



Thunder Bay
Chamber
of Commerce

stronger
business
together

VISION 2030

Strategic Plan

The Thunder Bay Chamber of Commerce is at a pivotal moment. Amid shifting economic, demographic, and political realities, local businesses increasingly look to us for leadership, advocacy, and support. This strategic plan is a roadmap that reflects deep engagement with our Board, members, staff, and community stakeholders. It outlines a vision for 2030 and identifies key strategic directions to guide the Chamber's continued relevance, value, and impact.

Vision

By 2030, the Chamber will be Thunder Bay's forward-looking business champion, fueling bold ideas, influencing policy and leading lasting change.

Mission

A trusted advocate, connector and supporter of members of all sizes, together, we position your business for success.

Values

We are...

Courageous

We speak up for what matters. When business success, fairness, or future opportunity is at stake, we take bold, principled action - even when it's difficult.

Innovative

We embrace change and lead by example. By evolving our services and adopting new tools, we help members stay ahead of trends and thrive in a rapidly shifting economy.

Trusted

We are dependable, transparent, and outcome-focused. We say what we'll do, we do it, and we share results so that members can measure the Chamber's value.

Connected

We act as a bridge linking business, government, and community. Through strong relationships and collaboration, we create space for shared progress and regional prosperity.

Inclusive

We create a welcoming environment where all members - regardless of business size, stage, sector, or background - feel seen, respected, and valued. We model inclusivity through our own practices, partnerships, and programming.



Unique Value Propositions

The Thunder Bay Chamber offers unique value to its members through:

Trusted Advocacy

A proven track record of influencing local, provincial, and national policies that affect the business community.

Tailored Member Engagement

Programs and communications segmented by member size, stage, and sector.

Practical Support

Events, toolkits, benefits, and learning opportunities that directly address business challenges.

Business Visibility

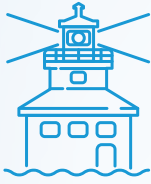
Opportunities for recognition, promotion, and influence through awards, directories, and storytelling.

Community Impact

Active participation in building a stronger, inclusive local economy through partnerships and action.



Strategic Directions



Lead

Champion Bold Policy Change, Aligning Regional Forces for Collective Prosperity

The Chamber will lead impactful advocacy that shapes policy at all levels of government serving as a trusted convenor across civic, Indigenous and economic development partners to unlock regional potential. With a focus on priorities that improve economic opportunity and quality of life, Thunder Bay will grow as an even more significant hub for Northwestern Ontario.

The Thunder Bay Main lighthouse is an iconic part of our local landscape. Its light represents commitment to illuminating the path forward. The lighthouse is a symbol of the shared vision of leading with purpose and lighting the way forward.



Connect

Deliver and Communicate Member-Centric Value

The Chamber will design programs, events, and outreach that reflect the needs and goals of our diverse membership. Through storytelling, data, and personalized engagement, we'll help members feel informed, supported and seen.

The Black Bay Bridge symbolizes linking people, ideas, and values across a distance. This bridge also physically represents a strong connection within our community.



Grow

Accelerate Workforce and Economic Diversification

The Chamber will expand Thunder Bay's economic future by supporting talent attraction, entrepreneurship, and innovation in both traditional and emerging sectors. With an eye on youth, Indigenous entrepreneurs, and underrepresented groups, we will help build a diverse, future-ready workforce and a more resilient business ecosystem.

The Pine Tree embodies resilience, renewal, and steady growth. In local soil but reaching upwards and outwards, the tree represents a community that thrives through diversity, innovation, and inclusion.

