



2025-2028 Strategic Plan

A Personalized Path Forward

We will form a genuine connection with each member, understanding their unique needs, and ensuring they find value in their Chamber experience.

This connection fosters a sense of belonging and supports us in evolving our services to meet the diverse and changing needs of the community.



Strategic Choices

Strengthen Connections with Members



We listen to what matters most to our members and support them in choosing the activities that will provide value.

Collect Insights for Informed Decisions



We aim to understand emerging trends and preferences, shaping the Chamber's offerings to align with our community's diverse needs.

Enhancing Value Through Targeted Offerings



We will develop advocacy initiatives, events, and support programs that resonate with our members' aspirations and challenges.



Mission

The Chamber of Commerce for Greater Moncton empowers members through valuable information, connections, and advocacy to enable a thriving business community.

Vision

To be the leading advocate for collaboration and influence, driving prosperity by empowering our members to build a thriving business environment in Greater Moncton.

Strategic Priorities

- Membership Engagement Redesign
- Reimagining Communications
- Capacity Building

Strategic Goal

Each member is fully engaged in Chamber activities in a way that is most meaningful for them to support their success in the Greater Moncton business community.