

# STRATEGIC PLAN

2024–2026



## MISSION:

To strengthen Greater Penticton's diverse, vibrant, and growing business community.

## VISION:

To be the driving force behind Greater Penticton's successful business landscape and thriving local economy.

# CORE VALUES:

## **Integrity:**

We operate our programs, events, and everyday activities in an honest, transparent, and ethical manner.

## **Accountability:**

We are responsible to our members and the needs of their business, as demonstrated by our accreditation with the Chamber Accreditation Council of Canada.

## **Inclusiveness:**

We strive to create an environment that includes and champions a broad spectrum of voices and perspectives within the business community equitably and in a non-partisan manner.

## **Courageousness:**

We will boldly pursue initiatives and advocacy issues that benefit Chamber members and strengthen Greater Penticton's Business Community.

## **Collaboration:**

We recognize that fostering strong partnerships and working collectively with government, community, business leaders, and other organizations driving the local economy will amplify our impact in strengthening Penticton's business landscape.

# STRATEGIC PRIORITY:

## Growth of Membership:

A larger membership provides stronger and more influential advocacy, ability to increase value for members and create more programs aimed at strengthening businesses with the increase in revenues.

- Target under-represented business sectors that would benefit from Chamber membership;
- Increase communication regarding the benefits of Chamber membership emphasizing networking opportunities, access to resources, business promotion, and advocacy;
- Create a referral program where existing members are incentivized to bring in new members;
- Introduce different membership tiers for particular groups such as not-for-profits, new startups, those only wanting extended medical benefits, and those businesses experiencing financial difficulty.

# STRATEGIC PRIORITY:

## Enhance Value of Membership:

Membership value increases retention and attracts new members to the Chamber, resulting in more opportunities to strengthen Greater Penticton's business community.

- Member spotlights that regularly feature member businesses to give them visibility and recognition;
- Organize exclusive events or roundtable discussions reserved for Chamber members, providing a platform for more in-depth networking and discussions;
- Develop specialized programs tailored to specific industries, addressing the unique needs and interests of diverse businesses in the community;
- Provide workshops, seminars, or training sessions on relevant topics to enhance the skills and knowledge of members, showcasing the Chamber as a valuable resource.

# STRATEGIC PRIORITY:

## Diversify Revenue Streams:

In order to ensure the financial success of the Chamber and increase contributions to Greater Penticton's business community, less dependence on membership dues will place the Chamber in a stronger financial position.

- Create more ticketed events and sponsorship opportunities, such as keynote speaker presentations and programs like the Top 40;
- Increase opportunities for advertising at various price points;
- Collaborate with local government and other organizations to initiate and lead economic development projects;
- Strategically invest Chamber reserves to generate additional income through interest.

# STRATEGIC PRIORITY:

## **Increase Collaboration and Partnerships:**

While each organization has its own focus, many local not-for-profits and special interest groups support the business community in some manner which can strengthen the Chamber's position and identity.

- Forge partnerships with other local organizations, community groups, and educational institutions to broaden the Chamber's reach and influence;
- Implement a rotating liaison position giving the Board the opportunity to hear and learn from partner organizations;
- Collaborate on joint advocacy efforts related to issues affecting businesses, presenting a united front to influence positive change;
- Support, and whenever possible, participate in partner events that are designed to promote local businesses.

# STRATEGIC PRIORITY:

## Branding and Awareness:

A strong and consistent brand builds credibility, and fosters trust among members, stakeholders, and the broader community.

- Actively participate in community events and initiatives, demonstrating the Chamber's commitment to the overall well-being and growth of the local area;
- Highlight the Chamber's advocacy efforts and successes, demonstrating its role in shaping policies that benefit the local business community;
- Feature testimonials from satisfied members to showcase the tangible benefits and positive experiences of being part of the Chamber;
- Rebrand to “Greater Penticton Chamber of Commerce” to remove the confusion of the Chamber primarily or disproportionately representing the wine industry.