

Lake Almanor Area Chamber of Commerce 2016-17 Strategic Plan

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

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

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	business opportunities		for members. <ul style="list-style-type: none"> • Meet objectives of Main Street Development Project—Flower Box Program—(year 8). • Provide opportunities for businesses to network and share their products and services, <i>e.g.</i>, Daily Deals, Mixers.
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"> • Encourage and enhance community involvement in Chamber-sponsored events and projects through increased promotional efforts and communication • Coordinate Chamber’s mission with regional groups involved in tourism and economic development. 	<ul style="list-style-type: none"> • Write Chamber Column for <i>Feather Publishing</i> • Quarterly “Almanor Basin Events” Newsletter • Make presentations about Chamber at mixers and Chamber events. • Continued representation on PC3C when active. • Continued representation to Lassen Gateway Coalition when active.