

## **Mayor's Economic Recovery & Renewal Task Force – Kamloops Chamber Update**

### **1. Promote Kamloops and area as a safe and friendly destination for work and play**

**1.1 Bring the community onboard with best practices, protocols, and common messaging around operating safely in Kamloops so that patrons and community members grow to expect a consistent and comfortable experience**

#### **Update**

- KCC wrapped up Work From Home in Kamloops campaign on Instagram to promote Kamloops as a spacious and safe place to live and operation



- KCC continued to share information regarding Government of BC and Canada COVID-related resources, support programs and change in restrictions as needed.
- KCC provided resources for safe operations and re-opening throughout the year via email newsletters and Facebook live discussions
  - **EXAMPLE** - Research project done in partnership with Thompson Rivers University to support restaurant industry: <https://chambermaster.blob.core.windows.net/userfiles/UserFiles/chambers/3448/CMS/Research-Report.pdf>

## 1.2 Promote Kamloops as a destination for regional staycations through the continuation and enhancement of the work by #YKAstrong and Tourism Kamloops

- KCC did a grand re-opening of Sun Peaks Resort this summer when the season opened

## 2. Re-envision the use of open spaces in the public realm

### 2.2 Continue to support the creation of expanded spaces for businesses throughout the city utilizing non-traditional spaces

- KCC supported the decision to have the patio extensions as a year-round opportunity
- KCC created Kamloops first ever Parklet with industry partners and support from City of Kamloops staff members. See fulsome blog regarding parklet project here: <https://www.kamloopschamber.ca/blog/articles-5017/post/the-parklet-project-celebrating-125-years-30592>
  - *Parklets are small public parks that are built in areas usually devoted to cars, most commonly in metered parking spaces. Though not always realized, the larger ideal of parklets is two-fold. Parklets aim to increase public green space while also disincentivizing the use of cars in urban environments.*



### **3. Encourage new sustainable and accessible activities and infrastructure**

#### **3.1 Create more local food production and food processing to increase the food security of our region**

- In addition to hosting Provincial Agricultural Minister Popham for discussion with local food resiliency Champions (Mayor of Kamloops, Food policy Council, Food Hub, local food/beverage manufacturers) the KCC worked with the Kamloops Food Policy Council to provide support to their efforts in creating The Stir
- Promoted local leader Erik Fisher from Monte Creek Winery about his business practices and work to enhance local production: [https://www.linkedin.com/pulse/discussing-wine-sustainability-erik-fisher-/?trackingId=zD4RUh4BFastG5vDxXcBZg%3D%3D&fbclid=IwAR22VG0UdhrKPAK6eRKFDn\\_6CxCKM5\\_mFUdbS2I\\_010zHB9\\_zOkXEISAwE](https://www.linkedin.com/pulse/discussing-wine-sustainability-erik-fisher-/?trackingId=zD4RUh4BFastG5vDxXcBZg%3D%3D&fbclid=IwAR22VG0UdhrKPAK6eRKFDn_6CxCKM5_mFUdbS2I_010zHB9_zOkXEISAwE)



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## Discussing Wine & Sustainability with Erik Fisher of Monte Creek

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Photo Credit: Lisa Novak Photography

