**Major Themes of a Chamber Strategic Plan**

* Differentiating businesses in Lake Oswego from other communities
* Changing the perceptions and realities of the Lake Oswego Chamber of Commerce
* Insuring the vitality and diversity of the Lake Oswego business community
* Supporting and enhancing the livability of Lake Oswego to create a strong consumer base for Lake Oswego businesses
* Making Lake Oswego more accessible for visitors and consumers from outside the community
* Preparing Lake Oswego businesses for near-term and long-term change

**Format of work product below:**

Strategic Objective:

Outline the strategic objective set 5-8 years into the future

Strategic Imperatives:

Define as a statement or multiple statements.

**Objective 1:  The Lake Oswego Chamber of Commerce will be top of mind as a resource and partner for Lake Oswego businesses.**

Strategic Imperative:  The Chamber will be an active, insightful and forward-looking partner for the Lake Oswego business community to support the growth and prosperity of the Lake Oswego community at-large.

**Objective 2:  Improve the bench strength of the Chamber staff and board as a path to improving the community perception of the Chamber.**

Strategic imperative:  Actively broaden the composition of the board to provide representation of primary business constituents and partners within the Lake Oswego community

**Objective 3:  Develop a business model for the Lake Oswego Chamber of Commerce that is reflective of the changing Lake Oswego business and civic environment and financially sustainable in its operation to allow for the expansion of the Chamber’s activities to support Lake Oswego businesses.**

*Strategic Imperative*: Generate the financial resources necessary to fund appropriate staff to carry on progress of strategic and tactical plans.

*Strategic Imperative:*  Designate member(s) of the board and executive committee to focus their attention on Lake Oswego business development.  Business development topics would include transportation planning, signage and parking.

*Strategic Imperative:*  Develop a partnership with the City of Lake Oswego to provide business development capabilities for the City.

*Strategic Imperative:*  Develop a presentation and fact package that becomes the go-to guide and information source for businesses considering relocating or opening in Lake Oswego.

**Objective 4:  Assist Lake Oswego businesses be more successful and create a success-oriented business atmosphere in and around Lake Oswego that both retains businesses and attracts others.**

Strategic Imperative:  Develop and execute a business training curriculum for Lake Oswego business owners.

**Objective 5:  Create a stronger bond between the Lake Oswego business community and LOSD students to assist students broaden their educational experience.**

Strategic Imperative:  Assist Chamber members develop mentorship/co-op programs with LOSD students.

**Objective 6:  Make Lake Oswego a culinary arts center for the metro area.**

Strategic Imperative:  Designate culinary arts as a specialty focus industry for business development activities.

**Objective 7:  Actively use technology to facilitate efficient, fast and accurate communications with Chamber members and the public about the Chamber and its members.**

Strategic Imperative:  Put tools and processes in place to increase the information flow to members and to the public about civic activities and member businesses;

**Objective 8:  Lake Oswego has interconnected, vibrant neighborhoods and businesses.**

Strategic Imperative: Assist Lake Oswego neighborhoods and associated businesses create vibrant and unique, but interconnected, districts with specific Chamber support programs for each.

**Objective 9: Make the Chamber the first point of contact for Lake Oswego businesses in times of natural or human caused disasters.**

Strategic Imperative: Create a plan to minimize communication disruptions brought about by natural and human induced causes.

**Objective 10:  The Chamber of Commerce plays an active and supportive role in the development and execution of community programs.**

Strategic Imperative:  Actively promote the support of Chamber partners within the Chamber community.