

Who we are

The Sunshine Coast Chamber of Commerce is a new organization formed in the Fall of 2023 and formally registered January 1, 2024. This is the outcome of a successful merger endorsed unanimously by the membership of three former Chambers in Gibsons, Sechelt and Pender Harbour.

Stronger as One

The business sector in all local communities will benefit from a larger and stronger Chamber of Commerce serving the entire Sunshine Coast of British Columbia.

Champions of Economic Development

The Sunshine Coast Chamber of Commerce has a clear mandate to represent the interests of the business community and advocate for local policies that advance economic development and private sector opportunities.

Government Liaison

All levels of local government will be invited to appoint ex-officio liaison officials
Names to be determined

Our Board

Ron Badley
Doug Marteinson
Gaetan Royer

Our Staff

Janice Iverson – Merger and Transition Facilitator
Ed Pednault – Transition Executive Director

A Strong Board

Continuity and carefully orchestrated transition

The Sunshine Coast Merger Task Force was appointed by the Boards of the three legacy Chambers. The Task Force became an interim Chamber Board, initially with one member of each legacy Chamber. The main goal of this model was to achieve continuity and a smooth transition.

A merger facilitator, expert in governance and community investment, was retained by the Task Force. The facilitator will continue to provide governance support and advice to the Interim Board through the first quarter of 2024.

A new Board, representative of the entire region, will be recruited by the Task Force and duly elected by the membership at the Chamber's first AGM to be held approximately 3 months, but no longer than 6 months, after amalgamation.

The newly elected Board will then review and adopt a new Strategic Plan that will incorporate transition activities yet to be completed and set new objectives.

Accomplishments

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.

Contact us

For more information, contact (to be determined)
www.sunshinecoastchamber.ca

Draft Strategic Plan 2024 – 2026

At the end of an open and transparent process, marked by frequent updates and opportunities to provide their input, members of three existing Chambers of Commerce, Gibsons, Sechelt and Pender Harbour, voted unanimously in support of dissolving existing chambers and forming a single Sunshine Coast Chamber of Commerce.

It is in this spirit of collaboration that the interim Board of the new Chamber created this 2-year, transition-focused Strategic Plan

Stronger
as One

SUNSHINE COAST
CHAMBER OF COMMERCE

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

facebook.com/

[Linkedin.com/](https://linkedin.com/)

twitter & Instagram:

Draft Strategic Plan 2024 – 2026

Our Chamber provides outstanding services to its members, actively listens to its memberships and fosters partnerships with other business groups.

Our Chamber leverages the strength of its membership to influence local policies that support entrepreneurship and economic prosperity.

Our members sustain a thriving and diversified coastal economy.

Our Vision for 2025 – 2026

- We represent Coastal communities.
- Local governments respect and meaningfully engage in Chamber activities.
- The Coast is “open for business”.
- Visionary Chamber projects advance community objectives.
- A new Board adopts a new 5-year Strategic Plan.

Success indicators

- Relative to legacy Chambers,**
- Our membership has grown.
 - Revenues have grown.
 - Expenses are within budget.
 - Participation in events is strong.
 - First Nations are represented.
 - All candidate meetings are held
 - Newsletters reach audience beyond our membership.
 - Member retention is strong.

Stable Governance

Complete harmonious transition

- Conduct Staff Orientation
- Set 2024 deliverables
- Develop Board recruitment plan
- Hold final AGMs of Legacy Chambers
- Duly close books
- Dissolution Legacy Chambers

Create strong governance structure

- Recruit Board members
- Plan first AGM and elections
- Develop & adopt Board policies
- Hold monthly Board meetings
- Monthly review of cash flow
- Monthly review of operations plan
- Host inaugural AGM & launch party
- Quarterly financial reviews
- Support fundraising plan
- Develop new 5-years Strategic Plan

Strengthen Member Engagement

Operationalize member outreach

- Monthly updates to members
- Member data integration
- Member benefits integration
- Board of Directors applications
- Founding members program
- Consolidated membership renewals

Attract new members

- Develop marketing plan & budget
- Recruit business ambassadors
- Local governments issue Chamber letter with business permits
- Host popular events
- Organize young entrepreneurs events
- Invite senior government officials to address members' concerns
- Publish annual report
- Host events in all local communities

Collaboration & Partnerships

Align actions with public plans

- Town of Gibsons
- shíshálh Nation
- District of Sechelt
- Sunshine Coast Regional District
- School District
- Capilano University
- Coastal Health Authority

Align actions with partners' plans

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

Collaborate with community

- Foster reconciliation initiatives
- Introduce new Chamber to community groups:
 - Rotary Club, Lions Club
 - Local Legion Chapters
 - Local associations

Support mutual interest initiatives

- Downtown Association projects
- Community fundraising initiatives

Investigate visionary projects

2024

- Host AGM
- Organize superb launch event

2025

- Events to be determined
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Committees & Task forces

Directors and volunteers serve on Chamber committees!

Board Nomination Committee

- Names to be determined
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Chamber events Committee

- Names to be determined
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Chamber Newsletter Committee

- Names to be determined
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Membership Committee

- Names to be determined
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“We acknowledge that we are fortunate to live in the traditional territory of the shíshálh First Nation.”

