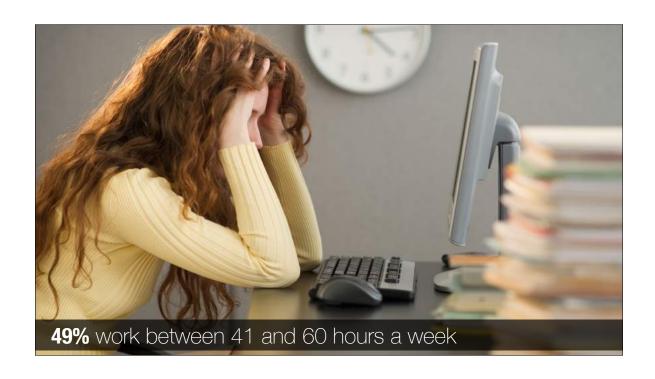


# The job description • Managing the organization | Board meetings • Raising money | sponsorships • Increasing and saving memberships • Visitor information center • Relocation center • Lobbying organization for local business • Local business networking events • Produce and market local events • Produce chamber events (banquets, etc.) • Economic development (recruitment) • Economic development (job retention) • Destination marketing | member marketing







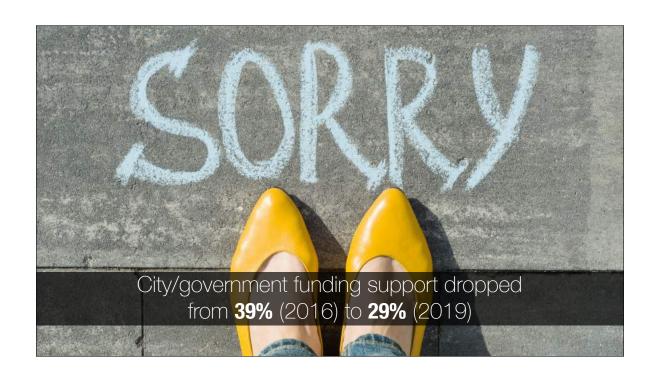


60 hours a week  $\times$  80% = 48 hours: Fund-raising, management & membership issues 60 hours a week  $\times$  20% = 12 hours: Everything else

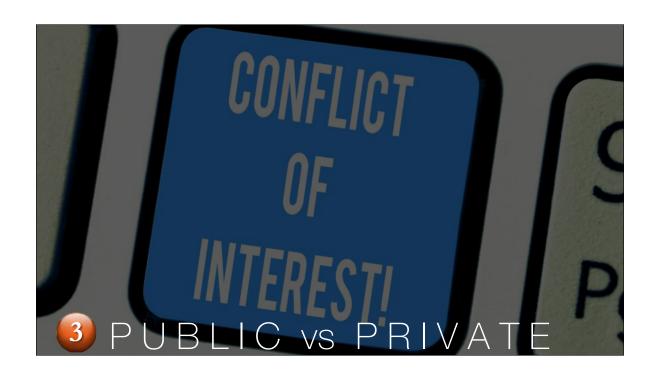
- Visitor information center
- Relocation center
- Lobbying organization for local business
- Local business networking
- Produce and market local events
- Economic development (recruitment)
- Economic development (job retention)
- Destination marketing

