



RUSSELL & DISTRICT CHAMBER OF COMMERCE

Mission Statement, Core Values and Vision

Our Mission: The Russell and District Chamber of Commerce facilitates, fosters and encourages the growth and development of commerce in the Town of Russell & surrounding communities.

Core Values:

- ❑ **Growth & Prosperity:** An organization with a cohesive vision and commitment to success, we will support and facilitate the growth and prosperity of the Russell & District business community.
- ❑ **Accountability and Integrity:** We listen, communicate, and welcome others into the process. We live up to our responsibilities through open and transparent processes. In all we do, we will be inclusive. We will carry out our initiatives with integrity and respect for our membership and the community.
- ❑ **Innovation:** We are welcoming of diversity; new members and new ideas are a source of inspiration and motivation. We will ensure that innovative means are used to give the Chamber visibility and accessibility.

Our Vision: By fostering partnerships and taking a leadership role, the Russell & District Chamber of Commerce is creating a region where we:

- ❑ Take **pride** in our communities and businesses
- ❑ Understand, communicate and promote the value of **tourism** and its direct and indirect benefits
- ❑ Provide a supportive and **learning environment** for businesses and entrepreneurs
- ❑ Enhance and support our **agricultural roots** and strengths

Priority Areas:

- 1. Tourism** – foster and develop tourism opportunities in the area (recreation, festivals, history, arts, culture...); have provided support for Asessippi Parkland Tourism (grant), signage
- 2. Mentorship** – could develop a mentorship program with new entrepreneurs & successful business owners; youth business programs at school; develop business succession planning strategies; create a supportive learning environment.
- 3. Pride** – strive to make the area a safe, attractive, appealing businesses; encourage participation in “Home Town” applications, main street revitalization, and community events.
- 4. Membership Program** – work to promote Chamber benefits to business owners