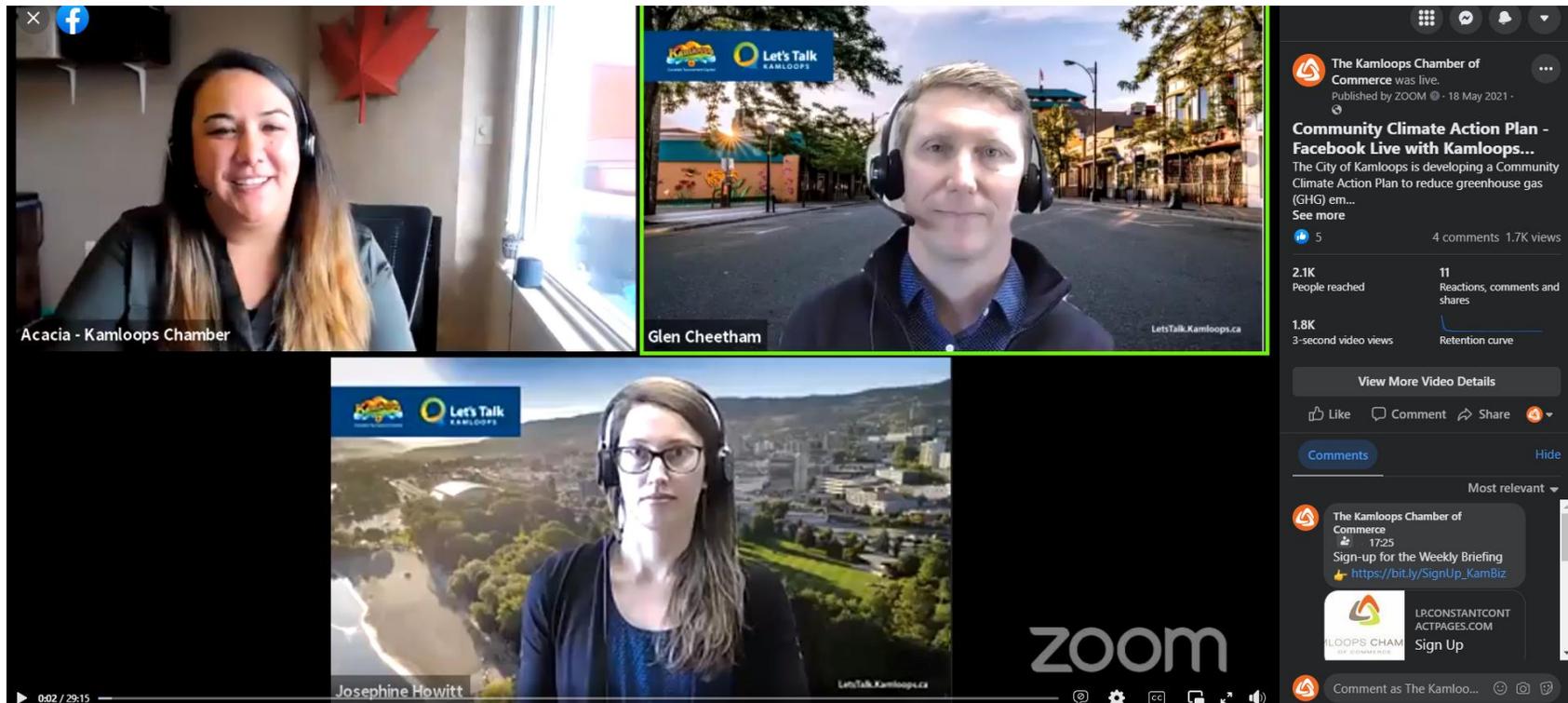


Kamloops Chamber of Commerce  
1,324 followers

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**Monte Creek Ranch + Winery** is putting the Thompson Valley Appellation - **BC's newest wine region** - on the map not only for its wine but for its industry-leading sustainable

- Discussed opportunities for business community with City of Kamloops – Community Climate Action Plan - <https://www.facebook.com/KamloopsChamber/videos/137678891732956>



#### 4. Provide support and infrastructure for business

##### 4.3 Create training opportunities such as webinars, workshops or speaker series to help local businesses and not-for-profits:

- KCC Hosted Procurement School in partnership with City of Kamloops for workshop. Sold out with 25 local participants
- KCC offered Board Governance Workshop in April for Not for Profits, Charities and other organizations.
- KCC offered 4 total co-horts of Building Resilience to Thrive
  - “Building Resilience to Thrive” online training program that provides relief to businesses and helps to mitigate the negative impacts of the pandemic by teaching them how to adapt their business models, re-engage their customers and adjust their workplace cultures.

