

CONNECTIONS TEAM

Staff Lead: Ashley

Board Team: Joanna, Shannon

OUR WHY

Creating meaningful connections will help our business community thrive. The Chamber is a community hub that brokers connections for its members to customers, businesses, partners, mentors, and friends.

OUR WHAT

- Help businesses problem-solve through viable assistance channels.
- Increase awareness and exposure of businesses to visitors and residents.
- Foster business-to-business relationships and promotions.
- Focus on member-first referrals and programs.
- Provide relevant and quality networking opportunities.

OUR HOW

ONGOING STRATEGIES

- Be accessible and responsive to inquiries; providing accurate information. (Tammy)
- Host and execute the annual Chamber Banquet and Auction. (Ashley)
- Host monthly Morning on Mainstreet social networking. (Ashley)
- Host four "What's Brewin'" socials to build business relations. (Ashley)

PRIORITY ACTIONS

- Strengthen strategic partnership with SBDC regarding roles and assistance. (Justin)
- Reimagine Help Desk program to promote direct assistance to member needs. (Ashley)
- Ensure post-event acknowledgment of sponsors, donors, and volunteers. (Ashley)
- Build awareness and engagement with Tillamook Toolkit Program. (Mallory)

GROWTH TEAM

Staff Lead: Mallory

Board Team: Lisa

OUR WHY

The adaptiveness and growth of local business is a vital component of a strong community. The Chamber strives to assist the growth of local businesses both operationally and financially through effective promotion and business development opportunities.

OUR WHAT

- Effectively promote member businesses within the community.
- Create and manage responsible tourism programs to draw and accommodate visitors.
- Provide and support workforce/business development opportunities.
- Provide and support programs that drive increased spending in businesses.
- Engage in and execute cohesive business recruitment, retention, and growth strategies.

OUR HOW

ONGOING STRATEGIES

- Assist business/property owners through grant/loan application processes. (Justin)
- Provide discounted program participation rates for members. (Justin)
- Manage the Tillamook Main Street program requirements. (Justin)
- Distribute business and area information through Chamber Visitor Center. (Tammy)
- Distribute Tillamook Coast Visitor Guides to web leads and local display racks. (Tammy)
- Distribute Oregon Coast Visitor Guides to web leads. (Tammy)
- Manage Tillamook Coast Visitor Guide production. (Justin)
- Provide additional internet presence for local business. (Mallory)
- Promote chamber member association health plan program. (Mallory)
- Support member business opening & milestone anniversary promotions. (Mallory)
- Publish Tillamook Downtown Walking Map. (Mallory)

PRIORITY ACTIONS

- Establish Dairylands branding utilization & merchandise guidelines. (Justin)
- Rebuild tourism social channels with relevant and current information. (Mallory)
- Maintain current information and photos on GoTillamook.com. (Mallory)
- Develop content highlighting local businesses for chamber, business, and regional media. (Mallory)

COMMUNITY ENGAGEMENT TEAM

Staff Lead: Ashley/Mallory

Board Team: Joanna, Kristin, Natalie

OUR WHY

The culture of the community ultimately influences where entrepreneurs and the workforce choose to live, work, and play. The Chamber engages in the community through programs and events that enhance the general quality of life.

OUR WHAT

- Build a friendly and professional community through programs and events.
- Build relationships among citizens within community.
- Serve the community as a hub for information.
- Enhance the visual appearance of the community and business districts.
- Increase community capacity for efforts that enhance the livability of the region.

OUR HOW

ONGOING STRATEGIES

- Actively seek funding and manage the Chamber/City Wayfinding Plan. (Justin)
- Host community building foreign travel; identify 2023 travel location. (Justin/Ashley)
- Sustainably manage downtown planter program. (Justin)
- Facilitate Tillamook County tide book orders. (Tammy)
- Manage and coordinate June Dairy Parade. (Tammy)
- Design annual apparel line for event and visitor center sales; revisit 2021 Fair Booth. (Ashley)
- Manage and coordinate Cork & Brew Tour in downtown Tillamook. (Ashley)
- Support and/or participate in partner events and festivals. (Ashley)
- Coordinate local programs for Small Business Saturday in Tillamook. (Ashley)
- Coordinate Sweets + Treats in downtown Tillamook. (Ashley)
- Publish Tillamook Living Magazine. (Mallory)
- Provide administrative and coordination support for downtown events. (Comm)
- Publicly recognize and thank business/property owners for investments. (Mallory)
- Manage the Tillamook Farmers Market. (Sayde)

