



TIGARD
CHAMBER OF COMMERCE

Building Business.
Growing Together.

2015-2017
Three-Year
Strategic Plan

Building Business. Growing Together.

2015-2017 STRATEGIC PLAN

A vibrant, supportive, interconnected business community where strength through collaboration and power through partnership Build & Grow Business. Together.

MISSION

Authenticity
Purposefulness
Stewardship
Teamwork
Leadership

GUIDING PRINCIPLES

Create a Strong Local Economy

Strategies

- Launch several Industry specific leads/referrals group to drive increased referral activity among members
- Advocate for legislation that benefits business – See Advocacy Section
- Create capability for member business to post jobs on website
- Continue Downtown Tigard revitalization partnership with Tigard Downtown Alliance
- Evaluate other Strategies such as:
 - * Business incubator in partnership with other organizations
 - * Shop Local program
 - * SBDC Advising Partnership
 - * Business Expo's
 - * Business walks to gain key business feedback
 - * Leadership programs – see separate slide
- Begin a Workforce Development Focus

Educated workers with the right skill sets to match the jobs within a region help drive an improved economy. In Oregon and Portland Metro in particular there is a large gap between skill sets needed and skill sets available. Chambers have a role to play in helping their member businesses address this gap. Can provide value for businesses who are not currently members. Tigard Chamber is underpenetrated in light manufacturing as members.

 - ⇒ Evaluate partnership with TTSD, Tigard Chamber and Tualatin Chamber to strengthen employer connections
 - ⇒ Educate on PCC and other post secondary programs and cre-

GOAL

Help create a vibrant, entrepreneurial environment within Tigard through key programs, partnerships and alliances, that grows and retains current business, and attract and launches and sustains new business.

Provide Networking & Business Exposure

Strategies

- GROW Membership to 400 over 3 years by increasing diversity of type, size and location of business through a combination of retention improvement and new business recruitment
- Grow Tigard Young Professionals Program
- Refresh Networking Events for improved value & participation
- Launch Tigard Leadership – See separate slide
- Explore Virtual Events/Networking
- Online & printed material

Actions for 2015

- ⇒ Membership committee increase touch for improved retention
- ⇒ Launch 2 additional Referrals groups
- ⇒ Tune member benefits based on surveys and other feedback to keep fresh
- ⇒ Continue & keep member exposure consistent across Facebook, YouTube and MeetUp

GOAL

Be the Go To organization within Tigard for businesses to network and gain exposure for their business through a unique mix of programs, networking events and marketing tools that match our member diversity

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Promoting the Community

Strategies

- Grow the Tigard Farmers Market & its impact/benefit on Tigard – 2015-2016 through improved vendor mix, launch of a mid week market, increased awareness/outreach to low income/low access community members and increased community engagement.
- Increase scholarship contributions/distribution
- Continue Visitor Center activities and Business/Community Guide to communicate unique characteristics of Tigard
- As TDA board member and partner organization, promote Downtown Tigard's unique cultural, retail and activity based assets to both residents and visitors

GOAL

Promote Tigard as a unique, eclectic destination for business, community and culture.

Represent Our Business Interests with Gov't

Strategies

- Adopt OSCC Legislative Agenda as part of our own in 2015
- Support legislation that is good for business, oppose legislation that is not
 - Letters of support/opposition
 - Voter pamphlet statements where appropriate
- Educate member business and encourage their strategic engagement in process including contacting their legislators or testifying
- Enhance working relationships and communication with City staff and City/State elected officials
 - Letters of support, partner projects, business issues
 - Engage strategic business support
- Grow GAPP committee membership for improved engagement and representation of member business community and their interests

GOAL

Grow the voice of business within Tigard for increased impact at city and state legislative levels

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Support Relevant Business Education

Strategies

- Increase Promotion & Educate Members on AMFAM Online Business Accelerator
- Grow participation in TYP Breakfast of Champions Attendance
- Grow Tigard Chamber Blog business article content
- Launch Tigard Leadership Program

Chamber organized leadership programs are designed to develop attendee potential as an active participant in the business fabric of their community. Programs typically provide ability to:

- ◇ Network with and develop long-term business relationships with others in the class.
- ◇ Examine the major business sectors that contribute to the vibrancy and growth of the area.
- ◇ Participate in finding creative and insightful solutions to community needs.
- ◇ Enhance the skills needed to become a decision maker and leader in your community.
- ◇ Discover how you and your organization can make a positive impact within your business interactions.

GOALS for 2015/2016

- ⇒ Locate and gain commitment from strategic partners, presenters & volunteers
- ⇒ Create Tigard Leadership Committee
- ⇒ Set Up Non Profit
- ⇒ Develop curriculum
 - Mix of out and about as well as in classroom presentation/learning
- ⇒ Determine dates, frequency & pricing
 - * Typical programs last 8-9 months during "School Year" and meet for 1 day/mo
 - * We may want to explore 2 half days
 - * Typical pricing for a Leadership program is \$750-\$1000
- ⇒ Launch program with minimum of 16 students – Sep 2016

GOAL

Provide member businesses access to cost effective business education that will help their businesses and help them develop their skills as business owners, managers and future community leaders

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GUIDING PRINCIPLES

Rebrand the Tigard Chamber

2015 Actions

- ⇒ Kick off Marketing Committee
- ⇒ Conduct Marketing Survey
- ⇒ Conduct ToolKit Survey through WACE
- ⇒ Tune Mission and Vision statements based on feedback
- ⇒ Update tagline/motto, hashtags and logo
- ⇒ Brand Reveal – At Annual Meeting
- ⇒ Update member benefits packages—Summer 2015
- ⇒ Create style guidelines for Tigard Chamber brand – Summer 2015
- ⇒ Celebrate 60th Year in 12 month calendar of events—2015-2016

GOAL

Refresh the brand of the Tigard Chamber for cohesive & consistent meaning, attractiveness, and connection to the current member base as well as non members.

Guiding Principles Defined

Authenticity—We keep our word, do what we say and speak the truth kindly to each other and customers

Purposefulness—Ensure our activities, programs and events align with our core objectives and goals

Stewardship—Utilize our resources of time (volunteers & staff), talent (volunteers & staff) and treasure (\$'s) for the best return for members and the business economy

Teamwork—Members, volunteers and staff working together amiably to achieve our strategic goals for the benefit of all

Leadership—Be an organization that is viewed as a leader in the business community