

Activate your Chamber membership today!
To find out more about our programs and events
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 Greater Kingston Chamber of Commerce

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LEAD THE WAY

Greater Kingston Chamber of Commerce 2017-2021 Strategic Plan

Our Vision

The leading voice for a smart business community!

Our Mission

Engaging our membership through networking, advocacy and education to support a smart, livable city.

The Greater Kingston Chamber of Commerce 2017 - 2021

Early in 2017 the Strategic Planning Committee of the Greater Kingston Chamber of Commerce set out to formulate a strategy that would articulate how to best use our internal and external resources to work more efficiently and effectively to support our membership.

A three-month process of internal and external assessment culminated in a new mission and vision statement to better align to and support the goals of our membership and other key partners in the Greater Kingston area. The three streams of advocacy, education and networking were once again affirmed as the strategically critical pillars to achieving our goals with a more intentional focus on what is meaningful and relevant to our membership.

The following Strategy Map depicts the five customer and financial outcomes for the Chamber over the next five years, supported by the three pillars of advocacy, education and networking, and facilitated by our human, organizational and informational capabilities. Each of these 11 strategic priorities has key measurable initiatives attached to track progress towards achieving our goals in each area.

Strategy Map

Customer & Financial Outcomes

- S** - Supporting and growing our membership
- M** - Measuring and reporting out results
- A** - Advancing strategic partnerships
- R** - Responsible stewardship
- T** - Telling the stories of our smart business community

