



# STRATEGIC PLAN 2021-2023

# A CATALYST FOR BUSINESS

**As the voice of business, The Penticton & Wine Country Chamber of Commerce works as a catalyst to enrich the economic and civic well-being of its membership, business at large, and the whole community.**

The membership-driven not-for-profit organization offers events that help members form valuable business connections, grow professionally and receive recognition for their achievements. It facilitates discounts and group buying power that helps members save money and reach new customers. Connected to Chambers across the country, the Penticton & Wine Country Chamber of Commerce is a powerful champion for positive change for business at a local, provincial and national level.

One of six Chambers in British Columbia that has received Accreditation with Distinction from the Chamber Accreditation Council of Canada, the Chamber has achieved the highest national standard for policy, service, performance and business excellence.



## VISION

The Penticton & Wine Country Chamber of Commerce is a dynamic, trusted and respected business authority that drives economic and social growth and improvement on behalf of and in support of our members and the community. We will connect our members to business, education, benefits and all levels of government.

## MISSION

The Penticton & Wine Country Chamber of Commerce exists to be a catalyst in the community. Its purpose shall be primarily to enrich the quality of the economic and civil well-being of its membership, then business at large and the community as a whole. We will achieve this through 4 pillars of service.

# WORKING TOGETHER FOR A STRONGER FUTURE

The Strategic Plan is one piece of an interrelated network of business and operational planning that will set milestones and measures to ensure the Chamber has the membership, value, partnerships and culture firmly in place to help its members build strong and healthy businesses across all sectors.

By working together, the Chamber board, staff and members are a powerful team with the passion and determination to grow business, drive change and build a better place to live and work.



## Advocacy

**Summary of Objective: To formalize the process and structure how we stay on top of current activities of importance to the members and communicate to the members the action and position of the Chamber.**

## Connection and Communications

**Summary of objectives: To become more relevant to our members as a rounded resource.**

## Retain and Grow Membership

**Summary of objective: To continue to grow the membership and offer positive reinforcement for membership retention.**