



KAMLOOPS & DISTRICT
CHAMBER OF COMMERCE

2022 – 2024 Kamloops & District Chamber of Commerce

Strategic Plan

Key Focus Areas:

Membership

- 1.1 - Retain 100% of net membership**
- 1.2 - Develop and implement an inclusion strategy for the Chamber**

Engagement

- 2.1 - Rejuvenate member engagement to active involvement by 50% of members**
- 2.2 - Help enhance community pride and seek out ways for the business community to engage in the activities that take place**

Impact

- 3.1 - Identify and prioritize core membership needs in the new, evolving environment**
- 3.2 - Champion member perspectives and needs when appropriate to create balanced and meaningful advocacy on behalf of the membership**
- 3.3 - Seek out opportunities to build up team or to address capacity constraints**



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