

REVELSTOKE.

———— CHAMBER OF COMMERCE ————

Strategic Plan 2022 - 2024

Developed 2021.06.23

Updated:

Facilitated by:

The logo for 'on BOARD' features the word 'on' in a bold, lowercase, green font, with a vertical line through the letter 'o'. Below 'on', the word 'BOARD' is written in a smaller, uppercase, black font.

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Who We Are

Established in 1895 under Part I of the federal Boards of Trade Act, the Chamber was originally known as the Revelstoke Board of Trade. The current name was adopted in 1962. We are a member of the British Columbia Chamber of Commerce and actively collaborate with the chamber network across the province.

The Revelstoke Chamber of Commerce is a membership-driven organization comprised of businesses, community organizations and professional individuals.

The Chamber's board of directors are volunteers representing various business sectors in our community. Board members receive extensive training in governance to help guide and direct the organization's current and future endeavors.

The Chamber's mission is achieved through the hard work and dedication of our volunteer board and committee members and a professional staff who work tirelessly on behalf of our members. We also work closely with community partners and all three levels of government to promote our members' needs and perspectives on business matters.

The Chamber constantly strives to deliver valuable services for our members to help their businesses and organizations thrive.

Our Core Services

We work to support and meet the needs and interests of our members through delivery of the following:

- Advocacy
- Education & Resources
- Networking Events
- Member Benefits

Our Vision

Every member knows that the Chamber is the standard for leadership and excellence in the business community.

Our Mission

We foster an informed, collaborative, and vibrant business community.

Our Core Values

Throughout our organization, we strive to adhere to the following principles:

- Quality
- Effectiveness
- Collaboration

Executive Summary

The board of directors for the Revelstoke Chamber of Commerce developed the following **2022-2024 Strategic Plan** based on input from members, board directors and staff.

Prior to a strategic planning session in June 2021, individuals from these sectors participated in a study to identify current challenges and upcoming opportunities for the Revelstoke Chamber of Commerce. Compiled data helped determine the **Key Result Areas (KRAs)** that require in-depth attention over the next three years.

In their strategic planning session, the board formulated **Strategic Goals** that relate to each KRA. These goals give specific direction to staff and to the board's committees.

A subsequent one-year **Tactical Plan** will be developed by staff and board committees for goal execution, which will commence in January 2022. Quarterly progress reports will be provided to the board with an annual summary report at year end. These reports will include milestone achievements, called **Key Performance Indicators (KPIs)**; proof that progress is on track. New tactical plans are to be developed annually.

This three-year **Strategic Plan** is to be reviewed and refreshed annually. Progress reports will be delivered by the board to the members at their Annual General Meetings. A new three-year strategic plan will be developed in the spring of 2024, with its commencement in January 2025.

Key Result Areas

The key areas of focus identified by the board of directors, members and staff for January 2022 through December 2024 are:

- Organizational Excellence
- Member Support
- Membership Engagement & Value

Strategic Plan

This three-year plan, developed by the Board of Directors and Executive Director, outlines the goals to be achieved by year end 2024, unless otherwise stated.

Key Result Area 1: Organizational Excellence

Developing our infrastructure to increase our proficiency and relevance.

Strategic Goals:

- 1.1 Ensure Chamber partnerships are aligned with our mandate.
- 1.2 Develop the board's governance effectiveness.
- 1.3 Develop a human resource strategy.
- 1.4 Develop a long-term financial plan.
- 1.5 Further develop our brand.

Key Result Area 2: Member Support

Working to address the needs of our membership.

Strategic Goals:

- 2.1 Provide relevant education to assist our members with their businesses.
- 2.2 Continue to strengthen and expand our advocacy efforts.

Key Result Area 3: Membership Engagement & Value

Ensuring the Chamber is meaningful and relevant for our members.

Strategic Goals:

- 3.1 Develop a member retention strategy.
- 3.2. Identify and communicate benefits of membership.