

STRATEGIC

Vision

THE EVOLUTION OF THE CYC

2024-2030



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Hello, we're

THE CYC

Throw out the definition of a Chamber, at Central York we're leading the pack on what a member-based organization looks like. Our objective: cultivate, grow, and support a landscape where people and communities thrive.

We're about innovation and transformation both at the professional and personal levels. Our North Star? Key principles we believe make our communities stronger: fostering economic vibrancy, encouraging civic leadership, embracing social responsibility, and Diversity, Equity, Inclusion, and Belonging (DEI&B).

CYC members are in growth mode. They're founders, seasoned pros, and those who have their eyes set on leadership goals. Together, we're redefining what it means to lead.

THE TAKEAWAY ▲▲

CENTRAL YORK CHAMBER OF COMMERCE

IN 2023, THE CHAMBER'S OFFICE WAS RENOVATED TO BETTER SUPPORT THE MEMBERSHIP.



BEST SHOP LOCAL CAMPAIGN

The Chamber launched the largest "Shop Local" campaign in the town's history. This impressive effort earned us the prestigious "Best Shop Local Campaign - Large Chamber" award from the Ontario Chamber of Commerce in 2022.

NATIONAL RECOGNITION

Elevating our influence on a national scale, in October 2023, the Chamber was one of only three chambers to receive an Inclusive Growth award from the Canadian Chamber of Commerce. This honour celebrates exceptional work in promoting economic reconciliation and fostering a diverse, equitable, inclusive, and accessible business environment.

PILOTING CHANGE

In 2023, the CYC launched the Women in Leadership Development (WILD) Mastermind. In partnership with Scotiabank, The MARC Group and Fair Chance Learning, each cohort consists of foundational information to support and strengthen women leaders and female-led companies.

Hello, we're **THE CYC**

WE'RE INVESTED IN...

**YOUR IMPACT
YOUR PROFESSIONAL DEVELOPMENT
YOUR SUCCESS.**

JENN HARPER, FOUNDER,
CHEEKBONE BEAUTY
SHIFT24



Meet us at SHIFT, an annual summit that brings impactful Canadian leaders together for a powerful day of learning and knowledge exchange.

Our **ROOTS**

▶▶ **1857** THE YEAR WE KICKSTARTED OUR CAREER IN BUSINESS SUPPORT.



THE MERGER WAS FORMALLY ANNOUNCED IN SEPTEMBER, 2023 AT THE ANNUAL BBQ.

NEW BRANCHES ON A TREE

Established in 2023, the Central York Chamber is the result of a merger between two dynamic chambers: East Gwillimbury and the Newmarket Chambers of Commerce.

The East Gwillimbury Chamber was founded in 1991 while the Newmarket Chamber had roots that dated back to 1857 when it first operated as the Newmarket Board of Trade.

Current PROGRAMS & initiatives



▲ AWESOME FOUNDATION
▲ NEWMARKET



▲ NETWORKING GROUPS &
MASTERMINDS



▲ WOMEN IN LEADERSHIP
DEVELOPMENT (WILD)



▲ ACCELERATE CENTRAL YORK

SMART COMMUTE CY

Thoughtful travel

Promoting a cleaner, greener, and smarter future

Proudly spearheaded by the Central York Chamber of Commerce, Smart Commute Central York (SCCY) works to change the way we think about our daily journeys. Our mission stretches across Aurora, East Gwillimbury, Georgina, Newmarket, Whitchurch-Stouffville, and the Township of King.

In addition to workplace commute programs and active travel initiatives such as Bike Day, SCCY partners with the Town of Newmarket, York Region, the York Region District School Board and the York Region Catholic School Board to operate an Active School Travel Program (AST). Currently six schools are participating, with three more set to join the program in September 2024.

CYC PROGRAM



SCCY LEADS A NUMBER OF ACTIVE TRAVEL INITIATIVES. SEEN HERE: NEWMARKET MAYOR JOHN TAYLOR WITH A PARTICIPATING SCHOOL.



VISION AND MISSION
VALUES AND GUIDING PRINCIPLES
VALUE GENERATED BY THE CYC

THE CYC VISION

Member by member, we're creating a thriving landscape that enables businesses to grow and leaders to develop. Our community is committed to fostering innovation, inclusive prosperity, economic vibrancy, and social responsibility.

THE CYC MISSION

At the CYC, we're empowering leaders with the resources, support, and opportunities they need to excel. We deliver transformative programs, foster a culture of continuous learning and leadership development, and promote values of Diversity, Equity, Inclusion, and Belonging (DEI&B).

Here **FOR MORE**

VALUES AND GUIDING PRINCIPLES

PAVING THE WAY FORWARD

WE LEAD. WE FOLLOW. WE LEARN.

