

Chester-Lake Almanor Chamber of Commerce
2010 Strategic Plan

Primary Strategy	Desired Outcome	2010 Supporting Goals	Specific Projects
Membership Services	Membership retention and growth	<ul style="list-style-type: none"> • Frequent communication with membership through personal contact, newsletters, e-mails, member meetings • Enhance individual member's web presence • Enhance business referral services • Member events, Spring Lunch, Fall Dinner 	<ul style="list-style-type: none"> • Creation of Ambassador Corp • Monthly Electronic Newsletter • Member web training 1x month Oct. – May • Organize Spring and Fall Member Meetings/Dinners
Public Relations, Community Outreach	Community awareness of and participation in Chamber projects enhancing quality of life in the Basin.	<ul style="list-style-type: none"> • Engage the entire community in Chamber projects • Seek public speaking opportunities to promote communicate Chamber's mission and projects. 	<ul style="list-style-type: none"> • Further develop Friends of the Chamber support organization and 501c3 • Make presentations at service organizations, agency meetings, public events, etc.
Visitors Center	Provision of superior concierge services to potential and existing visitors and referral and tracking services for members.	<ul style="list-style-type: none"> • Maintain visitors center daily operations through appropriate staffing, training and inventory of information resources 	<ul style="list-style-type: none"> • Develop Friends of the Chamber pool of volunteers or docents • Develop volunteer training program
Tourism	Increased tourist activity in Lake Almanor Basin	<ul style="list-style-type: none"> • Continue meeting objectives of 2010 Marketing Plan. • Increase community awareness of area attractions, events and accommodations. 	<ul style="list-style-type: none"> • 2010 Marketing projects (see plan) • Maintain LA website with seasonal changes • Continue to develop new publications, brochures and promotional literature for Lake Almanor tourism • Attend at least 3 recreational trade shows

Primary Strategy	Desired Outcome	2010 Supporting Goals	Specific Projects
Business Development	Aesthetic enhancement of Chester's Main Street for community and visitor experience and business opportunity	<ul style="list-style-type: none"> • Continue meeting objectives of Main Street Development Project. 	<ul style="list-style-type: none"> • Year 2 of Chester Main St. Flower Box Program • Meet at end of year to begin next Main St. project. • Web training & optimization for members (see above) • Promote use of Chamber Social Network
Event Coordination and Development	Continued cultural opportunities for community and visitor	<ul style="list-style-type: none"> • Provide a comprehensive calendar of community events and informational services for event planning. • Seek opportunities for additional area events • Maintain and expand fund raising potential of existing events: 	<ul style="list-style-type: none"> • Further develop Lake Almanor Cultural and Recreational Council activities and Lake Almanor Calendar • Coordinate and put on: <ul style="list-style-type: none"> • Mile Hi Bike Ride • 4th of July Parade • 4th of July Fireworks • Street Rod Extravaganza • Second Fridays: Almanor Basin Street Parties • Winterfest activities – re-evaluate potential for next year • Seek sponsorship funding for these events
Funding	Provide revenue stream to fund chamber programs.	<ul style="list-style-type: none"> • Identification and development of fund raising activities and/or additional sources of funds for Chamber 	<ul style="list-style-type: none"> • Membership acquisition • Seek additional Community Partners • Promote Friends of the Chamber donation network • Promote Cloe for Mayor Campaign (fireworks funds). • Pursue additional fund raising activities.