

Tillamook Area **Chamber** *of commerce*

Strategic Plan 2017

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 Advocacy

Board Committee – Whitey Forsman, Kayla Craycraft, Lexie Hampton, Mary Faith Bell

Goal: *To strengthen the leadership of the Chamber through strong organizational and fiscal practices; while advocating on behalf of the business community.*

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 and diverse revenue portfolio*

Action Plan:

2017 Priorities:

- *Develop and implement a Communications Plan*
 - *Quarterly HH Guest Column or Tillamook Today, appearance by Director and Board Member(s) add to community calendars*
 - *Monday Memo-continue and update distribution list*
 - *Develop and utilize a system similar to the TRA Block Captain Program*
 - *Develop a consistent e-newsletter for business contacts, media, and interested community members. and tillamookchamber.org*
 - *Maintain an accurate contact database of businesses within the Main Street District*
 - *Maintain an accurate contact database of Chamber Members*
 - *Develop Mainstreet District web presence to host info & resources*
- *Develop Board Orientation/FAQ for new and prospective Board Members.*
- *Actively restructure membership dues structure and identify opportunities to be more inclusive*
- *Act as interim legislative committee; providing information to all members*
 - *Investigate a process to go from “inform” to advocate at the local and state level*

Ongoing Activities:

- *Establish a fair continued agreement with the City of Tillamook regarding TRT and Main Street Funding*
- *Affirm organizational priorities (Board Retreat)*
- *Review all professional services agreements and financial contracts.*
- *Review Executive Director employment contract*
- *Ensure funding strategies that are sustainable*
- *Periodically review policies, procedures and bylaws*

Membership Development

Board Committee – Natalie Rieger, Sheila Zerngast

Goal: *To ensure a quality return on investment of Chamber membership.*

Objectives:

- *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*

Action Plan:

2017 Priorities:

- *Build an Annual Report/Vision Brochure to be included in membership dues.*
- *Offer a “Member Concierge” service to assist member businesses with needs*
- *Show regular recognition and appreciation of businesses:*
 - *Publicly 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*

Ongoing Activities:

- *Review and prioritize member services through electronic survey results*
- *Brainstorm local member business “wish list” platform for future development*
- *Update new Chamber window stickers and membership plaques*
- *Support member business opening & milestone anniversary promotion*
- *Continue member-first referral and promotion focus*
- *Identify opportunities to provide discounted program participation rates for members*

Economic Vitality

Board Committee – Kayla Craycraft, Sarah Absher

Goal: *To foster a positive business environment to enhance the economic vitality of the region.*

Objectives:

- *Partner with other agencies to develop and execute cohesive business recruitment and retention strategies*
- *Advocate for, convene and facilitate business community*
- *Maintain open forums for business and ODOT communications throughout Highway Projects.*
- *Influence investments from the City, Urban Renewal Agency, and private parties.*
- *Educate and inform business/property owners about evolving local ordinances, standards, and public projects.*

Action Plan:

2017 Priorities:

- *Highway 101/6 Project:*
 - *Maintain 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.*
 - *Research communities for successful programs and promotions for construction periods.*
- *Be actively involved in cohesive business recruitment and retention strategies and economic development efforts with the Economic Development Council, Port of Tillamook Bay/Garibaldi, and other agencies*
 - *Convene and facilitate annual joint Board meetings of EDC and Chamber*
- *Create program that fills vacant downtown windows with art or other presentation materials.*

Ongoing Activities:

- *Create a business resource guide that includes a visual “style guide” for business/property owners.*
- *Assess opportunities to create a community profile publication*
- *Assist business/property owners through facility grant/loan application processes.*
- *Regularly attend City Council, Urban Renewal, Beautification, and agency meetings to influence investments*
- *Participate in an advisory capacity on behalf of businesses to influence ordinances, standards, and public projects.*
- *Fulfill City of Tillamook Temporary Parking Plan agreement by actively participating in promotion and signage.*
- *Grow & enhance the Community Calendar and services provided at tillamookliving.com.*
- *Support beautification/streetscape activities (i.e. maintain active downtown planter program)*

