



**In 2015, the East Parker County Chamber adopted and implemented its first strategic plan. This was a summary of the principal areas in which we planned the future course for this Chamber. A lot has changed in East Parker County since then—both for the membership and the community we serve.**

Today, we are pleased to present the next major component of our forward planning, the 2018 Strategic Plan. It will be subject to annual critical review, and its details will be revised as needed to ensure that we honor its ultimate purpose, which is to define where we are going as a Chamber and how we propose to get there. This Strategic Plan represents the best efforts of this Chamber to articulate a clear set of goals, strategic initiatives and tactics that will guide us toward a future that is commensurate with our history and our extraordinary promise.

The essence of the 2018 Strategic Plan; however, is not just its goals; it is the means through which we will fulfill them, and the key to this fulfillment, similar to the standard of our community, is excellence in our execution. We invite everyone who cares about this Chamber to use this Strategic Plan as our common guide towards building an East Parker County Chamber of Commerce that fulfills our collective potential of enriching, promoting, advocating business growth that enhances our members and community.

**Martin Talley**

Chairman of the Board, East Parker County Chamber of Commerce  
President, PlainsCapital Bank, Willow Park

# STRATEGIC PLAN 2018 - 2021

## OUR FUTURE IS EMINENT. WE HAVE A PLAN.

The East Parker County Chamber of Commerce's 2018 – 2020 strategic plan provides a blueprint to leverage our strengths, overcome our challenges and capitalize on the opportunities ahead of us. The Chamber leadership and staff have been tasked with facilitating and accomplishing this plan.

## Our Vision Statement

The East Parker County Chamber of Commerce is a vibrant and forward-thinking organization in our region. We are committed to building a diverse and prosperous community while preserving heritage and culture in our area.

## Our Mission Statement

The East Parker County Chamber of Commerce enriches, promotes and advocates for business growth that enhances our members and community.

## Where We're Going

The Chamber's strategic plan is a three-year initiative to promote our strengths, expand our business opportunities, and significantly enhance the economic future for all who call East Parker County home. Our priorities will focus on the following:

- ✓ **ENRICH** – Develop a positive environment that fosters collaborative relationships and community pride.
- ✓ **ADVOCATE** – Champion the sustainability and growth of the business community.
- ✓ **PROMOTE** – Increase the visibility of our members and East Parker County to influence success and prosperity.

## How We Are Going to Get There

### **PRIORITY AREA: ENRICH**

**Develop a positive environment that fosters collaborative relationships and community pride.**

*Barriers: Multiple towns with separate identities and municipalities, lack of collaboration among decision makers, competition among towns and with other chambers of commerce, location is a blessing and a curse.*

*Success Metrics: Analytics for media campaigns, positive media coverage, more diversity in leadership, partnerships and collaborations, feedback (surveys, polls).*

**Objective A: Develop a “sense of place” and quality of life for East Parker County residents. (Economic Development Committee)**

**Strategy 1:** Collaborate to create county pride.

**Tactics:**

- Compile and maintain a county asset inventory (e.g., historical sites, amenities, parks).
- Partner with other organizations on county initiatives.
- Support other community events that take place in East Parker County.
- Celebrate unique community experiences.
- Create a #EPCRocks social media campaign to encourage hometown pride.
- Support the work of community beautification initiatives.
- Encourage more businesses to take care of their facades and landscaping.

**Strategy 2:** Facilitate public-private partnerships to address community challenges.

**Tactics:**

- Serve as a key connector between public and private sectors in EPC.
- Encourage leaders with a collaborative mindset to seek public office.
- Start a Community Leadership Visit to engage key community leaders on reviewing best practices from other areas.

**Objective B: Be the essential source for connections for our members. (Membership Development Committee)**

**Strategy 1:** Develop circles of influence for our members.

**Tactics:**

- Young Professionals.
- Businessmen’s Luncheon.
- Women’s Business Alliance.
- Minority Business Council.
- B2B Leads Groups.
- Ambassadors Committee.

**Strategy 2:** Provide member-to-member engagement opportunities.

**Tactics:**

- Continue offering Monthly Membership Luncheons
- Continue offering opportunities for members to “play” together at the annual Golf Tournament.
- Continue bringing large groups of members together for the Annual Awards Banquet.
- Launch member-to-member mixers.
- Develop a Business Owners Sharing Solutions (BOSS) program that allows members to showcase their expertise on topics and providing roundtable discussions for peers (example: <http://choosewichitafalls.com/calendar/2017/12/06/boss-group-goals/>)

**Objective C: Develop future leaders. (Membership Development Committee)**

**Strategy 1:** Identify a pipeline for community leadership.

**Tactics:**

- Create a list of public and non-profit sector leadership positions and contacts.
- Encourage minority participation in boards and commissions.
- Encourage Chamber members to apply for City boards and commissions.

**Strategy 2:** *Be the epi-center that convenes leaders.*

**Tactics:**

- Identify and recruit board members and committee chairs to lead Chamber initiatives.
- Practice diversity and inclusion to ensure that diverse audiences are represented in leadership positions.
- Encourage members to participate in the Women’s Business Alliance and Businessmen’s Luncheon
- to engage with other leaders.

