

## Lake Almanor Area Chamber of Commerce 2015 Strategic Plan

Primary Strategy	Desired Outcome	2015 Supporting Goals	Specific Projects
<b>Membership Services</b>	Membership retention and growth	<ul style="list-style-type: none"> <li>Communicate Members' news, specials.</li> <li>Enhance member value through training, promotion, business "news you can use."</li> <li>Hold special events for Members/Guests</li> <li>Further develop Friends of the Chamber.</li> </ul>	<ul style="list-style-type: none"> <li>Obtain and support Membership Representative.</li> <li>"Sell" Memberships, Friends of the Chamber and Sponsorships through Member Rep., Director Recruitment, Newsletters &amp; Events (see Administration &amp; Funding).</li> <li>Quarterly Members/Friends newsletter</li> <li>Promote member web training offers through ChamberNation.</li> <li>Spring Membership Dinner</li> <li>Member/guest Mixers</li> <li>Lunch board meetings</li> <li>Offer micro-web design and advertising graphic services to members for a fee.</li> </ul>
<b>Administration &amp; Funding</b>	Board, membership & staff fully focused on Chamber organization, administration, funding and planning for long-term sustainability.	<ul style="list-style-type: none"> <li>Identification and development of fund raising activities and/or additional sources of funds for Chamber</li> <li>Maintain basic office procedures, routines, roles and responsibilities</li> <li>Continue to build Board of Directors, seeking committed, "hands-on" members</li> <li>Continue to examine bylaws to clarify &amp; define committees and leadership roles</li> </ul>	<ul style="list-style-type: none"> <li>Maintain Chamber administrative and volunteer procedures.</li> <li>Goal: retention rate of members in 2015</li> <li>Goal: growth in number of additional Memberships, Friends (contingent on obtaining a Membership Representative)</li> <li>Sell: <ul style="list-style-type: none"> <li>Community Sponsor Opportunities</li> <li>Web Advertising</li> <li>Category Specific Ads</li> </ul> </li> <li>Continue new Fireworks Donations campaign.</li> <li>ABC Cart at Mixers and other events</li> </ul>

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<b>Event Coordination</b>	Continued cultural opportunities for community and visitor	<ul style="list-style-type: none"> <li>• Maintain &amp; feed comprehensive calendar of community events and informational services for event planning for local &amp; county events.</li> <li>• Maintain and expand fund-raising potential of existing events</li> </ul>	<ul style="list-style-type: none"> <li>○ Mile High Bike Ride</li> <li>○ Turkey Trot</li> <li>○ 4th of July Parade</li> <li>○ 4th of July Fireworks</li> <li>○ Merchants' Trick or Treat</li> <li>○ Lake Almanor Christmas</li> <li>○ Chilly Chili Cook-off</li> <li>• Seek sponsorship funding for above events.</li> </ul>
<b>Visitors Bureau</b>	Provision of superior concierge services to visitors and referral tracking services for members	<ul style="list-style-type: none"> <li>• Maintain Visitors' Center daily operations through appropriate volunteer staffing, training and inventory of information resources</li> <li>• Expand Visitors Bureau hours to Tuesday-Saturday 1:00-5:00 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and train volunteer pool.</li> </ul>
<b>Tourism/ Marketing Lake Almanor Basin</b>	Increased tourist activity in Lake Almanor Basin	<ul style="list-style-type: none"> <li>• Continue meeting objectives of 20142 Marketing Plan.</li> <li>• Identify additional free publications needed for tourist info</li> <li>• Focus marketing efforts on "regional" recognition of Lake Almanor Basin assets.</li> <li>• Continue cooperative efforts with other county agencies and organizations to establish a regional approach to marketing.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Team actively develops promotional strategies.</li> <li>• Maintain Lake Almanor website with seasonal changes.</li> <li>• Continue to maintain and promote community calendar use.</li> <li>• Continue to develop and print identified publications, brochures and promotional literature for visitors.</li> <li>• Provide Chamber materials for 2015 Outdoor Adventure trade show in collaboration with Eastern Plumas Chamber.</li> </ul>
<b>Economic/Business Development</b>	Enhanced resources and opportunities for local business development and	<ul style="list-style-type: none"> <li>• Develop Economic Development Strategy in cooperation with Plumas</li> </ul>	<ul style="list-style-type: none"> <li>• Continued optimization member businesses on web.</li> </ul>

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	development of new business opportunities	County's Strategy.	<ul style="list-style-type: none"> <li>• Provide business training modules for members.</li> <li>• Meet objectives of Main Street Development Project—Flower Box Program—( year 7 ).</li> <li>• Provide opportunities for businesses to network and share their products and services, <i>e.g.</i>, Daily Deals, Mixers.</li> </ul>
<b>Public Relations, Community Outreach</b>	Community awareness of and participation in Chamber projects enhancing quality of life in the Basin.	<ul style="list-style-type: none"> <li>• Encourage and enhance community involvement in Chamber-sponsored events and projects through increased promotional efforts and communication</li> <li>• Coordinate Chamber's mission with regional groups involved in tourism and economic development.</li> </ul>	<ul style="list-style-type: none"> <li>• Write Chamber Column for <i>Feather Publishing</i></li> <li>• Quarterly "Almanor Basin Events" Newsletter</li> <li>• Make presentations about Chamber at mixers and Chamber events.</li> <li>• Continued representation on PC3C when active.</li> <li>• Continued representation to Lassen Gateway Coalition when active.</li> </ul>