

The Kamloops North Shore Business Improvement Area Association was formed in 1988, under the Community Charter of British Columbia. The NSBIA, as we are commonly known, represents approximately 299 commercial property owners on the North Shore, as well as the 423 commercial tenants in these properties.

Our primary function is promotions, marketing and economic development activities that enhance the area. In addition to these responsibilities we participate actively in public planning, social development discussions, and general advocacy for our community. Due to our active role in community we are often asked “How can I be more involved?”

We encourage our residents and members to consider the following opportunities:

- 1) Join, like, and follow our websites, social media streams and enroll in our newsletter. Our Websites (www.nsbia.com and <http://www.exploreourshore.ca/>) host a lot of information. The NSBIA site is aimed at our members, and it provides tools, resources and information for members. The Explore site is aimed at our residents and business customers. In this platform, we encourage you to engage as a business member:
 - a. Reviewing, updating and adding content to your complimentary directory listing. All business owners receive a free listing on our Explore site. Please contact Jeremy to access this listing.
 - b. We would love to share your professional quality images of your business, as some of our main tile and presentation images. To do this, email jeremy@nsbia.com.
- 2) Our Social media streams are where we host sales, offers, contest and general information about the North Shore to the public. We have three Social Media streams: <https://www.facebook.com/KamloopsNorthShoreBIA/> and <https://www.facebook.com/exploreourshore/> and <https://www.instagram.com/ns.bia115/>. Similar to our websites, the NSBIA site is aimed more at members, while the Explore is aimed at our customers. As a member of the NSBIA we will post your predesigned ad, at *no cost* up to two times per month. If we need to do the design, we can post once per month.
- 3) Leadership Involvement includes the opportunity to serve our community in one of these four streams:
 - a. **Events Committee** – On this Committee, focus in on public facing events for our community. While the goal is to attract customers to our corridors, we are equally passionate about celebrating our community, family values, multi-culturalism, and community strength.
 - b. **Community Safety Committee** – This committee is responsible for engaging our members related to community safety and social disruption issues. As an operational committee, the work of this committee is intended to inform and guide the NSBIA’s Executive Director in his work with agencies and individuals, to advance community safety as well as inform our advocacy work.
 - c. **Economic Development Committee** – This committee meets at least twice annually with the goal of exploring ways to activate the North Shore Community Plan, as it relates to the NSBIA membership, as well as benefitting our community at large.
 - d. **Board Membership** – under our bylaws, all Board members must either be a North Shore commercial property owner, a commercial tenant, or represent one of the two. Full information regarding Board Directorship is found on our NSBIA website, under Governance.
 - i. If you are interested in serving on the Board, please email jeremy@nsbia.com