



# Pekin Area Chamber of Commerce Strategic Plan April 2018 - March 2021

## **Our Vision**

*The Pekin Area Chamber of Commerce will be the trusted partner for the Pekin business community.*

## **Our Mission**

*To foster and promote a vibrant business environment for the benefit of our members.*

<b>Goal Areas</b>	<b>Description</b>
<b>A. Membership Value</b>	The Chamber offers programs and services to meet the needs of our members.
<b>B. Business Advocacy</b>	The Chamber is the voice of the Pekin business community.
<b>C. Community Advocacy</b>	The Chamber facilitates, supports, and advocates for innovative strategies that promote a positive Pekin brand.
<b>D. Organizational Excellence</b>	The Chamber operates at its maximum potential to provide the greatest benefit to our members.

## A. Membership Value

### *Offer programs and services to meet the needs of our members*

1. Connect business and community leaders
  - a. Offer networking opportunities
    - i. Puttin' On Pekin breakfasts
    - ii. Business After Hours
    - iii. Pekin Young Professionals
2. Increase membership ROI for retail and service members
  - a. Generate leads for members
    - i. Distribute new business contact information
    - ii. Share community and chamber event opportunities
  - b. Offer promotional opportunities
    - i. Pekin Business Showcase
    - ii. Small Business Saturday
    - iii. Local promotions
3. Cultivate leaders for our members and the community
  - a. Offer leadership development opportunities
    - i. R. David Tebben Community Leadership Academy
    - ii. Board and committee service

## B. Business Advocacy

### *The voice of the Pekin business community*

1. Create a stronger local and regional economy
  - a. Advocate for policies that facilitate a vibrant business environment
    - i. Educate members and the community on public policy and community initiatives that impact economic prosperity
    - ii. Communicate with elected officials and advocate for their support of pro-business policies
    - iii. Endorse and support candidates who are committed to creating a vibrant business environment through pro-business initiatives
  - b. Support local and regional economic growth efforts
    - i. Champion workforce development initiatives for Chamber members
    - ii. Celebrate entrepreneurship

### C. Community Advocacy

*Facilitate, support, and advocate for innovative strategies that promote a positive Pekin brand*

1. Improve Pekin's image
  - a. Advocate for improved quality of place
    - i. Manage the Pekin Marigold Festival
    - ii. Manage Pekin's July 4th celebration
    - iii. Promote community events managed by others
    - iv. Collaborate with others on projects and initiatives
  - b. Promote the assets that contribute to Pekin's quality of place
    - i. Facilitate the Pekin brand discussion
    - ii. Develop and implement a community marketing plan

### D. Organizational Excellence

*Operate at maximum potential to provide the greatest benefit to our members*

1. Improve our operations
  - a. Implement Chamber and NFP best practices
    - i. Expand the policy manual
    - ii. Develop a procedures manual
    - iii. Introduce a basic membership level
    - iv. Develop a golden handcuff
  - b. Invest in staff development
    - i. Enroll staff in industry webinars
    - ii. Send staff to chamber/NFP conferences