

Beaver County Chamber of Commerce Effective Strategic Plan January 1, 2012

The Beaver County Chamber of Commerce will celebrate its 40th anniversary in 2012. Over the past 40 years the Chamber's influence has been a vital and successful part of the Beaver County business community. To ensure a secure and sustainable economic future however, the Chamber decided to develop and subsequently implement a strategic plan that will address current and future initiatives, goals and partnerships.

Beaver County's rich history of hard-working friendly people, locally-owned small businesses, and large industries remains inherent in its culture of community and home. The ten river towns of the County have long provided the heart of the community as home to Beaver County's central business districts. Riverfront development has occurred in conjunction with Brownfields development of the many industrial sites, and new shopping centers have cropped up in various locations close to major roadways. Beaver County's close proximity to the Pittsburgh International Airport and the City of Pittsburgh provide the County's residents with ease to fly anywhere in the world or visit downtown Pittsburgh's cultural center within a 45 minute drive. The motto of "Divided by its Rivers, and United by its People" could not be a more true declaration for Beaver County.

However, Beaver County has grown complacent in setting the stage for the next generation and as a whole seems to find the status quo acceptable. With that in mind the Chamber is prepared to think big about the future, plan big for the future, and work boldly for the future.

The Chamber recognizes the many benefits Beaver County has to offer and wants to expand and strengthen its member offerings, market the County to those seeking a new business or home location, and become the County's business leader through cooperation and partnerships with other economic development organizations.

The Chamber also recognizes that the world has changed around us over the past 40 years and if we are to become a bigger more effective catalyst for growth then we must "Think Global, Act Local."

VISION: To strengthen local businesses so that Beaver County will be the premiere place to live and work in the region and beyond.

MISSION: To prepare, develop and promote the community for economic growth.

STRATEGIC PLAN:

The primary objective of the Beaver County Chamber of Commerce is to support the growth and improvement of our local economy.

GOAL 1: ENHANCE MEMBERSHIP VALUE

Objective 1: Become a vital resource to small and medium sized businesses.

- A. Understand the challenges of small businesses owners.
- B. Prepare a database of small business issues/challenges.
- C. Encourage participation in and use of Chamber's resources.
- D. Provide training and referral resources.
- E. Start a Small Business Council.
- F. Research other similar sized communities to learn best practices.

Objective 2: Be an advocate.

- A. Inform local leaders, governments and municipalities of practices, rules, laws and ordinances that are causing issues within the business community.
- B. Attend Regional and State Councils.

GOAL 2: PURSUE BUSINESS GROWTH

Objective 1: Become the Beaver County Business Leader

- A. Identify the players, their goals, funding resources, etc.
- B. Develop a Beaver County Map to Success with local leaders.
- C. Help train tomorrow's leaders.

Objective 2: Develop an on-going partnership with local media related to all things business.

- A. Identify how many written articles/stories that are related to Beaver County businesses.
- B. Meet with the owners and publisher of local media to discuss the Chamber's strategic plan and the County's future.
- C. Identify contacts at media to submit business-related issues/articles.

GOAL 3: PROMOTE ECONOMIC ADVANTAGES

Objective 1: Broaden the awareness of the economic advantages of the Beaver County Area.

- A. Identify opportunities through research.
- B. Leverage the County's geographic position.
- C. Form an Economic Development Committee.

Objective 2: Promote our image through dissemination of effective positive information.

- A. Extensively develop our website to be utilized as the Chamber's most comprehensive resource for information.
- B. Financial partnerships with other County economic development agencies to develop a "brand."
- C. Develop/Revamp a community life resource/referral to include housing, schools, churches, etc.

BOARD GOALS:

Objective 1: Identify a timeline and who is responsible for strategic plan implementation.

Objective 2: Assist in determining staffing needs to carry out strategic plan.

Objective 3: Assist in determining financial feasibility of strategic plan goals/objectives.