

Strategic Plan



Boulder City Chamber of Commerce

Convener ~ Champion ~ Catalyst

2018-2021



The Vision ~ Mission

Helping businesses prosper, and helping our community thrive.

It is not what the vision is, it is what the vision does.

The Why

The Boulder City Chamber of Commerce, as the voice of business, is a Convener for leaders of influence, Champion for a strong and vibrant community, and a Catalyst for growth, specific to business, that enhances a healthy economic and social environment in Southern Nevada. This thoughtful growth shows in larger ways by strengthening businesses and leaders who create jobs that build our community.

The Chamber Brand Promise

Reflects our fervently-held belief that the health of the business community and the health of the larger community in which it lives are inextricable. Our work-providing the tools that business needs to succeed-is central to the success of the community as a whole.

Values

- Collaboration
- Connection
- Business Retention
- Communication
- Leadership
- Education
- Events
- Service
- Information
- Business Development

- The Vision ~ Mission
- The Why
- The Chamber Brand Promise
- Values
- Five Key Questions
- Purpose & Definitions of a 3-C Chamber
- Engagement & Connection
 - Build internal and external relationships that enhance the value of business
- Advocacy & Influence
 - Be the influential business voice in political and regulatory decision making by developing pro-business leaders
- Benefits & Advantages
 - Maintain the integrity and increase the professional presentation of events and services
- Organizational Excellence
 - Strengthen the Chamber's operational Foundation to ensure growth and sustainability

Five Key Questions for Consideration

1. Is it a mission fit?
2. Will it build the membership and business community?
3. Will it strengthen the policy process (government relations)?
4. Is it value-added for the membership?
5. Will it improve communications?



Purpose

Convener

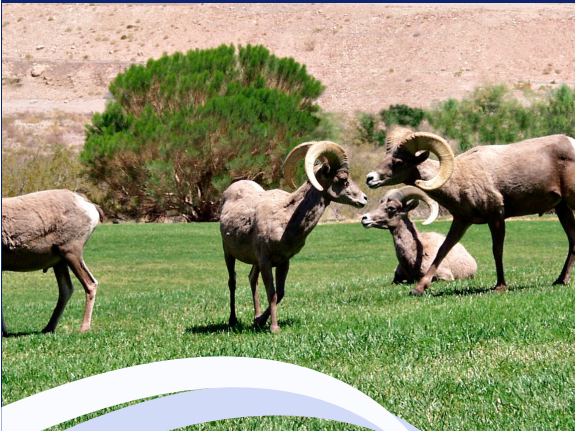
for leaders
and
influencers

Champion

for a
strong
community

Catalyst

for
business
growth





Convener

One who causes people to come together, usually for purpose of change.

- ◆ Bringing all parties to the table=better regulation.
- ◆ Reaching to those who disagree=positive solutions.
- ◆ Working with elected officials=pro-business environment way of thinking.
- ◆ Education about the city and opportunities to learn=good decisions.
- ◆ Facilitating candidate forums=better informed voters.
- ◆ Bringing key influencers to the table=better decisions an sense of community.
- ◆ Knowing who to have around the table for the best solutions. Then build a bigger table for more collaboration and open dialogue the furthers the broader picture.
- ◆ Willing to get your hands dirty when the hard work begins.
- ◆ Ability to share your vision and garner needed support.
- ◆ Connect member to member via networking.



Champion

Someone who fights or speaks publicly in support of a person, belief, cause. A warrior.

- ◆ Protecting small business=a stronger business environment.
- ◆ Working together=community engagement and support for one another's views.
- ◆ Working for betterment of community=vibrant environment.
- ◆ Pro-business council=community's long-term sustainability.
- ◆ Educated businesses and residents=better informed and engaged community.
- ◆ Represent tourism by responding to visitor needs both online and in the visitors center at the Chamber office.
- ◆ Foster the culture of collaboration in our city.
- ◆ Be alright with change and flexible when change needs to happen.
- ◆ Celebrate, nurture and encourage the success of our members and community partners.



Catalyst

An agent initiating change.

- ◆ Educating business=reduce chances of closing or legal issues. Educating elected officials to change laws=protecting the interest of businesses.
- ◆ Serving as a change agent=success for your businesses.
- ◆ Pro-business Council=pro business environment.
- ◆ Common sense decisions=business growth and expansion.
- ◆ Positive solutions=business growth opportunities.
- ◆ Historic preservation IS economic development.
- ◆ Understanding long-term impact of short-sighted decisions puts the Chamber in the driver seat.
- ◆ Taking on controversial issues when it is easier to stand down should never be an option.
- ◆ Creating links: to community, to education, to government, to opportunities, to one another=success for all.

Engagement & Connections

The Chamber will increase recruitment and retention by connecting and engaging with our members and future members. We will do this by being a catalyst for programs, projects, services and events that are important and of value to the members.

Action: Be a champion for business by growing the membership through the retention of the current members and recruitment of future members.

Action: Be a catalyst by providing substantial programs that address the desires and concerns of the membership.

Action: Be a convener by establishing meaningful relationships with local and regional business groups to ensure business members and aspiring entrepreneurs have access to the programming, technical expertise, and guidance as they strive to grow their business.

Advocacy & Influence

The Chamber is committed to serving as the champion of private enterprise. To ensure that its members have every opportunity for success, the Chamber must be the Voice of Business. Recognized as a convener of leaders and stakeholders, the Chamber works to develop and maintain excellent relationships with its elected and appointed leaders at the municipal, state and federal level of government. The Chamber is recognized as having influence when actively advocating for key issues impacting the local business community.

Action: The Chamber will be the catalyst for an economic vision for our community by direct communication and engagement with local, county and federal officials to be the champion for a vibrant local economy.

Action: The Chamber will have a solid reputation as a convener of the leaders of Boulder City, facilitating dialog and discussion on business and community issues, while maintaining the highest level of integrity and transparency throughout all our advocacy efforts.

Action: The Chamber will be a champion by adopting core policies that focus on high level objectives & guiding principles.

Benefits & Advantages

Communications is vital to current members, prospective members, and the community at large in understanding the Chamber's value proposition. Members have also expressed a desire to receive more information in the operations of their businesses. To effectively communicate its programs, projects, events, services, and resources, the Chamber must implement a meaningful communication, marketing and public relations plan.

As well as welcome messaging and communication from our members that should be shared on a larger level.

Action: Be a catalyst by implementing a comprehensive communications plan to ensure the dissemination of timely and pertinent information.

Action: Be a convener by maintaining excellent working relationships with stakeholders and area media to establish a go to or top of mind status for interviews and information on all business-related items.

Action: Be a champion by examining the Chamber's current brand for relevant appeal and to ensure it represents a progressive, forward thinking organization that is attractive to all generations in the workplace.

Organizational Excellence

To earn the trust and respect of its members and stakeholders, the Chamber will champion best practices in governance.

Action: Be a catalyst by establishing a governance model with related policies and practices that best respect the usage of board members time and resources thereby leading to fulfillment of the Strategic Plan.

Action: Be a convener by recruiting a Board of Directors that is reflective of the Southern Nevada business community regarding company size, industry, gender and ethnicity.

Action: Create a long range plan that supports the well-being of the organization ensuring we will be a catalyst, convener, and champion of our community well into the future.

The Chamber Board of Directors and Staff will continue to strive for excellence with partnerships and affiliations with affinity programs and other community organizations that assist our mission and values. Each program and relationship is evaluated and accepted or continued based on the directing principles of this corporation with the end goal in mind to better the Chamber, its leadership and its investors.



Convener ~ Champion ~ Catalyst

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