**1.5 hours per week** for each of these

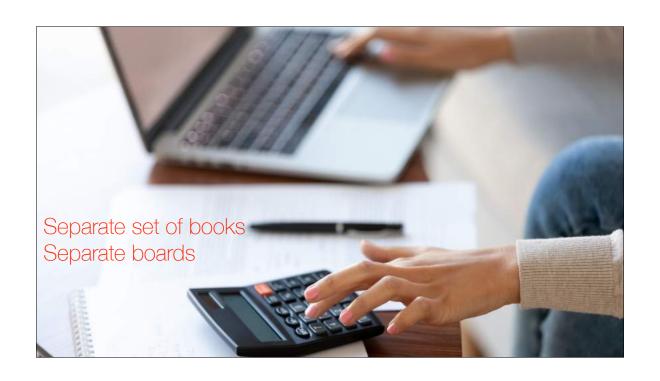








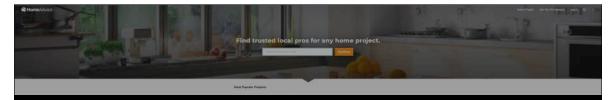






# Biggest challenge among chambers:

79%: Recruiting & retaining members, engaging them, funding



### The typical chamber program

- 1. Monthly meetings with speakers
- 2. Annual meeting | banquet
- 3. Networking opportunities
- 4. Chamber referrals
- 5. Listing in the Chamber Business Directory
- 6. Improves your standing in the community

### Change

- YouTube | blogs | vlogs
- Nice but once a year
- Online reviews | LinkedIn
- Decision-making now online
- Really? Do you ever use one?
- Waning in the consumer's eye

# The chamber conundrum

- Stuck in the old ways of doing things.
- No time to do anything substantive
- We spend most of our time in survival mode
- Not enough hours in the day
- Not enough funding to get the help we need
- Keeping members engaged is a struggle



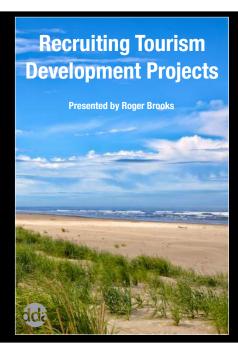






# Ask the people who share in funding you:

City Manager/Administrator County executives

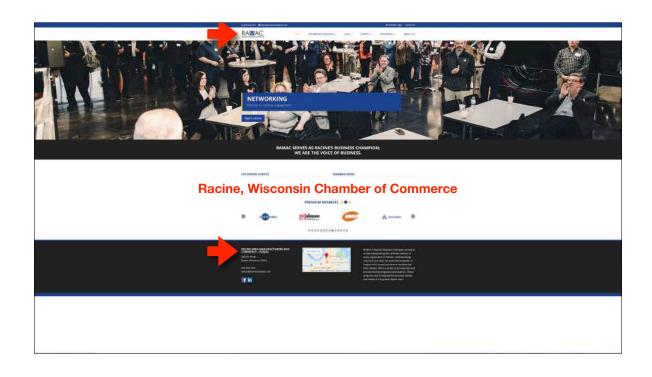


The story of the Ocean Shores Development Association



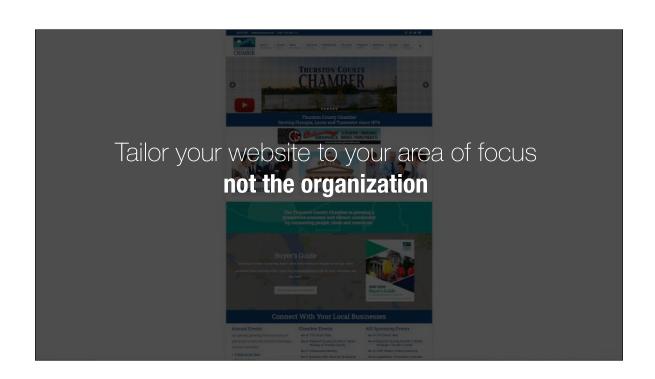
Pick a focus and make that your top priority (75% of your time dedicated to that)



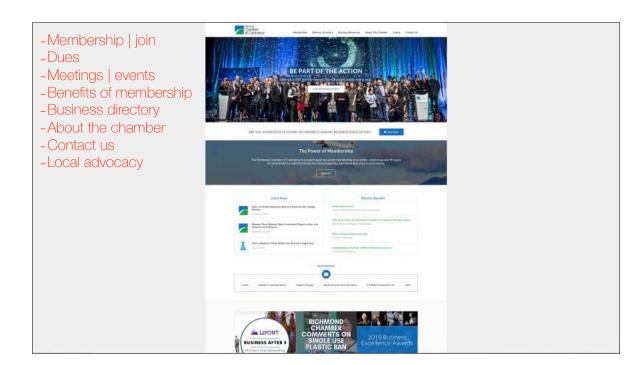


## A focus on business - Job creation | retention | opportunities

- Leadership Racine
- Young Professionals of Racine
- Talent development
- Promotion of local businesses
- Government leaders breakfast | meetings
- Zoning issues | redevelopment projects
- Networking meetings
- Educational workshops & events