AT THE CYC, WE'RE ALWAYS STRIVING TO BE THE BEST VERSION OF OURSELVES - AND TO SUPPORT LEADERS TO SHOW UP AS THEIR MOST IMPACTFUL, AUTHENTIC SELVES.

PROFESSIONAL DEVELOPMENT & NEXT LEVEL LEADERSHIP

OUR INNOVATIVE PROGRAMMING IS DESIGNED TO DEVELOP AND EMPOWER LEADERS. FROM WORKSHOPS AND MENTORSHIP PROGRAMS TO LEADERSHIP AWARDS, THE CYC CULTIVATES AN ENVIRONMENT WHERE MEMBERS CAN GROW, INNOVATE, AND LEAD WITH CONFIDENCE.

INCLUSIVE PROSPERITY

WE ALIGN EVERYTHING WE DO WITH A DEI&B LENS.

Shaping the future of business leadership in Central York.

We deliver

MORE

Value Generated by the CYC

We Empower Business Growth

- Innovative programs and cutting-edge initiatives designed to help your business thrive in an ever-evolving market.

We Connect You for Success

- Dynamic events designed to foster meaningful connections, provide valuable insights, and create opportunities for collaboration.
- Collaborative and supportive community where members champion and support one another to work together to achieve mutual success and collective vibrancy.

We Develop, Strengthen, and Support Leaders

- Professional development: workshops, seminars, and training sessions that equip you with the skills and knowledge to excel.
- Connecting you with seasoned professionals and industry leaders and encouraging mentorship opportunities.

We Advocate for Business

- Policy advocacy: Benefit from our efforts to advocate for policies and regulations that support business growth and economic development.

We Are Committed to DEI&B

- Be part of an organization that champions, promotes, and actively demonstrates inclusive values and practices.

2024-2030

LEANING INTO LEADERSHIP

Create a reputation as a must-join space for leaders through cutting-edge programming.

The ROADMAP

- ▶▶ THE EVOLUTION OF OUR LEADERSHIP VISION
OBJECTIVES SUMMARY



Over the next five years,
we're pushing every
boundary we've got to
revolutionize what a
member-based
organization can achieve.

It's lofty and we like it
like that.

2024-2030

OBJECTIVES SUMMARY

Digging into some of the nitty gritty.

Scaling our **LEADER FOCUSED** *Programming*

The CYC is dedicated to supporting businesses and individual leaders at all levels, from solopreneurs to international enterprises. Our programming is designed to foster growth and development for CEOs, leadership teams, and emerging leaders.

WILD (Women in Leadership Development)

The WILD program has been a significant success over the past two years. It will continue to evolve, offering new cohorts and expanded focus. Larger businesses can leverage WILD for internal corporate training, and alumni will have opportunities for networking and continued development.

Accountability Masterminds

A new series of Accountability Masterminds will be launched, featuring dedicated Chairs for each group. Members will be grouped by size and experience to facilitate learning from peers. This program aims to drive performance and growth among member businesses.

Custom Diversity, Equity, Inclusion, and Belonging (DEI&B) Programming

Our focus for the next five years includes developing custom DEI&B programming for members. This will cover best practices in hiring and daily operations, as well as customer support. We will establish a certification for businesses demonstrating excellence in DEI&B.

Accelerate Central York

The Accelerate Central York program, in partnership with Treefrog Accelerator and York University's Schulich School of Business, helps startups progress to their next business stage. Participants receive training on investment pitches, UX/UI design, business finances, and more, along with mentorship and additional programming.

Building on **TRUST & ETHICS**

The introduction of a **CHAMBER CHARTER**

We know that members of the community view companies that are Chamber of Commerce members as more deeply connected to their community and often will choose to do business with them because of that. We want to give the general population another reason to actively support Chamber member businesses. We will be launching our first ever Chamber Charter and Code of Ethics and Business Standards. Members will be required to acknowledge and sign off on this Charter that will speak to things such as doing business with the highest of ethics, being customer focused and passionate about being leaders of chamber pillars such as DEI&B, and more.

We will establish a marketing campaign with the community on this new initiative and will ensure that residents know that doing business with Chamber members means they are dealing with the best quality of business whose leaders are focused on being ethical and operating at the highest standards.

Creating **STRONG SYSTEMS**

Improved **CHAMBER OPERATIONS**

A well-established tenant to companies growing and scaling is ensuring they have established and replicable processes as well as internal management systems to ensure outcomes are delivered in a time efficient and effective manner to best serve its clients. We'll be implementing a new project management tool and methodology to deliver on our ambitious plans for the next five years.

