



**THE CHAMBER  
OF COMMERCE**  
for Greater Moncton

**LA CHAMBRE  
DE COMMERCE**  
pour le Grand Moncton

# 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.



## Strategic Priorities

- Membership Engagement Redesign
- Reimagining Communications
- Capacity Building

## 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 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.