# Avoid making your website: -Dual purpose -About the organization



## A primary focus

- Tourism | DMMO
- Downtown
- Festivals & events
- Job creation & retention
- Agriculture | Farming
- Education
- Attracting retirees
- Small business support
- Business recruitment
- Trail systems
- Hunting and fishing
- Safety | transportation
- Community marketing

## Additional funding sources

- Lodging taxes
- Business Improvement District
- Sponsorships | naming rights
- Economic development
- USDA (U.S.)
- Educational institutions
- Memberships
- Economic development
- Foundations | grants
- Community development General funds (local municipality)
  - Grants

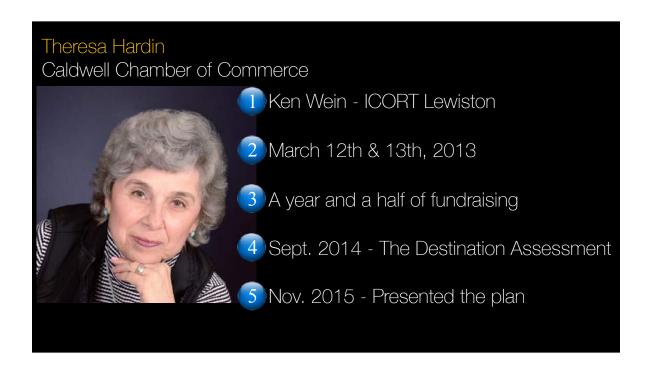




# The Caldwell dilemma

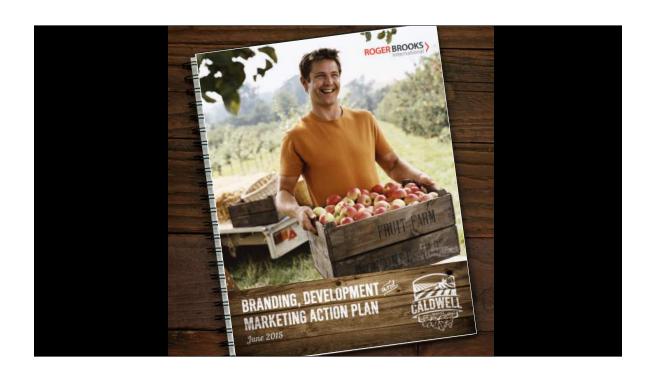
- 1. Locals go elsewhere
- 2. They take friends and family elsewhere
- 3. The wineries are a daytrip from Boise, Nampa
- 4. The sidewalks roll-up at 5:00
- 5. 60% of downtown spaces were vacant
- 6. Caldwell had a very poor reputation
- 7. First impressions were very poor
- 8. No higher-end lodging | restaurants
- 9. No real visitor spending opportunities
- 10. Caldwell had pretty poor "community spirit"













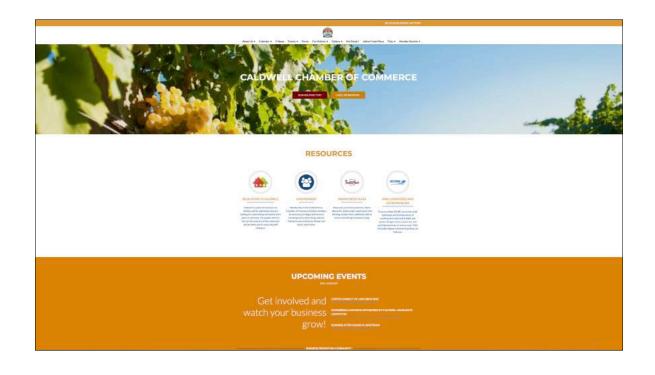












# Create a list of six to ten goals and have your members vote on them

- Wayfinding
- Trail system development
- Programmed plaza
- Year round public market
- Community | Downtown gateways
- Branding (finding your USP)
- Downtown blade signs
- Downtown beautification
- Hotel recruitment (or another anchor)
- Downtown development (pop-up retail)
- Tourism development & marketing

