CHESTER—LAKE ALMANOR CHAMBER OF COMMERCE

Three Year Plan 2009-2001

1. Membership Retention and Growth

    a. 350 Business and Associate Members by Year 3
        - Frequent communication through personal contact, newsletter, e-mails
        - Business development, cultural and community opportunities
        - Web exposure
        - Business referral and marketing of services
        - Ribbon cuttings, mixers, membership events
    b. 5000 “Friends of the Chamber” by Year 3
        - Information resource for subscribers regarding community, business and cultural opportunities
    c. Annual survey of members

2. Public Relations

    a. Perform public relations and public speaking related to the Chamber’s interests
    b. Chamber website
        - Remodel website to enhance look, user experience and information resources
        - Maintain website with calendar and information updates, photos, tourism and relocation information, member directory and services, member websites
    c. Publish Chamber Newsletter – Go from Quarterly to Bi-Monthly
    d. Distribute chamber and community information through other means such as monthly e-mail updates, blast faxes.
    e. Develop publications brochures, member materials and promotional literature for the Chamber.
    f. Seek opportunities to list Basin and Chamber events in calendars, appropriate publications and websites.

3. Visitors Center

    a. Renovate Visitors Center area to enhance visitor experience and functionality.
    b. Maintain visitors center daily operations through appropriate staffing, training and inventory of information resources.
    c. Develop a pool of volunteer docents to assist Visitors Center summer activity.

4. Business Development

    a. Marketing
        - Develop and maintain a Lake Almanor Basin Marketing Plan.
        - Develop and distribute publications, brochures and promotional literature for Lake Almanor tourism
        - Develop cooperative packaging of travel or entertainment opportunities with area hospitality industry.
        - Develop media familiarization tours.
        - Develop intercommunity familiarization tours to provide members with information and resources for promoting area and assisting tourist trade
        - Develop media list and media kit for area to include press releases and articles regarding area attractions and events
    b. Establish a Business Sustainability Commission to provide mentoring services and a program of business development workshops
    c. Establish a Film Commission

5. Event Coordination and Development

    a. Direct the Cultural and Recreational Council in its efforts to provide a comprehensive calendar of community events and informational services for event planning.
    b. Assist in the development of additional area events to enhance the cultural and community opportunities and encourage trade, tourism and industry.
    c. Maintain and expand fund raising potential of existing events

6. Community Liaison/Outreach

    a. Provide meeting facility for small groups, board meetings and workshops.
    b. Develop and maintain beneficial relationships with other organizations including but not limited to Plumas and Lassen County Chambers, Lake Almanor Basin service organizations, National Park Service, Plumas and Lassen National Forest Service and County Agencies.
    c. Schedule and/or attend meetings of various groups within the business community when such meetings may involve or affect the purpose and function of the Chamber or projects related to the chamber
    d. Attend conferences, seminars and other agency meetings that provide opportunities for tourism development, marketing, business development or staff development.

7. Administration and Finance

    a. Annual Calendar Year Budget
    b. Review and improve financial reporting and management.
    c. Identification and development of fund raising activities and/or additional sources of funds for Chamber

d. Maintain a functional business office, meeting facilities and visitors center with emphasis on providing a professional environment.

Resources:

1. Board of Directors:

   A Vested Board of Directors, each with a commitment to :
   - Chair one committee or event
   - Or work with staff on a specific task or objective for the year.
   - And bring 4 new members into membership each year.

2. Staff:

   Executive Director
   Administrative Assistant
   Marketing Consultant
   Web Master
   Seasonal Staff