

East Kamloops
Business Improvement Association

ANNUAL REPORT

2025-2026



Introduction

The East Kamloops Business Improvement Association was established to strengthen the local business community, advocate for members, and support a vibrant and welcoming district.

2025 marked our inaugural year — focused on building the organization from the ground up, establishing governance, launching communications, and beginning member engagement across Valleyview, Dallas, and Campbell Creek.

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About

In 2022, a group of business and commercial property owners in East Kamloops began looking for solutions to the challenges and concerns they were facing. Understanding the impact other BIA's were having, a steering committee was formed, and collaboration with the City of Kamloops began to establish a Business Improvement Association for Valleyview, Dallas and Campbell Creek. The East Kamloops BIA has been operational since May of 2025, with a Board of Directors overseeing the organization.

If you operate a commercial property or business within the East Kamloops BIA boundary, you're automatically a member. The BIA levy is collected through your property taxes and reinvested directly into East Kamloops through marketing campaigns, events, safety initiatives, advocacy work, and area improvements. Financial reporting is presented annually to members at our AGM.



Who We Are

The East Kamloops BIA organization is composed of two full time staff members and a Board of directors with financial and governance oversight. This Board is comprised of business and commercial property owners representing the diverse business mix in East Kamloops.

Board



Chair
Randy Ruygrok
Ru-Rock Construction



Vice Chair
Tory Maltais
Bosleys



Secretary Treasurer
Jason O Driscoll
Stone Hazell



Kaitlyn Anutooshkin
Hub Insurance



Lynn Vicars
Deshugh Estates Ltd



Manmeet Sra
Papa Murphys



Paul Arnold
Brogan Fire and Safety



Jorrit Koedooder
BC Wildlife Park

Staff



Clare Warner
Executive Director



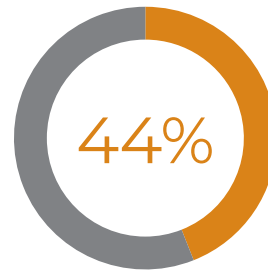
Rohini Ranganatha
Marketing and Administration Coordinator

Year One: What We Heard

Survey Results

50 Responses
≈ 23%
of our membership

Safety is a top concern for businesses with 44% of businesses encountering safety incidents within the last year



Traffic, parking, and transportation issues were also common frustrations.

In 20 years members envision:

1. Better transit and infrastructure
2. More housing and businesses
3. Green spaces and community amenities

What businesses want the BIA to focus on:

1. Community Safety
2. Marketing & promotions
3. Cleanliness
4. Networking opportunities
5. Advocacy
6. Beautification

Finance Overview

(Unaudited Financial Summary – Year Ending November 30, 2025)

Note: As the EKBIA was launched in spring 2025, organizational operations began in **May**, meaning financial activity for the year reflects approximately **seven months of operations rather than a full fiscal year**.

The East Kamloops Business Improvement Association is funded through a levy collected from commercial property owners within the BIA boundary. Our BIA is funded through this member-based property tax levy. The rate of .0008 % translates to \$8 per \$10,000 of assessed value.

Revenue

In 2025, the EKBIA generated **\$386,091 in total revenue**, derived entirely from the **annual BIA levy** collected through the City of Kamloops. Sponsorship and grant funding were not a priority in the first operational year as the organization focused on establishing foundational programs and governance structures.

Expenses

Total expenditures for the year were **\$143,493**, allocated across staffing, administration, marketing, operations, and early program development.

Expense allocation included:

- **Staffing – \$57,449 (40%)** Staffing represented the largest portion of expenditures and included the Executive Director position, Marketing and Administration Coordinator, payroll deductions, and employee benefits. These investments established the organizational capacity required to launch the BIA and begin member engagement activities.
- **Marketing and Communications – \$29,899 (21%)** Marketing expenditures supported the development of the BIA's brand, website, social media presence, promotional materials, and member engagement campaigns including photography, digital promotion, radio advertising, and contest incentives.
- **Administration – \$20,562 (15%)** Administrative costs included communications platforms, networking activities, office supplies, and foundational tools to support day-to-day operations.
- **Operations – \$29,019 (20%)** Operational expenses included office rent, insurance, professional services, start-up costs, banking fees, and other essential infrastructure required to establish the organization.
- **Programs and Member Activities – \$6,564 (4%)** Program expenditures supported early member engagement initiatives including networking events, event sponsorships, and the development of initial business support activities.
- **Financial Position**
 - As of November 30, 2025, the EKBIA held **\$228,895 in cash**, along with **\$19,880 in capital assets** including office furniture and computer equipment. Current liabilities totaled **\$11,815**, resulting in year-end net assets of **\$242,598**.

