

Lillooet & District Chamber of Commerce

Strategic Plan 2019-2022

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Facilitated by:



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Our Vision

The Lillooet & District Chamber of Commerce will be a sought-after, relevant resource to our business community.

Our Purpose

To promote, support and bridge the business communities of the Lillooet area.

Core Objectives

We will strive to meet the needs and interests of our members through delivery of the following:

- Education and Networking
We provide quality educational opportunities to aid in the professional development and connection of our members.
- Cost-Saving Benefits
We offer valuable money-saving programs to assist our membership in their daily operations.
- Advocacy and Promotion
We advocate on behalf of our members to all levels of government and promote our business community to the world.

Our Values

The following important principles are important to us as we strive to create our legacy:

- Simplicity
- Achievement
- Creativity & Innovation
- Change

Who We Are

The Lillooet & District Chamber of Commerce focuses on the growth and sustainment of Lillooet by supporting our local businesses, enabling tourism opportunities and making a visible and valuable difference in our community.

Our chamber represents and promotes the business community, gets involved in community-improvement projects and supports tourism initiatives. This encourages business, residential and industrial development, broadening the tax base and providing employment, as well as increasing visitors' awareness of what Lillooet has to offer.

The strength of any organization lies in its members, and the chamber of commerce is no exception. Through the collective efforts of the chamber board and members, we are able to create lasting and positive change in the community.

Executive Summary

The board of directors for the Lillooet & District Chamber of Commerce has developed the following **2019-2022 Strategic Plan** based on input from board members and members-at-large.

Prior to a full-day strategic planning session in April 2019, board directors and members-at-large individually participated in a survey to identify current challenges and upcoming opportunities for the chamber. Data derived from this study helped determine the **Key Result Areas (KRAs)** that will 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 the board, its committees and staff.

A subsequent **Tactical Plan** will be developed each year by the board's committees and staff for goal execution, commencing in the spring of 2019. Regular progress reports will be provided to the board of directors with an annual summary report to the board at year end. The tactical plan will be renewed annually in preparation for the new fiscal year.

The three-year **Strategic Plan** is to be reviewed and refreshed annually. Progress reports will be delivered by the board to the membership at their Annual General Meetings. A new three-year strategic plan will be developed in the spring of 2022.

Key Result Areas

Key Result Areas (KRAs) indicate the categories for the board's strategic goals.

The KRAs identified by the membership and the board of directors for 2019 through 2022 are:

- Organizational Excellence
- Membership Engagement
- Strategic Relationships
- Business Attraction and Retention

Strategic Goals

Goals give clear direction to the board and its committees so they can successfully execute the strategic plan within a three-year time span.

The following goals are to be achieved by the spring of 2022. An accompanying tactical plan, developed by board committees and staff, supports this strategic plan and identifies the detailed actions required to achieve the strategic goals.

KRA 1. Organizational Excellence

Developing and fine-tuning processes to increase our proficiency and value.

Strategic Goals:

- 1.1 Hire a lead staff person.
- 1.2 Define clear roles and responsibilities of board directors.
- 1.3 Annually evaluate board engagement and satisfaction.
- 1.4 Explore and implement sustainable funding opportunities.
- 1.5 Develop a board that has a balanced and diverse set of skills.

KRA 2. Membership Engagement

Providing valuable programs that support and educate our members.

Strategic Goals:

- 2.1 Annually evaluate member satisfaction.
- 2.2 Support the educational needs of the membership.
- 2.3 Clearly communicate the value of membership.

KRA 3. Strategic Relationships

Working with new and existing partners to address the needs of our members.

Strategic Goals:

- 3.1 Develop relationships with our district and indigenous governments.
- 3.2 Increase awareness of our chamber at the regional and provincial levels of the chamber network.
- 3.3 Explore, develop and support partnership opportunities.

KRA 4. Business Attraction and Retention

Helping to develop our community's reputation.

Strategic Goals:

- 4.1 Promote local events through existing channels.
- 4.2 Explore and develop new communication channels.
- 4.3 Formally support local economic development projects.
- 4.4 Facilitate a community enhancement initiative in collaboration with other groups.