- Kamloops business owners participated in all four cohorts of the program.
  - Individuals receive a UVIC certificate at the end of the program.
- KCC hosted Intro to E-Commerce with Shopify workshop with local industry expert:  
<https://www.kamloopschamber.ca/events/details/intro-to-e-commerce-with-shopify-1802?calendarMonth=2021-10-01>
- KCC hosted “How to be a thought leader on social media” workshop with local industry expert:  
<https://www.kamloopschamber.ca/events/details/how-to-be-a-thought-leader-on-social-media-1803?calendarMonth=2021-10-01>

#### **4.4 Coordinate local experts to help businesses navigate provincial and federal support programs**

- KCC has coordinated discussions with Provincial Government representatives regarding the COVID-support initiatives including; Minister Kahlon, Representatives from the Small to Medium Sized Recovery Grant and local MLA’s Stone and Milobar
- KCC hosted Women’s Enterprise Centre for a Facebook Live Discussion about Women Leading Economic Recovery and resources available for Women-led businesses

The image shows a Facebook live video player. On the left, a woman with long blonde hair, Danielle Hofer, is smiling. Behind her is a logo for the 'WOMEN'S ENTERPRIS CENTRE'. On the right, a woman with dark hair wearing a headset, Deanna, is speaking. Behind her is a sign for 'KAMLOOPS' and a red maple leaf decoration. The video player interface includes a close button and a Facebook logo at the top left. On the right side of the player, there is a Facebook post from 'The Kamloops Chamber of Commerce' published on March 18, 2021. The post title is 'Let's Talk About Women Leading Economic Recovery'. The post text says 'Acacia Pangilinan hosts Danielle Hofer, Outreach Officer for Women's Enterprise Centre to discuss wo...'. The post has 15 reactions, 3 comments, and 1.6K views. Below the video, there are buttons for 'Like', 'Comment', and 'Share'. A 'Comments' section is visible with two comments: one from Nahra Cervas asking 'How do I register to chamber of commerce as a business woman entrepreneur??' and another from Dawn MacKenzie saying 'thank you for this Danielle and...'. The video player also shows engagement metrics: 2.4K people reached, 56 reactions, comments and shares, and 1.6K 3-second video views. A retention curve is also visible.

- KCC partnered with Talent Forward to promote Work Integrated Learning opportunities to connect students with employers
  - **Blog for reference: [9 Things You Should Know Before Hiring a TRU Student](#)**



#### 4.6 Create and equip business/entrepreneur ambassadors who could support local businesses by highlighting success stories and lessons learned.

- KCC created blog series to highlight local business and entrepreneurs:
  - [6 Questions with Mark Bertoli, Investment Advisor for Abbott Wealth Management](#)
  - [6 Entrepreneurs Leading the Food Scene in the Thompson Valley](#)
  - [5 Questions with Dan, Owner of A Groess Underground](#)
  - [6 Questions with Korah, First Nations Coordinator at New Afton Mine](#)
  - [Three Rules To Follow To Ensure Your Retail Displays Are Always On Point](#)
  - [6 Ways a Business Excellence Award is Good for Business](#)

- KCC executed the 35<sup>th</sup> annual Business Excellence Awards in a decentralized, hybrid format and recognized 16 deserving businesses.



- KCC provided grand openings and re-openings to businesses as a complimentary service to welcome them to doing business in Kamloops



#### 4.8 Continue using YKAStrong branding to promote and support the business community, tourism and the arts sectors.

- KCC continued to use #YKAStrong in messaging on all platforms, including the marketing for the 35<sup>th</sup> Annual Business Excellence Awards

#### 4.9 Develop online hubs to:

- **host collective information about COVID-related closures, operational changes and/or new protocols at businesses and community organizations**
- **allow local small businesses the opportunity to collectively sell online without developing their own online infrastructure**
- The Kamloops Chamber has explored the recommendation to create help businesses sell online and determined it will require more substantive investment and time to explore.
- This determination comes after numerous exploratory meetings with potential service providers, other e-commerce providers and having developed a better understanding of Kamloops' businesses needs in the e-commerce space. When this idea originated during the height of the restrictions it was a necessity. As restrictions are gradually lifting, there is opportunity to focus on education and training, or programs like DER3, rather than providing a platform for business owners.
- The Chamber has committed to continuing to promote educational opportunities for employers and their staff and resource opportunities.

- EXAMPLES:
  - Kamloops Innovation led DER3 program
    - The Kamloops Chamber of Commerce was a partner on this program and provided more than 20 hours of promotional and supportive services to help execute the program in our region
  - Introduction to E-Commerce Workshop – see above
  - How to be a thought leader on social media Workshop – see above