars;
- Identifying and advocating on critical business issues;
- Promoting strategic partnerships;
- Providing marketing opportunities for member businesses; and
- Fostering a membership organization that executes effectively and successfully.

See below for details on the mandates of the Chamber.

Values

The Chamber’s values are:

- To successfully uphold the Chamber’s mission and mandates through the combined effort of staff and volunteers;
- To elect leaders who have integrity, honesty, personal accountability and are good communicators;
- To ensure that the board functions as a governing body with all operational responsibilities delegated to staff and task force volunteers;
- To foster and support free enterprise in order to encourage a prosperous community;
- To assert that a prosperous community is comprised of a healthy environment, economy and society;
- To insist that business owners conduct their businesses consistent with all applicable legislation;
- To direct advocacy at appropriate levels of government and/or industry to increase the likelihood of success; and
- To work to achieve effective collaborations and partnerships that are essential to achieving the Chamber’s mission and mandates.

Definition

The Chamber is the “Voice of Business”.

It is an organization of business-minded people. It is comprised of a volunteer board of directors, a staff and membership from the community. The membership consists of small, medium and large businesses, individuals and community groups.

Governance and Operations

The policies and programs of the Chamber are determined by its volunteer board of directors who are elected annually by the membership. They, in turn, employ an executive director and an administrator (with some part-time volunteers) whose responsibility it is to carry out the Chamber's policies and to organize and execute its programs. The Chamber has detailed communication with City Hall through a city councilor liaison and regular meetings with the mayor and liaison.

Directors, and other Chamber members, may participate on committees or task forces. Committees or task forces are created to assist the board or staff. "Committees" are created to deal with long-term, multi-year projects and "task forces" are for short-term, one-off projects.

Mandates (details)

Providing Valuable Services and Benefits to Members

The Chamber provides members with "purchase discounts" at local businesses, access to cost-effective employee benefit programs and print, email and web-based advertising opportunities.

Creating Networking Events and Educational Seminars

The Chamber creates a regular program of activities for members: A regular lunchtime speaker series, "Business after Hours", training workshops and timely meetings with key decision-makers or business leaders.

Identifying and Advocating on Critical Business Issues

The Chamber uses the directors, members and various contacts in the community to identify critical issues. Where issues are deemed to have an impact on the membership or business community the Chamber informs and attempts to influence key decision-makers.

Promoting Strategic Partnerships

The Chamber maintains partnerships with various groups in the community: City Hall, *Rivercorp - Campbell River Economic Development*, The Business Improvement Associations and regional and provincial organizations such as the BC Chamber of Commerce and senior governments. In addition, the Chamber leadership has relationships with key leaders in industry and government and develops new partnerships as required.

Providing Marketing Opportunities for Member Businesses

The Chamber provides members with access to a monthly newspaper supplemental, "The Chamber News", that is included in the *Courier-Islander* Newspaper. All members can submit a 500 word article, once per year, to the newspaper regarding their business. Additional, smaller news items are also included on a monthly basis.

Regular email notices are submitted by the Chamber on behalf of the membership. The Chamber's website also includes an "Our Members" section high-lighting member businesses with photos and text. Members also have the option to have an enhanced website profile.

Fostering a Strong and Dynamic Chamber Team that Executes Effectively and Successfully

The Chamber focuses on ensuring that the Chamber's staff are well-suited to the task. The Chamber ensures that the team has the tools it requires to carry-out the functions it is responsible for. The board, staff and volunteers are dedicated to ensuring that the Chamber executes its various functions effectively and successfully.