PRIORITY ACTIONS

- Recreate and expand monthly Sip+Shop event in downtown. (Ashley)
- Research viability of America in Bloom program and partnership. Mallory)
- Build awareness of Community Calendar through outreach. (Mallory)
- Develop Tillamook Living microsite on Tillamookchamber.org. (Mallory)

ADVOCACY TEAM

Staff Lead: Justin

Board Team: Adam, Jeff, Shannon

OUR WHY

Providing information, opportunities, and a voice for initiatives relevant to our members is an important element to creating healthy economy. The Chamber focuses establishing a healthy economy through aligning local business and government.

OUR WHAT

- Promote alignment of public policy with local business interest.
- Provide information and testimony opportunities on public policy relevant to members.
- Support local industry education and awareness initiatives.
- Support initiatives that create a healthy local economy.
- Strengthen policy formation efforts through meaningful relationships.

OUR HOW

ONGOING STRATEGIES

- Support initiatives that create a healthy local economy.
- Promote alignment of public policy with local business interest.
- Encourage public and private investments through active participation and engagement.
- Inform and educate local business about evolving local ordinances and state measures.
- Assist in education and awareness initiatives with TWLWC and Visit Tillamook Coast.

PRIORITY ACTIONS

- Provide greater opportunity for full staff to regularly attend relevant public and organization meetings to maintain awareness. (Justin)
- Revisit and establish advocacy team framework for public policy position and candidate endorsement processes. (Justin)
- Work with City of Tillamook on fuel tax through campaign assistance. (Justin)
- Legislative session calls for membership and community partners. (Justin)
- State of the Community address event/video. (Justin)

YOUNG PROFESSIONALS TEAM

Staff Lead: Ashley

Board Team: Jeff, Joanna, Kristin, Lisa, Shannon

OUR WHY

Building an outlet for social, civil, and professional engagement for like-minded young professionals in Tillamook County is a vital component of showcasing the community as a place where younger individuals and families want to build a career and life.

OUR WHAT

- Build strong and confident leaders for business, organizational, and civic interests.
- Foster growth in relationships amongst young professionals.
- Serve the community through volunteerism.

OUR HOW

PRIORITY ACTIONS

- Launch Tillamook Young Professionals with YP Strategy Map. (Ashley)
- Host events/programs as outlined on the YP Strategy Map. (Ashley)
- Secure sustainable membership and sponsorship. (Ashley)
- Establish core leadership team to help drive program. (Ashley)
- Create online and print program marketing materials. (Mallory)

LEADERSHIP TEAM

Staff Lead: Justin

Board Team: Jeff, Joanna, Lisa, Natalie

OUR WHY

Strong organizational management and leadership is imperative to the Chambers relevancy and agility to address the needs of its members and the community. The Chamber Board and staff are diligently focused on organizational practices that are adaptive, innovative, and responsible.

OUR WHAT

- Assess and affirm organizational priorities through sound planning.
- Are strategic about opportunities, aligning with priorities.
- Align the organizational vision with member and community needs.
- Develop and evaluate partnerships for impact and equity.
- Ensure funding strategies that are sustainable and diverse.
- Maintain fair and equitable member dues and benefits structure.
- Ensure Chamber visibility among membership and in the community.
- Create a culture that can be a model organization for others.

OUR HOW

ONGOING STRATEGIES

- Regularly review and adapt policies, procedures, and bylaws. (Justin)
- Work in partnership with Visit Tillamook Coast. (Justin)
- Work in partnership with the City of Tillamook regarding Tourism. (Justin)
- Semi-annually review all professional services agreements and financial contracts. (Justin)
- Annually review Executive Director employment contract and performance review. (Justin)
- Manage OMS/Greiner Revitalization Grant (Justin)
- Maintain an accurate database of businesses within the Main Street District. (Tammy)
- Maintain an accurate contact database of Chamber Members. (Tammy)

PRIORITY ACTIONS

- Semi-annually prioritize member services through electronic survey results. (Justin)
- Research and establish 501c3 Chamber Foundation opportunities. (Justin)
- Evaluate membership dues invoicing timing and method. (Justin)
- Provide regular staff reviews and develop opportunities. (Justin)
- Ensure mid-year financial review with Treasurer. (Justin)
- Establish and adopt organizational communications strategy. (Mallory)