



TIGARD
CHAMBER OF COMMERCE

Building Business. Growing Together.

OUR PURPOSE

The Tigard Chamber exists to be a:

Catalyst for business growth
Convener for leaders and influencer
Champion for stronger communities

2020-2022
Three-Year
Strategic Plan

Building Business. Growing Together.

2020-2022 STRATEGIC PLAN

Building & Connecting
Businesses,
Growing Leaders and
Shaping our Community

MISSION

Business & Community =
Prosperity, Vibrancy
&
Diversity

VISION

Transparency
Integrity
Equity
Collaboration
Leadership

GUIDING PRINCIPLES

Create a Strong Local Economy

Strategies

- Partner with City to connect with new businesses in Tigard
- Continue Downtown Tigard revitalization partnership with the TDA
- Grow Leadership Tigard Program
- Develop and implement business walks—Needs committee
- Advocate for legislation that benefits business and supports a vibrant community – See Advocacy Section
- Establish a Diversity, Equity & Inclusion (DEI) Committee
- Continue Workforce Development Program with TTSD and Tualatin Chamber
- Continue growth and development of minority focused partner relationships for the benefit of the Tigard business community

GOAL

Help create a vibrant, & diverse entrepreneurial environment within Tigard through key programs, partnerships and alliances, that grows and retains current business, to attract, launch and sustain new business.

Provide Opportunities to Build Business

Relationships

Strategies

- Grow membership to 400 over 2 years by: increasing diversity of type, size and location of business through a combination of retention improvement and new business recruitment
- Continue Virtual Events
- Enhance/Refresh online & printed material
- Grow & support member led Affinity Groups (ex. Health Care Affinity Group, future Business Owner Group)
- Explore a MasterMind program (2H21)
- Support growth of our members only social media groups
- Continue to produce video and webinar content for members

GOAL

Be the Go To organization within Tigard for businesses to build relationships and gain exposure through a unique mix of programs, networking events and marketing tools that provide opportunity for everyone.

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GUIDING PRINCIPLES

Promoting the Community

Strategies

- Continue to grow the Tigard Farmers Market
- Increase scholarship contributions/distribution
- Grow and develop future employees and community leaders through our Workforce Development & Leadership Tigard initiatives
- Continue to recognize key community and business volunteers
- Continue Visitor Center activities and Business/Community Guide
- Promote Downtown Tigard's unique cultural, retail and activity based assets to both residents and visitors
- Leverage our Downtown Tigard location for the benefit of the chamber business community

GOAL

Partner and build programs that educates our future workforce, develops community leaders, address key community issues and improves business and community quality of life.

Political Action

Strategies

- Use Candidate Endorsement process and Leadership programs to develop, find and endorse business friendly candidates at city, county, and state levels
- Support legislation that is good for business, oppose legislation that is not
 - Letters of support/opposition
 - Voter pamphlet statements
 - Legislative Alert to Members
- Represent business and Tigard on Metro SW Corridor Light Rail Citizens Advisory Committee
- Represent business monthly at City Council update
- Continue face to face meetings with City Manager, Mayor, City Council and State Representatives
- Partner with local, regional and national chambers to impact legislation for business

GOAL

Evaluate and take positions on legislation impacting business, interview and endorse business friendly candidates, to foster an economy that benefits business and the entire community.

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GUIDING PRINCIPLES

Represent Our Business Interests with Gov't

Strategies

- Develop a Business Advocacy Agenda annually
- Increase business engagement on issues by educating member business and encouraging them to engage with elected officials
- 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 to represent the diversity of our business community.
- Leverage membership in WCCCP, OSCC, WACE and USCC for the benefit of business

GOAL

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

Guiding Principles Defined

Transparency — Establish open communication & trust within our community

Integrity — We keep our word, do what we say and speak the truth kindly to all

Equity — Partner & support initiatives that create an equitable community for all

Collaboration — Achieve strategic goals through relationships with members, organizations, volunteers and staff

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

Acronyms in this Plan

DEI—Diversity, Equity & Inclusion

GAPP—Gov't Affairs & Public Policy

OSCC—Oregon State Chamber of Commerce

TDA—Tigard Downtown Alliance

TTSD—Tigard-Tualatin School District

USCC—U.S. Chamber of Commerce

WACE—Western Association of Chamber Executives

WCCCP—Washington County Chambers of Commerce Partnership

Committees Needed

Business Walks

DEI

MasterMind

Membership Recruitment

Membership Engagement

Continue Leadership Tigard Advisory, TFM Advisory, Finance, and Marketing

Committees