



Nakusp & District Chamber of Commerce and Visitor Centre

Strategic Priorities Plan 2026 - 2028



Executive Summary

The Board of Directors of the Nakusp & District Chamber of Commerce met to identify and establish strategic priorities that will guide the organization over the coming years. Through thoughtful discussion, member feedback, and consideration of local opportunities and challenges, the Board identified key areas of focus that will support the continued growth and resilience of our business community.

Representing a diverse range of industries and perspectives, the Board has developed this plan to reflect the needs of local businesses while positioning the Chamber for long-term success. By combining industry experience, community insight, and member input, this strategy provides a practical and sustainable roadmap for strengthening Nakusp's economy and supporting the businesses that contribute to its vitality

Who We Are

Established in 1985, the Nakusp & District Chamber of Commerce was formed to provide leadership, advocacy, and support for local businesses while helping to strengthen the economic vitality of the Nakusp and Arrow Lakes region. Built on the principles of collaboration and community, the Chamber has served as a voice for business owners, fostering connections between local enterprises, government, and community organizations.

Over the years, the Chamber has evolved to meet the changing needs of the community, expanding its role in tourism promotion, economic development, business support, and visitor services. Through partnerships, events, advocacy efforts, and member engagement, the organization has continued to champion local business success while contributing to the growth and resilience of Nakusp and the surrounding district.

OUR MISSION, VISION AND VALUES

Our Vision: To champion local business, strengthen community connections, and foster sustainable opportunities that help Nakusp thrive while celebrating the unique character of our rural community.

Our Mission: To celebrate and strengthen Nakusp's quality of life for all

Our Values: We love to support **LOCAL**.

We strive for meaningful **COLLABORATION**.

We act with **INTEGRITY**.



MANDATE (THE "WHY")

Recognizing the unique challenges and opportunities of rural living, we work together to create a prosperous future that supports a vibrant, resilient and welcoming community that preserves the spirit that makes Nakusp extraordinary.

Through collaboration, kindness and community spirit, the Chamber is committed to strengthening Nakusp's economy and quality of life by supporting local businesses, fostering economic stability and encouraging sustainable growth.

MISSION STATEMENT (THE "WHAT")

Our mission is to champion local business, foster community collaboration, and celebrate the unique character of Nakusp while supporting sustainable opportunities that strengthen our economy and enhance quality of life for all.

PRIMARY OBJECTIVES (THE "HOW")

Advocacy: Represent local business interests to municipal and regional governments.

Networking: Connect members to foster local trade, partnerships, and community.

Promotion: Enhance the visibility of local businesses.

Education & Support: Provide resources to help small businesses succeed.

Business Retention and Expansion: strengthening the local economy by supporting existing businesses in their growth while encouraging support for new businesses.

VISION STATEMENT (THE "FUTURE")

We work towards a vibrant and prosperous community where businesses flourish, innovation is embraced, and new opportunities create a strong, sustainable economy for generations to come.



OUR STRATEGIC PILLARS:

- Tourism
- Advocacy
- Member Value
- Community Connection
- Business Retention and Expansion (and Attraction)

WHAT DRIVES US

- Focusing on consistency over volume to make lasting improvements
- Using community stakeholders and partnerships where possible to work collaboratively
- Coming together as a group to practice leadership and community connections
- Creating a resilient and prosperous community for generations to come

KEY PRIORITIES

PRIORITY 1: SUPPORT & CONNECT LOCAL BUSINESSES

We will actively foster business networking and connection opportunities while consistently supporting and promoting our members.

Strategic Objectives

- Maintain consistent, communication through social media, website updates, and email newsletters
- Host 2–4 targeted networking events annually to strengthen business relationships and community engagement
- Develop a streamlined welcome process for new businesses to support onboarding and early engagement
- Gather ongoing member feedback through informal tools such as business pulse surveys and business walk outreach
- Leverage the Visitor Centre as a hub for promoting local businesses and increase community visibility



PRIORITY 2: BUSINESS EXPANSION AND RETENTION

Business expansion and retention initiatives focus on strengthening the local economy by supporting existing businesses in their growth while encouraging support for new businesses and long-term community stability.

Strategic Objectives

- Conduct regular business outreach through walks, check-ins, and direct engagement
- Connecting businesses to supports and resources
- Support business growth by promoting tools, training, and opportunities for expansion
- Facilitate networking and collaboration to strengthen connections with local businesses
- Collect and act on member feedback through surveys, meetings, and ongoing consultation

PRIORITY 3: A VOICE FOR BUSINESS OWNERS

Advocacy is at the core of our role as a board, ensuring the voices of our members are heard and reflected in local decision-making.

Strategic Objectives

- Actively represent member priorities by engaging local decision-makers through letters, partnerships, and collaboration
- Maintain relationships with local government and stakeholders
- Provide regular updates to members on advocacy efforts, progress, and results

PRIORITY 4: KEEP THE ORGANIZATION SUSTAINABLE & SIMPLE

We will focus on keeping the organization sustainable, well-governed, and easy to operate so we can remain effective over the long term.

Strategic Objectives

- Maintain an engaged board
- Focus on financial sustainability
- Keep governance simple
- Avoid over-expanding programs



ACCOUNTABILITY AND MEASURING SUCCESS

This Strategic Plan is intended to be a practical guide for action, helping the Chamber focus on priorities that support and strengthen Nakusp's business community. As a volunteer-driven organization, we will regularly review our progress, communicate updates to our members, and celebrate the successes and lessons learned along the way.

As Nakusp grows and changes, this plan will evolve with it. The Board will review the strategy annually to ensure it remains relevant and responsive to the needs of local businesses. By working together and staying engaged, we can build a stronger Chamber, a stronger business community, and a stronger Nakusp.

To ensure the Chamber remains focused on its goals and delivers meaningful results for our members and community, the Board will commit to the following accountability measures:

1. Set Clear Expectations and Ownership

Define Board, committee, and staff responsibilities, ensuring every strategic priority has a designated lead and measurable outcomes.

2. Monitor Progress and Engagement Regularly

Conduct regular check-ins to track progress on annual priorities, Board participation, member retention, member feedback, and event attendance.

3. Review Results and Adapt Annually

Complete an annual evaluation of goals, achievements, and challenges, using the findings to refine priorities and improve Chamber effectiveness for the coming year.

These three actions create a simple accountability framework:

Assign → Monitor → Review & Improve