As the EKBIA's inaugural year focused primarily on establishing governance, staffing, and operational systems, a portion of levy revenue was intentionally retained to support business operations and establish a reserve.

The EKBIA Board of Directors remains committed to responsible financial management and transparent reporting. Financial oversight is supported through professional bookkeeping services and regular board review.



Year In Review Timeline

2025

- May**
 - BIA office established
 - Formed East Kamloops BIA Brand
 - Website launched
 - Joined KamPlan Advisory Group
- June**
 - Opened Member survey
 - Began marketing on social media
 - 1st press release
- July**
 - Launch Event at McCracken Station Pub
 - Summer Giveaway launched
 - Governance Training for Board and Staff
 - Clean Team Services started
- August**
 - Established employee manual and benefits plan
 - Completed board recruitment
- September**
 - Supported execution of Valleyview Block Party
 - Survey Impact Report published
- October**
 - Onboarded Marketing and Admin Coordinator
- November**
 - Fiscal Year End
 - Formed Governance Committee

2025 HIGHLIGHTS ★

- 313 Member Meet and Greets
- 1,500 followers and 75,000 views on social posts
- 210 newsletter followers
- 23% response rate for survey

2026

- December**
 - Newsletter launched
 - Christmas Mixer
- January**
 - Strategic planning workshop with Vantage Point
- February**
 - 2026 Budget Approved by Board
 - Strategic plan finalized
- March**
 - Annual Plan Approved by Board
 - Annual Report to Council
- April**
 - Updated website launched
- May**
 - AGM and Annual Report to Members

Operations And Activites

- 1. Organizational Development**
- ✓ Established governance structure
 - ✓ Board recruitment
 - ✓ Employee handbook and policies
 - ✓ Office setup and administration systems
- 2. Member Engagement**
- ✓ Member meet & greets
 - ✓ Business surveys
 - ✓ Newsletter launch
 - ✓ Valleyview Block Party support

- 3. Communications & Marketing**
- ✓ Website launch
 - ✓ Social media growth 1,500 followers and 75,000 views
 - ✓ Newsletter (210 subscribers)
- 4. Events & Programs**
- ✓ Launch event
 - ✓ Summer contest
 - ✓ Christmas mixer

STRATEGIC PLAN

The established Strategic Plan exists from 2026 – 2030, with consistent review from the BIA’s Governance Committee to track progress.

LOOKING AHEAD

A note from Executive Director

Building a brand new BIA takes time, collaboration, and trust. In our first year, we focused on establishing a strong foundation — governance, communications, and meaningful engagement with our members. In 2026, our focus shifts to delivering visible programs, strengthening partnerships with the City, and continuing to grow East Kamloops as a thriving gateway community. With our Strategic Plan in place, and continued engagement from members, our job is to ensure your business and this community can thrive. With that in mind, the next year will be all about piloting programs that can see to that success. We welcome member feedback, input and collaboration at any time, and look forward to seeing you at our next event.



Executive Director
Clare Warner



VISION

A connected, prosperous East Kamloops community with thriving businesses and inviting public spaces.

MISSION

To champion a strong community and local economy by giving a voice to our members through advocacy and leading impactful marketing, events, and beautification initiatives.

PRIORITY ONE:

COMMUNITY DEVELOPMENT

1



PRIORITY TWO:

ORGANIZATIONAL STRENGTH

2



PRIORITY THREE:

MEMBER ENGAGEMENT

3



PRIORITY FOUR:

IMPACTFUL PROGRAMS

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