



Lassen County Chamber of Commerce

STRATEGIC PLAN

2020-2023

ABOUT THE CHAMBER

The Lassen County Chamber of Commerce is a member-driven, non-profit organization dedicated to supporting and promoting the regional business community.

Vision

Business and community thriving together.

Mission

The mission of the Lassen County Chamber of Commerce is to be a catalyst for economic health and unity between business, government, and the community.

EXECUTIVE SUMMARY

The Lassen County Chamber of Commerce Strategic Plan was developed by the Board of Director's Strategic Planning Committee. This three-year strategic plan addresses our areas of focus to continue to fulfill our mission. The three goals identified in the document will inform and guide the Lassen County Chamber of Commerce's work in the coming years. Each goal contains objectives and action plans. Progress on the goals and objectives of the Strategic Plan will be reviewed at a minimum of once annually to assess progress on goals and objectives and revise action plans as needed.

ECONOMIC HEALTH AND DEVELOPMENT

Goal 1: Lassen County Chamber of Commerce will promote business development, retention and vitality while being proactive in advocacy efforts and community representation to establish a favorable and profitable business climate.

Be a community leader for local Government Affairs

Re-instate local government affairs and economic development efforts and foster relationships with decision makers.

Lead initiatives for community support of local business

Drive planning efforts that assist local business growth and success such as campaigns for the promotion of local shopping and business support. Enhance collaborative relationships with businesses and the community.

Advocate for initiatives that support business development

Identify city, county, state and federal issues that will impact member businesses and determine effective methods of advocacy or information dissemination.

MEMBERSHIP

Goal 2: Lassen County Chamber of Commerce will achieve greater value in the membership experience that will increase and retain membership.

Increase value of networking opportunities.

Implement methods of measuring and evaluating the value of events and activities that support memberships and community networking. Explore strategies for increasing networking initiatives that promote and attract current and new members.

Increase membership by 10% within three years.

Develop recruitment materials that effectively communicate the benefits of Chamber membership. Explore initiatives that attract new business leaders.

Support and retain the existing membership base.

Implement strategies to enhance membership experience. Foster stronger relationships with membership through strategies such as personal contact. Explore opportunities for fundraising that can be used to support initiatives that benefit members and the business community.

COMMUNICATIONS

Goal 3: Lassen County Chamber of Commerce will implement communications, marketing and outreach strategies to connect businesses, the community and tourists.

Become a main information hub for the community, tourists and business.

Expand tourism attraction and welcoming efforts. Enhance reputation as the go-to place for local information and connectivity.

Maximize the use of technology for online and social media communications.

Increase dissemination of information and communication through social media and Chamber website. Use technology as a tool to build connections with the community that benefit members and businesses.