Tourism Development & Promotion

Board Committee – Adrienne Allen, Kaylan Sisco

Goal: *To drive greater destination spending and overnight stays through promotion and a positive visitor experience.*

Objectives:

- *Actively manage The Dairylands branding effort*
- *Attract visitors to local businesses and attractions by promoting area destinations*
- *Operate a first-class staffed visitor information center*
- *Provide internet presence for tourism-related information about the Tillamook area*
- *Maintain close partnership with Visit Tillamook Coast and tourism advisory committees.*

Action Plan:

2017 Priorities:

- *Build-out new visitor information center location in first class manner with Dairylands brand incorporation*
- *Complete tasks in accordance with Dairylands Brand Rollout Strategy timeline*
 - *Produce a short run visitor information brochure*
 - *Establish state trademarking and branding utilization guidelines*
 - *Local industry worker familiarization tours*
 - *Manage Dairylands social media presence, posting regularly*
- *Complete “Share With Others” social media program (VTC Grant)*

On Going Activities:

- *Produce and distribute edited version of Downtown Walking Map (VTC Grant)*
- *Fulfill wayfinding contract with the City of Tillamook*
- *Support and advise Highway 6/131 Scenic Byway plan*
- *Ongoing distribution of Tillamook Coast Visitor Guides and display racks*
- *Produce and distribute area information for visitors (i.e. walking map, visitor guides, brochures)*
- *Complete tasks in accordance with Dairylands Brand Rollout Strategy timeline*
 - *Actively maintain gotillamook.com with relevant and current information*
 - *Blog and social solicitation to Pacific NW bloggers*
 - *Dairyland brand incorporation into review and online media*

Event Planning

Board Committee – Whitey Forsman, Sarah Absher, Adrienne Allen, Natalie Rieger, Sheila Zerngast, Kaylan Sisco.

Goal: *To provide quality events that enhance the business, citizenry, and visitor experience of the Tillamook area.*

Objectives:

- *Recruit and retain quality volunteers*
- *Increase visibility, promoting the Chamber through events*
- *Plan and execute events in a first-class manner*
- *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.*
- *Provide professional and workforce development opportunities for local employers*
- *Promote a family friendly environment through child friendly activities.*

Action Plan:

2017 Priorities:

- *Host, advocate or support local resource/bounty festival and/or series(Iron Chef/Taste of Tillamook)*
- *Provide relevant and quality networking opportunities:*
 - *Host networking socials to build business relations; at-least quarterly*
 - *Provide a regular informational forum geared toward member businesses*
 - *Provide a regular forum specific to the Main Street District; to include ODOT updates*
- *Build promotion/event around the June Dairy Parade.(June 2017)*
- *Establish volunteer workgroups and maintain event volunteer database*
- *Regularly promote, coordinate and/or develop events in the downtown to ensure consistent activities.*

On Going Activities:

- *Host and execute the Cork & Brew Tour in downtown Tillamook (June 2017)*
- *Host and execute the annual Chamber Banquet and Auction (January 2018)*
- *Maintain a booth at the Tillamook County Fair (August 2017)*
- *Host, investigate a co-partner or transfer the annual Bay Run*
- *Ensure post-event acknowledgement of sponsors, donations, and volunteers (2 Weeks after Event)*
- *Grow Small Business Saturday presence in downtown Tillamook; possibly lead (September 2017)*
- *Host China Trip; research and establish trip for 2018*
- *Assess current and potential event value in meeting the mission and strategic purposes*
- *Evaluate partnership/sponsorship opportunities*
- *Support and provide professional development opportunities for local industry:*
 - *Provide workforce/entrepreneurship development opportunities; applicable to our membership*
 - *Host four retail workshops for business; focused on the Main Street District.*
 - *Co-Host customer service training in support of enhancing the visitor experience (April 2016)*