



# 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 influencers
- Champion** for stronger communities

### MISSION

Supporting Businesses to develop leaders to create a thriving community.

### VISION

Foster Business and Community to develop and grow Prosperity, Vibrancy & Diversity.

### GUIDING PRINCIPLES

- Transparency
- Integrity
- Equity
- Collaboration
- Leadership
- Prosperity
- Inclusion

### DIVERSITY STATEMENT

The Tigard Chamber encourages belonging and empowerment in all we do. We listen and engage with our members and our diverse communities seeking to learn and grow. Through inclusion, we unleash the strength and power of our collective communities. Diverse and inclusive communities have a positive impact in all the actions we take and help us build stronger businesses, relationships, and communities representative of everyone. We are actively looking for ways to listen, learn, and build more inclusive diverse programs and ways to work with those businesses and groups that value diversity that are a part of our local, regional, and state community. All are welcome.

2022-2025  
Three-Year  
Strategic Plan

2022-2025 STRATEGIC PLAN

## Create a Strong Local Economy

### Strategies

- Partner with City of Tigard (COT) to share resources in Economic Development and DEI.
- Strengthen urban renewal revitalization partnership with the Tigard Downtown Alliance & City of Tigard.
- Establish a Diversity, Equity & Inclusion (DEI) Committee.
- Deepen Workforce Development Program with TTSD and Tualatin Chamber, and other educational partners.
- Grow and develop diverse communities and 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.

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## 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 Hybrid Events & broaden networking Opportunities
- Create & support member led Affinity Groups (ex. Health Care Affinity Group, future Business Owner Group).
- Connect with members through social media groups.
- Monthly lunch and learn for new and advanced business owners (hybrid).
- With Membership Marketing utilize our reach to promote businesses.

### 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.

## Promoting the Community

### Strategies

- Create a volunteer database to provide unique opportunities to connect to the community.
- Increase scholarship contributions and distribution to connect to #WorkReady.
- Grow and develop community leaders through Leadership Tigard Program by enrolling 25 participants.
- Recognize key community and business volunteers.
- Assess and revitalize Visitor Center Activities and Business Community Guide.
- Promote Tigard's unique, cultural, retail and activity-based assets to both residents & visitors' 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.

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## Political Action

### Strategies

- Use Candidate Endorsement process and Leadership programs to develop, identify and endorse business friendly candidates at local, regional, state, and federal levels.
- Support legislation that is good for business, oppose legislation that is not. Communicate to members via:
  - Letters of support/opposition
  - Voter pamphlet statements
  - Legislative Alert to Members
- Attend monthly City Council meeting to represent the Business community
- Continue meetings with City Manager, Mayor, City Council and State Representatives.
- Partner with local, regional, and national chambers to impact legislation for business.
- Increase Tigard Chamber ranking for Political Action in *Portland Business Journal*.

### 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.

## Represent Business Interests with Government

### Strategies

- Advocate for legislation that benefits business and supports a vibrant community.
- 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, regional, state, and federal levels elected officials through:
  - Letters of support, partner projects, business issues
  - Engage strategic business support
- Grow GAPP committee partnership to represent the diversity of our business community.
- Distribute Community Action Alerts from partners such as OSCC, BLM etc.
- Leverage partnership in WCCCP, OSCC, WACE and USCC for the benefit of business.
- Convening Business Leaders on emerging issues.

## GOAL

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

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## 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.

**Prosperity** — Being financially and organizationally healthy and prosperous.

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

**Inclusion** — Providing equal access to all people, opportunities, and resources.

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## 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