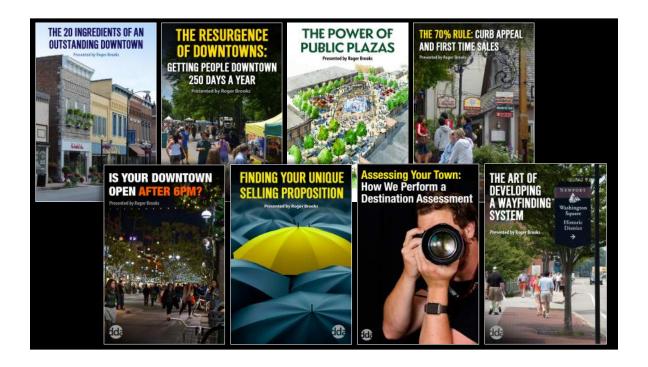




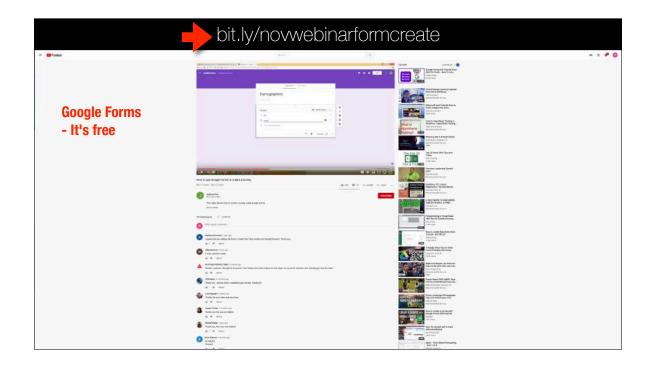








Create an online survey and ask your members - and perhaps stakeholders, organizations, elected officials & municipal staff





Avoid being an event producer (other than chamber-focused events)

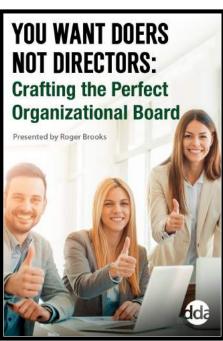


You could easily spend four to six months on a single event.

What else could you do with that much time commitment that would have a stronger return on investment over a year's time?

Pass events on to local charitable organizations, auxiliaries, volunteers.

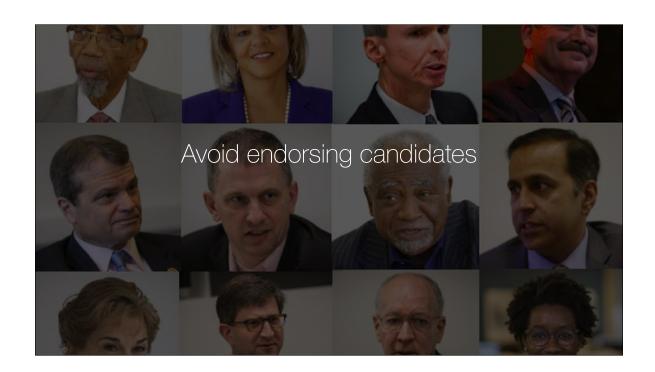




- The board sets direction (primary focus | projects)
- Officers handle specific operational details
- They are your pied pipers
- They "sell" your primary focus and special projects
- They give time to the effort (besides attending meetings)
- So you can accomplish the goals they set

