

Who we are

The Sunshine Coast Chamber of Commerce was officially formed January 10, 2024. This marked the successful merger, endorsed unanimously by the membership, of three former Chambers in Gibsons, District of Sechelt and Pender Harbour.

We offer to the business sector many benefits of a strong Chamber of Commerce serving the entire Sunshine Coast of British Columbia.

Our Purpose:

- is to promote and protect the interests of Sunshine Coast businesses;
- advocate on behalf of businesses at the local, regional, and national levels;
- provide a platform for businesses to connect and network with each other;
- offer affordable group benefits to business owners;
- offer educational support and resources to members.

A Strong Board

The Sunshine Coast Merger Task Force and its interim Board were replaced by Directors duly elected by the membership at our Chamber's Inaugural General Meeting held June 28, 2024. The Merger Task Force was then thanked for its efforts and disbanded.

The newly elected Board immediately set out to create a new Strategic Plan. This plan incorporates a few transition activities yet to be completed. It maps out a new and much broader vision for membership growth; our goal is to have a positive impact on the economic vitality of our region. This new Strategic Plan sets a clear path forward for the Sunshine Coast Chamber of Commerce.

After several review meetings and consideration of community feedback, the Board adopted the Sunshine Coast Chamber of Commerce Strategic Plan 2024 – 2026 on *day / month / 2024*. We value your comments.



SUNSHINE COAST
CHAMBER OF
COMMERCE

604-989-1633

Government Liaison

Local governments appointed the following **ex-officio liaison representatives**

Gibsons:	Councillor de Andrade
SCRD:	Director Kate Stamford
Sechelt:	Councillor Adam Shepard
shísháhlh Nation	Councillor Philip Paul

Our Board

Gaetan Royer, Chair	Rory Gowler, Vice Chair
David Blaiklock, Treasurer	Rasie Bamigbade, Secretary
Arthur Cullinan, Director	Laurie Reid, Director
Ellen Eaton, Director	Jessica Hemingway, Director
Archie MacLean, Director	

Mission Statement

We champion the collective voice of our members to create an environment in which Sunshine Coast businesses prosper, families thrive and communities flourish.

We advocate for a business environment that is inclusive, innovative and competitive. We believe that if businesses succeed, they can help support families and grow communities in a sustainable way.

Strategic Plan 2024 – 2026

At the end of an open and transparent process, marked by frequent updates and opportunities to provide input, the Board of the Sunshine Coast Chamber of Commerce set out its vision for the growth of the business community and clear objectives to build a strong economy that benefits all business owners, visitors and residents of British Columbia's Sunshine Coast region.

Our Staff

Ed Pednault	Transition Executive Director
Laura Heavens	Communications & Social media

Contact us

For more information: 604-989-1633
For Benefits information: info@sunshinecoastchamber.ca
www.sunshinecoastchamber.ca
<https://www.facebook.com/SunshineCoastChamber>
LinkedIn.com/ twitter Instagram:

Honour the past & build a better future on the Coast!

Strategic Plan 2024 – 2026

Our Chamber provides outstanding services to its members, listens to its membership & fosters partnerships with other organizations.

We leverage the strength of our membership to influence local policies that support entrepreneurship and economic prosperity.

We help sustain a thriving and diversified coastal economy.

Growth opportunities

- Promote Coast's unique lifestyle
- Less competition in select sectors
- More disposable income here
- Regional Economic Development
- A new Board's enthusiasm

Key challenges

- Resistance to change
- Ferry, roads & water infrastructure
- Broad geographic area & mobility

Our Vision for 2024 – 2026

- We support regional growth.
- Our members are actively engaged.
- We advocate with a strong voice & address our members' concerns.
- Members value our group benefits, events and programs.
- The Coast is open for business and welcomes investment.
- We form strong partnerships.

Success indicators

- Clear economic development plan
- Revenues have grown
- Expenses are within budget
- Participation in events is strong
- First Nations are represented
- All candidate meetings are held
- Newsletters reach broad audience
- Member retention is strong
- Owners enjoy prosperity
- Other groups seek our advice and participation

Stable Governance

Complete harmonious transition

- Set 2024 - 2025 deliverables for staff
- Help transition Legacy Chambers

Create strong governance structure

- Develop Board succession plan
- Develop & adopt Board policies (Laurie + Arthur)
 - Sponsorship Privacy
 - Human Resources
 - Communication
 - Board orientation manual
- Governance training (Arthur)
- Monthly review of FS & cash flow
- Monthly review of operations plan
- Prepare Budget (interim)2024 full 2025
- Support fundraising plan 2025
- Annual review of Strategic Plan
- Expand social media presence (staff)

Strengthen Member Engagement

Operationalize member outreach

- Monthly newsletter to members
- Member benefits promotion
- Hold events in all communities
- Communications Community calendar

Attract new members

- Info session for small business
- Develop event marketing & fin plan
- Recruit business ambassadors
- Get SCREDO list of businesses
- Invite local/senior government officials to address members' concerns
- Publish a gorgeous annual report

Collaboration & Partnerships

Align actions with public plans

- Town of Gibsons
- shísháhl Nation & Squamish Nation
- District of Sechelt
- Sunshine Coast Regional District
- School District
- Capilano University
- Coastal Health Authority
- Transportation & Utilities

Align actions with partners' plans

- Sechelt & Gibsons Downtown Business Associations
- Sunshine Coast Tourism
- Avoid duplication
- Reinforce each other's roles

Collaborate with community

- Foster reconciliation initiatives
- Host tour / event in House of Clans
- Introduce Chamber to community groups:
 - Local associations
 - Off-coast groups

Support mutual interest initiatives

- Downtown Association projects
- Community fundraising initiatives

Investigate visionary projects

Immediate

- Plan & host all-candidates event
- Host SC Business Awards

2024

- Develop branding & messaging
- Develop unified advocacy system to represent business sector
- Attract Filming / partner SC Tourism
- Develop plan for mall kiosk upgrade
- Broaden menu of members benefits
- Set up mentoring network for new entrepreneurs (Arthur + Ellen)
- Youth engagement plan

2025

- Invest in Sunshine Coast Forum
- Clarify system mapping
- Youth entrepreneur membership
- Improve the mall kiosk - facelift

Committees & Task forces

Board Nomination Committee

- Vice Chair + Arthur +

Chamber events Committee

- Jessica, Rasie & Taya

Chamber Profile Committee Newsletter, social media

- Laura Heavens + Laurie + Ed

Filming Location Task Force

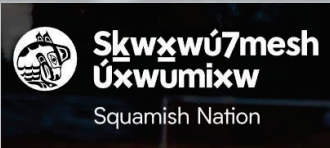
- SCCoC Gaetan + Annie Wise + Taya

HR Task Force

- Rasie + Jessica + Archie

Invest in Sunshine Coast Task Force

- Gaetan + Ellen + Archie +



"We acknowledge that we are fortunate to live in the traditional territory of the shísháhl and Squamish First Nations."



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CHAMBER OF
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