



KAMLOOPS CHAMBER
OF COMMERCE
YOUR BUSINESS CONNECTION

2022 Strategic Plan

Membership, Engagement, and Impact



Membership

**RETAIN 100%
OF NET
MEMBERSHIP
IN 2022**

**REIMAGINE
CHAMBER
MEMBERSHIP**

to establish and
confirm our key value
proposition(s) in 2022

**DEVELOP AND
IMPLEMENT
AN INCLUSION
STRATEGY**

for the Chamber in
2022

Engagement

UNDERSTAND

**REJUVENATE
MEMBER
ENGAGEMENT
TO ACTIVE
INVOLVEMENT
BY 50% OF
MEMBERS**

in 2022

Impact

**IDENTIFY
AND
PRIORITIZE
CORE
MEMBERSHIP
NEEDS**

by the end of 2022

**HAVE A
STRATEGY IN
PLACE TO
TACTICALLY
COMMUNICATE
THE IMPACTS**

the Chamber has on its
members and stakeholders
by the end of 2022