Internal **EVOLUTION**

**We're not keeping pace...
we're leading the pack.**

Improved **CHAMBER OPERATIONS**

Quality over Quantity

Success will be measured by outcomes and results rather than attendance numbers. While we continue with our larger-scale events, we will also look to micro-events that prioritize member needs, ensuring meaningful connections and valuable information.

Measuring Success

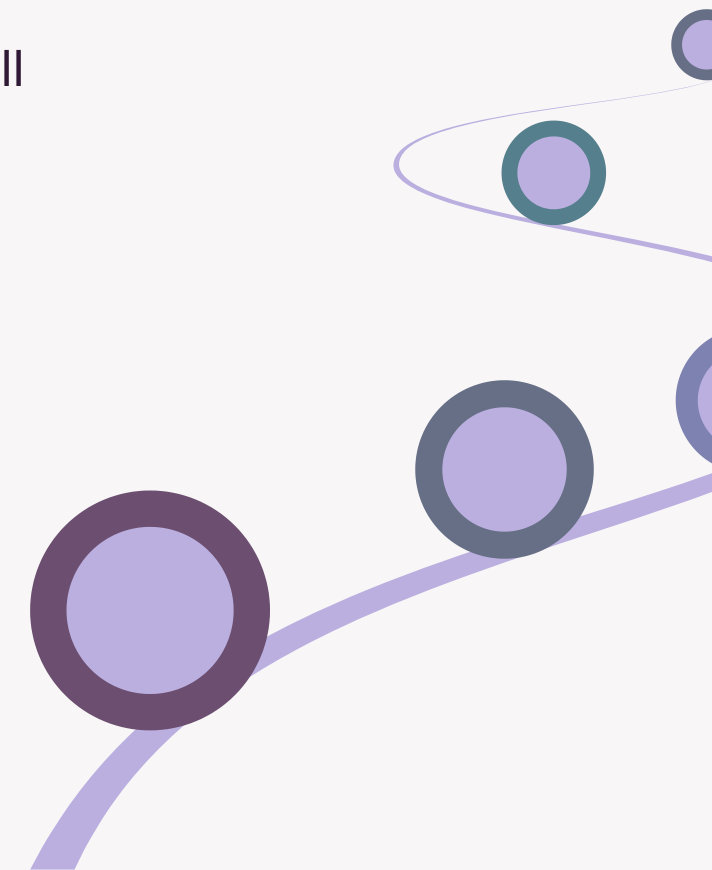
New metrics will be introduced to gauge success: Customer Satisfaction (CSAT) and Net Promoter Score (NPS). These will help us measure growth and improvement transparently.

Improving our Resources

A newly launched website will serve as a comprehensive resource for members, offering critical information, tools, and resources to support business development.

Improving our Marketing

Enhanced marketing efforts will include targeted electronic communications and niche correspondence to provide industry-specific information, ensuring members receive the most relevant updates.



Fostering **GENERATIONAL** *Leadership*

Supporting the **NEXT GENERATION OF LEADERSHIP**

Over the coming years there will be a generational shift in business. Many baby boomers will be exiting their businesses and transitioning those businesses to GenX, Millennials, and GenZ professionals. As such, we have a responsibility to help develop those future leaders through events and programming. Businesses need the tools to support those generations and our future depends on their engaging with the Chamber movement.

We will be developing programming for businesses to have their team members participate in, offer those programs to businesses for internal purposes, and events specifically targeting their engagement in the Chamber movement. We will be launching a new Top 40 Under 40 event and look forward to recognizing future leaders.

Making **SPACE** *for Innovation*

Improved **PHYSICAL LOCATION**

A Hub for Innovation

The CYC has always served as a hub of activity in the business community. We will be examining partnerships and collaborations to further expand on how we embody being a hub. We are exploring establishing co-working space, collaboration space, and more. We know that bringing businesses together, even if in unrelated industries, there can be creative collisions that can have a demonstrable impact on their trajectory. Our goal is to foster such collisions, spark them, and ignite their growth and expansion.

Where WE ARE GOING

	2024		2025				2026				2027				2028				2029			
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Internal Operations:																						
Chamber Member Charter																						
Implement Project Management Solution																						
KPI Launch																						
General Activities:																						
M2M Relaunch																						
Business Resource Library																						
Mentorship Program																						
DEI&B Certification																						
Innovation Hub/Collab Space																						
Leadership Programing:																						
Executive Accountability Masterminds																						
Generational/Future Leader Programming																						
Executive Education Partnership																						
WILD 2.0:																						
Alumni Workshops																						
WILD Execs																						
WILD Corporate Programming																						

A better way
TO BUSINESS

Thank you for your unwavering support and investment in the CYC.
Together, we are driving growth and shaping a thriving future.

WITH THANKS ▲▲

CENTRAL YORK
CHAMBER OF COMMERCE