BEAVERTON AREA CHAMBER OF COMMERCE
STRATEGIC PLAN GOALS
2017 ACTION PLAN

Mission: We strategically lead business development and retention, advocate sound public policy and provide innovative member services to sustain and enhance our vibrant and diverse community.

(✓) 2017 Top Priorities:
✓ Promoting Business Growth
✓ Representing Business to Government
✓ Promoting Community
✓ Networking
✓ Partnership & Membership Retention & Recruitment

Goal I: Strengthening the Local Economy/Promoting Business Growth

To support a healthy and balanced economy through retention, expansion and attraction of local business.

Action	Volunteer Champion	Staff Support	Time Line	Status/Notes
A. Promote and participate with the City's Economic Development strategic plan. 1. Provide business leaders as needed for strategic implementation – BURA, Wash Cty Transportation & State wide Transportation package, Center for Performing Arts, Community Visioning, CDD review process, CIP committee. 2. Business Retention & Expansion – to include Beaverton4Business, Business Walks, Attraction Action Teams 3. Advocate for affordable housing that meets the needs of diverse businesses and workforce.	Troy Cunningham, Chair of the Board	Lorraine	Ongoing Ongoing	
B. Small Business Development 1. Expand IMPACT Beaverton to serve more one-on-one clients. Present to City Council minimum 2xs/year. 2. Continue the proliferation of Portland centric resources west and grow partnerships. PABA, APAC, SCORE, SBDC 3. Focus on services to strengthen nonprofits that serve Beaverton.		Lorraine Jon-Michael	Ongoing	JM/LC on Council Agenda for February 7, 2017

C. Innovation & Entrepreneurship 1. Rebranding of The Round …The Launch District/Launch Pad – the place to grow and start a business in the Metro area. 2. YEA! Entrepreneurial program for middle/HS students Evaluate ongoing support for continuation of YEA! in Beaverton. Produce year 4. Decision on year 5 by April. Produce 2 online auctions for financial management fee 3. Youth Incubator – Research and evaluate the concept, financial resources, work with COB's grant writer, solicit business support for viability of a middle /HS student entrepreneurial incubator.	Rhonda Reister, Martin Rasmussen, Kelsey Madden, Tomilyn Richards	Lorraine/Jon-Michael/Evelyn Orr/Intel Fellow Diane Logan	Ongoing	

Goal II: Representing Business (Serving as the Voice)

Promote a high quality of life by actively representing business interests and by influencing legislative and policy decisions through proactive involvement in key issues at state, regional and local levels.

Action	Volunteer Champion	Staff Support	Time Line	Status
Hold Candidate Forums for the various elected positions affecting the Beaverton business community. 1. Host a Beaverton Legislator Reception.. 2. Schedule local candidates to present at the BAC. 3. Beaverton Chamber Day at the Capitol 4. OSCC Weekly legislative Calls Develop a 2017 State and Local Agenda	Dianne Danowski Smith Rhonda Reister Co-chairs of BAC	Lorraine	January 25 TBD Jan-May	TBD based on bill introduction.
Evaluate key public policy decisions for BAC.. 1. Continue to support Transportation and freight mobility plans -county and statewide. 2. Legislative Agenda 2017 2. Hold small group meetings with elected officials to communicate Chamber positions. 3. Tourism in Washington County – Continue to advocate for re-examination of the TLT distribution formula via the WCVA.		Lorraine	Ongoing January March/April	
Be a strong business advocate for downtown businesses 1. Beaverton Downtown Association BOOM – Survey partnership with DECA students & IMPACT 2. Transportation & accessibility improvement monitoring		Lorraine/Jon Michael	Ongoing	March 2017
BACCPAC – Grow fundraising strategy for PAC		Lorraine	ongoing	

Goal III: Promoting Community

Unite business leaders and government leaders in public/private partnerships toward community enhancement.

Action	Volunteer Champion	Staff Support	Time Line	Status
Produce the Leadership Beaverton program 1. Graduate the 2017 Class/Leadership Principals Intro. 2. Recruit the 2018 Class 3. Promote the "Spalding Leadership Scholarship Fund" 4. Ensure continued grant/sponsorship funding	Erica Babjack Chair/ LB Board of Directors	Lorraine	Sept. - May	Leadership BEAVERTON Engage. Inspire. Lead.
Encourage business involvement with local schools through the Workforce Development Committee - 1. Support School-to-Work and Business/School Partnerships Support HCOC STW program placing Beaverton students Explore potential role for Chamber with BSD for CTE education and contract 2. GROW committee – target specific individuals for Leadership 3. BACC/IMPACT now the home of the WCEC (Washington County Employers Council)		Jon-Michael Lorraine	Ongoing	January 2017
A. Certificates of Origin – provide this service for Chamber member firms interested in international trade. 1. Identify new potential clients and offer P of O services. 2. Attend training session for ongoing education		Evelyn Orr	Ongoing	

Goal IV: Partnership

Create a diverse, involved partnership with a retention rate of 85%.

