



2016 Board Strategic Plan

The mission of the Houston Northwest Chamber of Commerce is to develop successful businesses and a thriving community.

STRATEGIC GOALS

[Grow Northwest]

1. Initiate **Economic Development** strategies to improve the economic health of the region
2. Implement strategies to improve **Safety and Security** of the community
3. Improve the community's image through **Community Branding** and signage

[Houston NW Chamber]

4. Package and deliver programs and products that represent the **Chamber's Business Support System**
5. Represent the interests of our businesses and community through **Public Policy Advocacy**
6. Create a more excellent Chamber through improved **Chamber Operations**

ACTION PLAN

Economic Development

1. Hire an economic development professional by July 2016
2. Develop, publish and begin implementation of the 2016 Economic Development Strategic Plan by January 2016
3. Explore Chamber programs or strategies to support a trained workforce by December 2016

Safety & Security

1. Identify and recruit a Safety & Security Board member by February 2016
2. Communicate opportunities to obtain more police, such as through MUDs, county budget, etc. through 2016
3. Preserve courthouse building for law enforcement (and other community purposes) through advocacy throughout 2016

Community Branding

1. Develop a Community Master Marketing Plan by September 2016

2. Implement an initial Master Signage Plan, phase one through 2016
3. Define our competitive Edge/Our Value Proposition and Communicate it within the Strategic Marketing Plan

Business Support System

1. Explore the feasibility of a business incubator in the community by October 2016
2. Create Roundtable groups for mutual business support by September 2016
3. Develop a “Small Business University” with education tracks for ‘Business Basics’ and ‘Advanced Business Strategies’ by August 2016

Public Policy/Advocacy

1. Survey members on policy issues each November
2. Through the Public Policy Council, prepare a blueprint for local, state and federal advocacy issues by February of each year, upon which the Chamber will take some action
3. Host an elected official reception, luncheon/breakfast or forum each year
4. Publish the Legislative Update for inclusion in the Annual Report each July

Chamber Operations

1. Clearly define Chamber activities in relation to strategic goals in all communications throughout 2016
2. Improve communications through social media and the Chamber’s Blog through 2016
3. Explore the feasibility of having the Chamber’s own building and community visitor center by December 2016
4. Achieve US Chamber Accreditation by April 2016

