

Tillamook Area **Chamber** *of commerce*

Strategic Plan 2016

Revised 6/10/2016

The Mission of the Tillamook Area Chamber of Commerce is to advance tourism, business, and economic development in the greater Tillamook Area.

The Tillamook Area Chamber of Commerce will accomplish its mission by focusing on the following program elements, implementing programs and services that are creative and innovative, relevant and accessible to its members, visitors, and the community at large.

Leadership and Resource Development

Board Committee – Mary Faith Bell; Chair, Lexie Hampton, Eric Lessor

Main Street Committee –

Staff – Justin Aufdermauer

Goal: *We will accomplish the mission of the Tillamook Area Chamber of Commerce by developing and maintaining strong Chamber leadership and fiscal management practices.*

Objectives:

- *Maintain shared organizational vision and common goals*
- *Retain a diverse and active Board membership*
- *Be visible among membership and in the community*
- *Represent and/or advocate for local business at county, state and federal level*
- *Develop and maintain strong community partnerships*
- *Be strategic about opportunities, aligning with priorities*
- *Ensure bylaws, policies and procedures are current and relevant*
- *Manage annual budget with sound fiscal management practices*
- *Support a diverse revenue portfolio*

2016 Action Plan:

- *Affirm organizational priorities (Board Retreat 2017, President)*
- *Review professional services agreements and 3rd party financial review every 2 years (July 2016)*
- *Review Executive Director employment contract (March/April 2016)*
- *Ensure funding strategies that are sustainable (April 2016)*
- *Develop and implement a Communications Plan (March 2016)*
- *Provide new Board member orientation within 30 days of taking seat (Past President-Feb/March)*
- *Review Board Profile grid and plan/prepare for upcoming Board vacancies (March 2016, Jennifer)*
- *Review policies, procedures and Bylaws*
- *Act as legislative committee providing information to all members*
- *Investigate & process to go from “inform” to advocate for the business community*
- *Build and maintain a complete contacts database of businesses within the downtown district.*

Business & Membership Services/Support

Board Committee– Eric Lessor; Chair, Kaylan Sisco

Main Street Committee –

Staff -

Goal: *We will serve our member businesses by ensuring a quality return on investment of the Chamber membership.*

Objectives:

- *Ensure member' return on investment*
- *Effectively promote member businesses*
- *Increase Chamber revenue through membership services*
- *Maintain fair and equitable member dues and benefits structure*
- *Develop and maintain strong business relationships*
- *Effectively communicate opportunities, benefits, services, and achievements*
- *Influence investments from the City, Urban Renewal Agency, and private parties.*
- *Educate and assist business/property owners about quality design.*
- *Become a design resource for downtown business/property owners.*
- *Create programs to visually enhance and maintain the downtown.*
- *Creatively convert unused space for new and vibrant uses.*

2016 Action Plan:

- *Review and prioritize member services through electronic survey results (Fall 2016)*
- *Support event planning and promote networking opportunities for business community*
- *Track visitor and web traffic for membership benefit purposes*
- *Begin & complete development of tiered dues structure for restaurants and lodging (June 2016)*
- *Assess opportunities to create a community profile publication*
- *Include Annual Report of past years' accomplishments with annual dues.*
- *Thoroughly review the town center ordinances and compile recommended changes.*
- *Regularly attend City Council, Urban Renewal, Beautification, and Streetscapes meetings to influence investments and programs in downtown; and report back to businesses.*
- *Create a business resource guide that includes a visual "style guide" for business/property owners.*
- *Create a network to maintain cleanliness and attractiveness of sidewalks, alleys and public spaces.*
- *Develop and implement a visual enhancement program available to business/property owners looking for design concepts and renderings. (2017)*
- *Show regular recognition and appreciation of businesses:*
 - *Publically recognize and thank business/property owners who make investments.*
 - *Welcome all new businesses with a gift/welcome packet*
 - *Welcome new members or new leaders at existing member businesses*
 - *Visit 25% of member businesses annually with a thank you card/gift (June 2016)*

Business and Community Development

Board Committee – Connie Green; Chair, Kayla Craycraft, Lexie Hampton

Main Street Committee –

Goal: *We will support and facilitate business development in the greater Tillamook area.*

Objectives:

- *Partner with other agencies to develop and execute cohesive business recruitment and retention strategies*
- *Provide opportunities for professional and community development*
- *Support existing efforts and provide workforce development opportunities*
- *Advocate for, convene and facilitate business community*
- *Initiate and respond to growth opportunities*
- *Foster positive business environment*
- *Support “home grown” industry*
- *Maintain open forums for business and ODOT communications throughout Highway Projects.*

