Mission: Building and Connecting Businesses, Growing Leaders, and Shaping Our Community

We are dedicated to ensuring that all facets of our organization reflect the diversity of our community, from our Board of Directors to our membership and strategic partners.

2025-2028 Strategic Goals

The Tigard Chamber Board has identified these foundational priority areas. This plan serves as a living document, adaptable to the shifting economic landscape and the needs of our community.

PRIORITY AREAS DEFINED

Goal: Foster and Maintain a Thriving Membership Base to Strengthen the Business Community and Local Economy

- Educate members through strategic messaging on Chamber impact and Member value.
- Develop initiatives that maximize opportunities for Members, Supporters and Non-Members to actively engage with the Tigard Chamber.
- Establish strategic recruitment efforts targeting new members, supporters, and partnerships that mutually expand the value, reach and impact of their association with us and provide sustainable Member growth.
- Establish member retention initiatives, specifically for new members.
- Construct a strong volunteer network to enhance Membership value.

Goal: Elevate and Fortify Strategic Partnerships to Deliver Value and Improve the Chamber Brand

- Leverage partnerships to amplify workforce development, advocacy efforts, trainings and education.
- Continue to play a vital role in fostering collaboration to enhance business success.
- Prioritize strategic partnerships by aligning their scope of work with organizational goals.
- Continue to actively engage in strengthening emergency preparedness engagement by developing plans, conducting training, and collaborating with key partners.

Goal: Align Chamber Events and Programs with our Mission

- Prioritize mission driven events that directly benefit Members and the Chamber.
- Complete a matrix of existing events to assess their effectiveness and alignment with strategic goals.
- Continue to foster authentic relationships through our work with the Diversity and Community Engagement Committee through support and expansion of Membership Diversity and Experiences.
- Realign and strengthen our affinity programs and offerings.

Goal: Operational Excellence in Pursuit of our Strategic Goals

- Strengthen and sustain investments in staff and human resources to achieve strategic goals.
- Establish a 501c3 Chamber Foundation to expand opportunities and community engagement.
- Develop a strategic vision, comprehensive plan and funding framework for the Chamber building.
- Secure long-term strategic funding for the Chamber.