

VISION STATEMENT
The proactive hub for business
and the community

MISSION STATEMENT
Strengthen, support, and connect
the community

KITIMAT CHAMBER OF COMMERCE

Strategic Plan 2023-2027

The Kitimat Chamber of Commerce (KCOC) strategic plan provides direction for the organization for the next four years. We are excited about the growth and direction of commerce in our area and are committed to working tirelessly to ensure there are many opportunities for our Members to thrive.

This Strategic Plan is our commitment to provide programs and services that continuously meet the needs of our members and to contribute to Kitimat's success. Let the Kitimat Chamber of Commerce be the business voice on issues that affect our Members and help us make Kitimat a better place to work and live.

Strategic Priorities

Advocacy

Goal: to be the voice of business in Kitimat and advocate on important policy topics on members behalf locally, provincially, and nationally.

Strategies:

- Regularly canvas membership on topics of concern
- Participate in local, provincial, and national forums.
- Advocate for progress to relieve housing and worker shortages, to ensure corporate earnings benefit the community, improved cellular service, increased access to medical care, improved school ratings, and increased availability of childcare.

Success measures:

- Improvement in each of the areas advocated for.

Community Events

Goal: to provide an assortment of community events.

Strategies:

- Continue to provide all current community events including Flag raising, All candidates meeting, Christmas light up, Business excellence awards, Member Christmas party, Fishing Derby, Entrepaloosa, AGM.
- Attract new volunteers and sponsorships to support community events.
- Monitor for Chamber capacity challenges.

Success measures:

- Increased participation in community events
- Increase in volunteers and event sponsorships.

Information and Resources

Goal: to provide information (newcomer packages, town tours, website, social media, chamber podcasts) for members and outsiders

Strategies:

- Follow up survey or feedback question on website
- Ensure website information is current and accurate
- Promotion of information available

Success Measures:

- Increasing number of clicks on website and information packages distributes
- Increased participation in member professional development and social events

Member Benefits

Goal: to provide access to group medical benefits for members

Strategies:

- Increase awareness of benefits by additional promotion to members through direct contact, social media, website, and information at membership renewal time.

Success measures:

- Increased use of benefits by members

Membership Engagement

Goal: to provide outreach, information, and networking opportunities for members.

Strategies:

- Ensure regular communication with members
- Ensure website information is current
- Reach out to members
- Undertake a member satisfaction survey

Success measures:

- Increased participation in Chamber events
- Satisfaction survey results

Strategies:

- Increased participation in Chamber events
- Increasingly positive satisfaction survey results

Professional Development

Goal: to provide opportunities for members to connect and network through professional development opportunities e.g. lunch and learn, virtual and in person events.

Strategies:

- Survey members annually to determine topics and preferred times for learning events
- Possible topics to consider: financial, grant writing, workplace first aid, cultural awareness, customer service

Success measures:

- Increased participation in Chamber learning events
- Increasingly positive event feedback results

Questions? Comments? Want to be more involved? Contact us at info@kitimatchamber.ca