



NVC Strategic Plan

2019-2022

NVC Vision:

The NV Chamber will be the catalyst for a thriving, connected community through strong partnerships, informed members, and bold leadership.

NVC Tagline:

“A connected community is a thriving economy”



Strategy 1

Maintain a credible Chamber - Operational Excellence



Key Goals:

- Consistent, credible and reliable execution
- Consistent flow of value to members and partners
- Actively improve the executional delivery and follow-up to members

Priority Initiatives:

1. Maintain strong Chamber structure.
2. Leverage Chamber network and NV volunteer network
3. Leverage Chamber office location
4. Optimize value of Membership Database
5. Optimize existing and source new funding opportunities



Strategy 2.

Uphold a people focused, high value engagement

Key Goals:

1. Sharpen the target market - focus on those who are embracing change and know they need support to move their business forward.
2. Add value to their NC Chamber touchpoints
3. Look at the relationship as a *journey* not a transaction
4. Listen ... with curiosity. Support & Connect ... with purpose. Lead ... with Knowledge. Advocate ... with passion.

Priority Initiatives:

1. Listen to the concerns and needs of business groups and individuals.
2. Support those in targeted sectors who are embracing change.
3. Connect as a trusted and resourceful partner.
4. Support & Connect leveraging NVC office as resource
5. Lead with new information and actions in support of major NV economic issues & opportunities
6. Advocate on behalf of the North Vancouver business community through positions that are both locally and regionally relevant



Strategy 3

Tell Stories that Captivate & Radiate the Chamber's "Why"



Key Goal

1. Create A Bigger, More Inclusive Sense of Inspiration
2. Advance our brand and public-facing content through people & stories & images, to reflect:
 - our bold goals and accomplishments
 - our confidence in the work we do
 - the change we want to see in North Vancouver.
3. Show, don't tell.

Priority Initiatives

1. Create and share new Tagline
2. Build an inspiring brand story.
3. Create efficient digital / traditional marketing and communications plan that is compelling, clear and consistent.
4. Build capacity for ongoing in-house content creation
5. Establish communications metrics that represent success