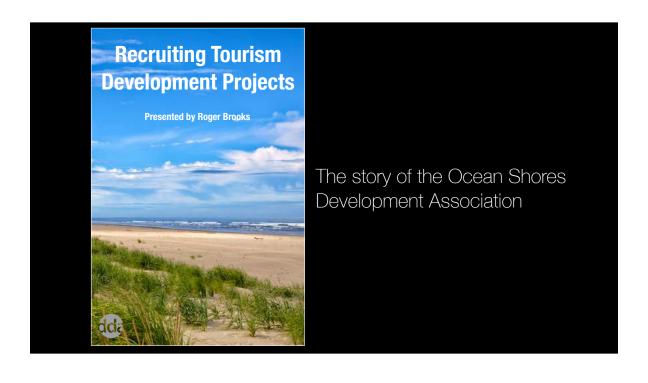


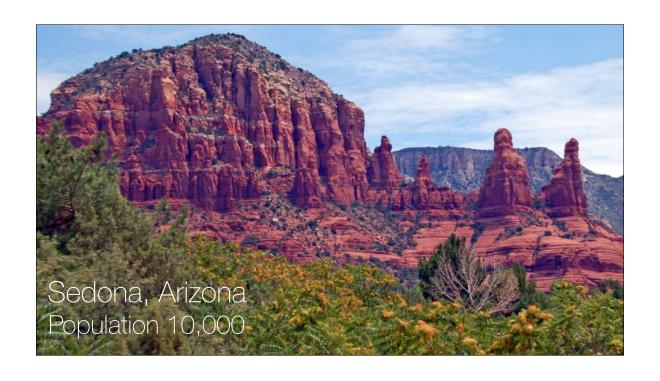








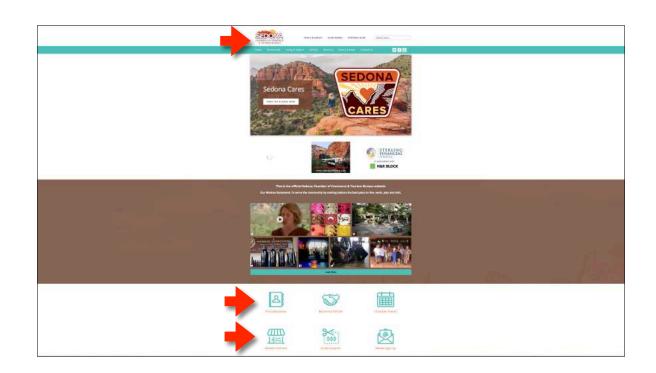


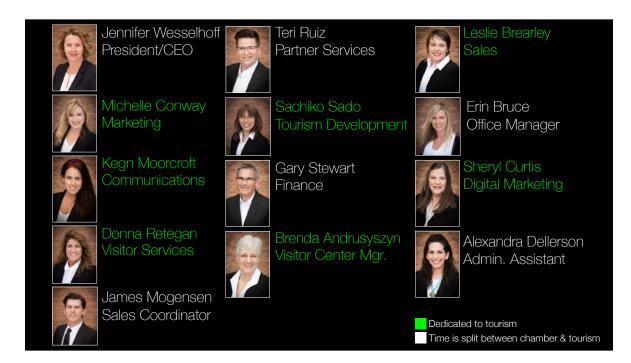




# A focus on tourism - Ensuring a top-notch visitor experience, helping local businesses grow, maintaining quality of life

- Pedestrian-friendly initiatives
- Wayfinding system implementation
- Public transportation
- Promotion of local businesses
- Development of recreational resources
- Building the shoulder seasons
- Dealing with over-tourism mitigating effects of tourism
- Working with state tourism office | marketing
- Destination Marketing
  - Public relations | social media | peer review & booking sites
  - Advertising (print | broadcast | outdoor)
  - Website | trade shows | events
  - Content: photography | videography
  - Itinerary development
  - Sales: group tours | weddings | conferences | niche markets





## **People will want to join because:**

- You stand for something
- You're about making something happen
- You play a major leadership role locally
- You are respected
- Your credibility adds to their credibility





