



KAMLOOPS CHAMBER OF COMMERCE

February 18, 2022

Name Change Backgrounder

As part of the 2022 Operational Plan, the Kamloops Chamber of Commerce is exploring a change in name to be inclusive of the areas, and businesses in those areas that we represent.

Based on feedback and discussion from the Board, the team collected feedback from members in those areas regarding the name change which is included below:

Discussion at Board level -

Proposed name change in consideration right now and supporting rationale:
Kamloops and District Chamber of Commerce

- The name “Kamloops Chamber of Commerce” has 125 years of history and strong brand recognition. We should not stray too far from this baseline
- There are 120 local Chambers in BC. Of those, five use the name “Board of Trade” rather than Chamber. This name creates confusion and I believe separates those organizations from the larger Chamber brand
- All local Chambers in BC which represent a region more than just a community use the word “District” rather than “Region”. The proposed name change builds on that naming convention and avoids any confusion.
- I believe “District” allows flexibility re geographic range. Any other language (e.g. “Thompson”) constrains the Chamber’s scope and may eliminate people who would otherwise be interested.



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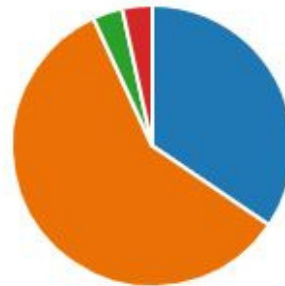
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Survey response information:

1. What are your thoughts on the proposed name change from, "**Kamloops Chamber of Commerce**" to "**Kamloops and District Chamber of Commerce**"

[More Details](#)

LOVE IT	10
LIKE IT	17
MEH	1
DO NOT LIKE IT	1



Do you have any other comments on the proposed name change?

- Since there are many like myself that live outside Kamloops City but feel we are part of the City I think it is great that you recognise this.
- This is very important because we are all so interconnected and we are better with a collective voice.
- Changing names always creates a marketing nightmare.
- Diverse outreach is important.
- It makes sense. Doesn't have that "ring" to it though. FYI my business is located in the Pineview Valley so pretty much what I would consider still Kamloops.
- I agree with the concept. You have members in Sun Peaks, which is another municipality. My business is outside of city boundaries, so you would be including me in your proposed name as well.
- Not sure if "district" is the right word. Kamloops and Area Chamber of Commerce?
- It would be helpful to know why you are considering a name change and what the challenges with the current name are.
- I think the name change is great and promotes further inclusivity to the regions/areas you currently engage and work with.
- As I remember, there was a reason we did not adopt this before. Maybe Brandt or Ric remember something about this. Signed Pete Aylen



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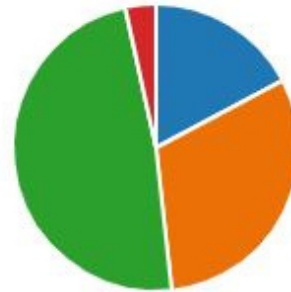
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3. We are working on developing our relationships with businesses in the region, what opportunities would be of value to you and your business:

[More Details](#)

● Advocacy Opportunities - Rou...	5
● Marketing Opportunities - Re...	9
● Industry Opportunities - Netw...	14
● Other	1



What services can the Kamloops Chamber of Commerce provide to help you and your business succeed?

- Directory?
- networking for job hiring / career opportunities
- For me it is really about networking and word of mouth.
- You're doing a great job now
- Networking events.
- A "Celebrate our Makers" business profile would be great!
- haven't done much but for sure the best value is networking events
- Workshops on new technologies to help keep businesses running smoothly (software platforms etc) - there are soo many on the market these days (and new ones emerging by the hour). Workshops to explore trustworthy ones would be lovely.
- Our clients could benefit from market studies and growth projections to identify types of businesses that should be thought of.
- Longer term for medical insurance, to 85