

# Lake Almanor Area Chamber of Commerce 2012 Strategic Plan

Rev 2

Primary Strategy	Desired Outcome	2012 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>• 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>• Monthly Members/Friends newsletter</li> <li>• Promote member web training offers through Chamber Nation.</li> <li>• Spring Membership Dinner</li> <li>• Member/guest Mixers, frequency &amp; style at discretion of Mixer Committee</li> <li>• Catered 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>• Reorganization of basic office procedures, routines, roles and responsibilities</li> <li>• Continue to build Board of Directors, seeking committed, "hands-on" members</li> <li>• Examine bylaws to clarify &amp; define committees and leadership roles</li> </ul>	<ul style="list-style-type: none"> <li>• Continue full reorganization of Chamber administrative and volunteer procedures.</li> <li>• Goal: 90% retention rate of members in 2012</li> <li>• Goal: 30% growth in number of additional Memberships, Friends</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> <li>• Revise bylaws to clearly identify committees &amp; who appoints chairs.</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>• Seek opportunities for additional area events.</li> <li>• Maintain and expand fund-raising potential of existing events</li> </ul>	<ul style="list-style-type: none"> <li>• New: Oktoberfest Bike Ride</li> <li>• Continue               <ul style="list-style-type: none"> <li>○ Wine Walk Series</li> <li>○ Mile High Bike Ride</li> <li>○ 4th of July Parade</li> <li>○ 4th of July Fireworks</li> <li>○ Street Rod Extravaganza</li> <li>○ Winterfest activities—Lake Almanor Christmas, Chilly Chili Cook-Off, Frozen Turkey Bowl, Snowmobile &amp; Snowshoeing events.</li> </ul> </li> <li>• Seek sponsorship funding for above events.</li> </ul>
<b>Visitors Center</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 staffing, training and inventory of information resources</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to develop and train volunteer pool.</li> <li>• If PCVB does disband, evaluate changes and develop strategies.</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 2011 Marketing Plan.</li> <li>• Identify additional publications needed for tourist info</li> <li>• Focus marketing efforts on "regional" recognition of Lake Almanor Basin assets.</li> <li>• Develop 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 volunteers and materials for 2012-13 PC3C trade shows.</li> </ul>

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			<ul style="list-style-type: none"> <li>• Provide materials to PC3C for Capitol Display.</li> </ul>
<b>Economic/Business Development</b>	Enhanced resources and opportunities for local business development and development of new business opportunities	<ul style="list-style-type: none"> <li>• Develop Economic Development Strategy in cooperation with Plumas County’s Strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• Continued optimization member businesses on web.</li> <li>• Provide business training modules for members.</li> <li>• Meet objectives of Main Street Development Project—Flower Box Program—(4<sup>th</sup> year).</li> <li>• Provide opportunities for businesses to network and share their products and services.</li> <li>• If PCVB does disband, we need to evaluate changes and develop strategy.</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>• Monthly “Almanor Basin Events” Newsletter</li> <li>• Make presentations about Chamber at mixers and Chamber events.</li> <li>• Continue representation on PC3C.</li> <li>• Continue representation to Lassen Gateway Coalition</li> <li>• Consider sending representative to Plumas County Economic Coordinating Council</li> </ul>