Action	Volunteer Champion	Staff Support	Time Line	Status
Attract new and retain existing Partners. ✓ 1. Successfully bring on 200 Business Booster Affiliates generating new $18.900 new income. 2. Generate $100,000 in renewals income in addition to the accruals. 1. Establish a year-round Partnership Committee to work with the staff team to ensure outreach and follow up. May be in conjunction with the Ambassadors.		Michelle, Suzanne	Ongoing	
Attract 125 new Partners ($25,000 new investments) ✓ 1. Oversee ongoing recruitment efforts 2. Update and implement retention schedule /continuum of contact. 3. Refresh the Referral Reward Program 4. Top 20 Hit list – larger employers		Michelle, Suzanne Lorraine	Ongoing Q1	
New Partner Orientations (Chamber 101) will be held monthly to inform our newest members of Chamber benefits and services and let them promote their businesses.		Michelle, Lorraine	Year long	
Devise the plan and timeline to move to 100% customizable Partnerships. Utilizing volunteer Partners such as OSU Extension and NW Storage		Michelle, Lorraine		
Continue service level partnership incentives and recognition program to encourage high level investment among Chamber partners.		Michelle	on-going	
Blastorial Sales/Web Advertising development		Michelle	on-going	

Goal V: Supporting Business

Provide programs and services that increase non-dues revenue while meeting Partner needs.

Action	Volunteer Champion	Staff Support	Time Line	Status
Produced a minimum of 6 PRO*Development sessions Webinars & Podcasts – IMPACT B		Michelle Jon-Michael		
Promote Sales Tune-up sessions for marketing and sales professionals to increase their skills.	Ham Thorne	Michelle	on-going	
Produce Annual Golf Scramble 1. Provide top-quality golf event and banquet for networking and team-building of Chamber partners. 2. Secure course for 2018		Michelle	on-going	
Produce 4 - 100 Strong in Beaverton Breakfasts 1. Secure top name local speakers 2. Secure corporate sponsor		Lorraine, Michelle		
Social Media Cross Promotion for Partnership Leverage Explore how we can better leverage our SM following for our Partners and build it into a new revenue generating stream or build it into Partnership leveling.		Lorraine, Michelle	Q2 Report	

Goal VI: Networking

Utilize technology to assist in delivering services and facilitating communication among: Chamber & Partners & the global marketplace.

Action	Volunteer Champion	Staff Support	Time Line	Status
Ambassadors Committee will continue to provide excellent networking and welcoming opportunities for Chamber members & Partners. 1. Organize 48 Ambassador Coffee Connections 2. Organize 24 Business Before Hours 3.. Ten WTFs – Work that's Fun! After hours structured networking. Providing an outlet for members & partners to come together on a monthly basis outside of morning networking. 4. Parade Participation 5. Retention visitations	Chair: Art Rasmussen	Michelle Sue Pike Suzanne Jon-Michael	On-going	

Goal VII: Marketing/Communications Goal

Utilize various communications vehicles to keep Chamber members and the community informed of Chamber events and services, positions and decisions made by the Board of Directors, and issues of importance to local businesses.

Action	Volunteer Champion	Staff Support	Time Line	Status
Promote Chamber events and positions to local media through press releases and media advisories. Produced 50 issues of the Business Beat e-News		Evelyn Lorraine	On-going	
Produce a high-quality, glossy annual Partnership Directory/Visitors Resource Guide, that lists all Chamber Partners and is used for referrals of Chamber Partners.		Evelyn	March – June	
Welcome Package – explore with the COB the Visioning concept of a Beaverton Welcome package for new relocatees		Evelyn	on-going	
Website Overhaul and conversion to mobile site.		Lorraine, Michelle	Ongoing	.
Develop and external and internal messaging plan for Members and Partners. Segment and customize the messages. Organize a Benefit Palooza via video testimonials, texting tools with fresh content. Develop a FAQ sheet for board members to have for recruitment.		Lorraine, Michelle	Q2 Q2 Q1	
Social Media Presence enhanced with live feeds of events and scheduled postings		Lorraine, Michelle, Evelyn		