2016 Action Plan:

- *Support and provide/maintain training opportunities such as the Business Symposium Series, Entrepreneur Series, Small Business Workshops (Quarterly, Justin)*
 - *Provide employer education regarding applicable local, state, and federal regulations and policy changes*
 - *Anticipate and communicate hot topics*
 - *Network on behalf of Tillamook area businesses*
- *Maintain and foster entrepreneur network and training/development opportunities (Jan-Mar 2016)*
- *Participate in young professional’s network implementation (Justin)*
- *Be actively involved in cohesive business recruitment and retention strategies and economic development efforts with Small Business and Economic Development Council, the Port of Tillamook Bay, and other agencies this would include recruit new business development to the greater Tillamook area (March 2016)*
 - *Convene and facilitate annual joint Board meetings of EDC, SBDC, TAC and Chamber (Oct-Nov 2016)*
- *Connection for new Businesses/Building owners (contracts & technical assistance)*
- *Design TACC Board liaison to partner with other Boards*
- *Assist business/property owners through facility grant/loan application processes.*
- *Identify available small business grants and un-conventional funding sources.*
- *Host four workshops for business skills such as customer service and merchandising.*
- *Grow Small Business Saturday presence in downtown Tillamook; possibly lead.*
- *Co-Host customer service training in support of enhancing the visitor experience (April 2016)*
- *Research communities for successful programs and promotions for construction periods.*
- *Highway 101/6 Project:*
 - *Establish complete contacts list for communications relating to Highway Project.*
 - *Host monthly forum meetings with project officials and businesses.*
 - *Establish consistent e-newsletter with up-to-date project information; weekly during construction.*
 - *Assist with parking related needs during project (temporary lots, shuttle, loading, etc.).*
 - *Actively lead/participate in project infrastructure improvement communications and needs.*

Tourism, Chamber, and Community Marketing & Promotion

Board Committee – Justin Aufdermauer; Chair, Kaylon Sisco, Shiela Zerngast

Main Street Committee –

Staff -

Goal: *We will promote the greater Tillamook area to increase destination spending and tourism investment.*

Objectives:

- *Manage The Dairylands branding effort management*
- *Attract visitors to local businesses and attractions by promoting area destinations*
- *Distribute Tillamook area information*
- *Maintain and increase consistent media presence*
- *Provide internet presence for tourism-related information about the greater Tillamook area*
- *Enhance the visitor experience in the greater Tillamook area*
- *Foster increased business-to-business relationships and promotions.*
- *Drive increased spending into businesses through promotions and events.*
- *Create awareness and exposure of businesses to visitors and residents.*
- *Promote a family friendly environment through child friendly activities.*

2016 Action Plan:

- *Provide for and operate Tillamook area visitor's centers/downtown kiosk*
- *Produce and distribute area information for visitors, residents, and business relocation requests provide info highlights attractions*
- *Ongoing distribution of Tillamook Coast Visitor Guides and display racks*
- *Promote Chamber-sponsored events focused on attracting visitors*
- *Actively maintain gotillamook.com and tillamookchamber.org with relevant and current information*
- *Manage social media presence, posting regularly*
- *Quarterly HH Guest Column or Tillamook Today, appearance by Director and Board Member(s) add to community calendars*
- *Complete tasks in accordance with Dairylands Brand Rollout Strategy timeline (February 2016, Justin)*
- *Monday Memo-continue and update distribution list*
- *Develop printed/digital downtown walking map.*
- *Develop and promote a small business online gift registry.*
- *Further develop and utilize the efficiency and effectiveness of TRA Block Captain Program*
- *Develop a consistent e-newsletter for business contacts, media, and interested community members.*

Event Planning

Board Committee – Lexie Hampton; Chair, Holly Orist, Shiela Zerngast, Whitey Forsman, Kayla Craycraft and Jennifer Purcell

Main Street Committee –

Staff -

Goal: *We will accomplish the mission of the Tillamook Area Chamber of Commerce by promoting the greater Tillamook area through events.*

Objectives:

- *Assess current and potential event value in meeting the mission and strategic purposes of the Tillamook Area Chamber of Commerce*
- *Identify new event Opportunities*
- *Evaluate partnership/sponsorship opportunities*
- *Recruit and retain quality volunteers*
- *Develop and distribute event marketing and materials*
- *Increase visibility, promoting the Chamber at events*
- *Plan and execute events*
- *Foster increased business-to-business relationships and promotions.*
- *Drive increased spending into businesses through promotions and events.*
- *Create awareness and exposure of businesses to visitors and residents.*
- *Promote a family friendly environment through child friendly activities.*

2016 Action Plan:

- *Host and execute the annual Chamber Banquet and Auction (January 2016)*
- *Maintain a booth at the Tillamook County Fair (August 2016)*
- *Host, investigate a co-partner or transfer the annual Bay Run (August 2016)*
- *Ensure post-event acknowledgement of sponsors, donations, and volunteers (2 Weeks after Event)*
- *Develop and maintain event volunteer database*
- *Coordinate “Love Your City” downtown cleanup.*
- *Host and execute the Cork & Brew Tour in downtown Tillamook (June 2016)*
- *Host, advocate or support local resource/bounty festival (Iron Chef/Taste of Tillamook) (2016)*
- *Be receptive to Oktoberfest (Adam Schwend)*
- *Brainstorm and build promotion/event around the June Dairy Parade.*
- *Develop an exciting monthly events series to be held downtown.*
- *Host monthly forums for businesses to discuss ideas, concerns, and opportunities.*
- *Support hosting of quarterly network forums*