**PRIORITY AREA: ADVOCATE**

**Champion the sustainability and growth of the business community.**

**Barriers:** *Lack of skilled workforce, skills gaps, infrastructure to support growth, diversity, competition among towns and with other counties for growth, limitations to commercial development due to lack of water and other resources.*

**Success Metrics:** *Partnerships/collaborations, job growth, increased commercial development (manufacturing, retail, restaurants, small businesses, relocations), feedback (surveys, polls), initiatives, unified EPC plan.*

**Objective A: Create a pro-business environment. (Governmental Affairs Committee):**

**Strategy 1:** *Promote legislative needs of EPC businesses and communities.*

**Tactics:**

- Washington, D.C. Fly-In.
- East Parker County Day at the Capitol.
- Establish partnership with TX Dot.

**Strategy 2:** *Be recognized as THE Voice of Business for East Parker County.*

**Tactics:**

- Host Candidate Forums
- Host a Leadership Roundtable to discuss topics of concern to business community (e.g., local development policy, education, taxation, infrastructure and maintenance).
- Attend City Council and other meetings to represent the business community.
- Survey members and the business community about issues on an annual basis.
- Host forums to discuss and address multiple topics of concern to our members and the business community (ranging from local development policy, education, taxation, and infrastructure maintenance and initiatives).

- Develop a quarterly newsletter for East Parker County focused on current and emerging issues (example: St. Petersburg Chamber advocacy newsletter: <http://myemail.constantcontact.com/City-Seeks-Chamber-Input-on-Stormwater-Management.html?soid=1120803203789&aid=gUvOoGBL5oo>).
- Encourage pro-business candidates to run for city and county boards and commissions
- Provide opportunities to build positive, interactive relationships with elected local, county and statewide officials.

**Objective B: Support strategically planned positive growth. (*Economic Development Committee*)**

*Strategy 1: Unified and comprehensive plan for East Parker County.*

**Tactics:**

- Host a Leadership Roundtable focused on current and future community growth.
- Collaborate with the Parker County Economic Development Council to explore opportunities specifically for EPC.
- Create an EPC development council and invite other organizations and key leaders to serve.
- Advocate for the improvement of infrastructure (e.g., utilities, roads, drainage, water, fiber optics).
- Invite key decision makers from throughout the County to tour and learn about Parker County employers and their needs.

*Strategy 2: Educate the community about economic opportunities.*

**Tactics:**

- Make it personal—communicate that quality of life enjoyed by all EPC residents (e.g., jobs, sales tax revenue, parks, schools, cultural attractions) are influenced by commercial growth.
- Create a Faces of Business campaign—to showcase business leaders and owners as citizens of EPC communities (e.g., as parents, friends, neighbors, coaches, fellow church goers).
- Leverage social media to communicate the positive impacts of businesses in Parker County.
- Leverage the web site to educate and solicit feedback from the community on economic sustainability issues and ideas through a Chamber Listens portal (e.g., <https://www.billingschamber.com/chamber-listens/>)
- Hold an annual EPC Economic Summit.

**Objective C: A skilled workforce for East Parker County employers. (*Education Committee*)**

*Strategy 1: Identify current and emerging employer needs*

**Tactics:**

- Poll members about the talent gaps they currently face.
- Talk with recruiters about unfilled opportunities in the area.
- Access information about employers' needs from the Parker County Economic Development Council.

**Strategy 2:** *Collaborate on workforce solutions.*

**Tactics:**

- Work with area community colleges and technical schools to align training certification programs with employers' needs.
- Support initiatives with regional economic development partners to recruit skilled talent to the area.
- Support legislation to fund skills development programs.
- Continue to offer the Community Expo & Job Fair (October).
- Job shadowing program.

**PRIORITY AREA: PROMOTE**

**Increase the visibility of our members and East Parker County to influence success and prosperity.**

*Barriers:* Diversity of types of businesses and stages of development, awareness of what the Chamber offers, definition of value to members, logistics (day of week and time of events, geographic constraints), limited resources (time, money), lack of member engagement, communicating the value of becoming a member.

*Success Metrics:* Membership retention, new members, satisfaction surveys.

**Objective A: Deliver value on member investments. (Membership Development Committee)**

**Strategy 1:** *Create awareness of what the Chamber offers.*

**Tactics:**

- Spotlight a benefit at the monthly Membership Luncheon with a "Did You Know?"
- Collect and use testimonials from members on the value of Chamber benefits.
- Leverage Ambassadors to educate members and invite them to attend programs.
- Develop an Engagement Guide that provides info on various Chamber committees, events and services (example: <https://www.austinchamber.com/upload/files/HowToEngage.pdf> and <https://www.austinchamber.com/upload/files/2017-Engagement-Guide.pdf>).

**Strategy 2:** *Increase member engagement.*

**Tactics:**

- Encourage greater participation New Member Orientation.
- Develop an Engagement Guide that provides info on various Chamber committees, events and services (example: <https://www.austinchamber.com/upload/files/HowToEngage.pdf> and <https://www.austinchamber.com/upload/files/2017-Engagement-Guide.pdf>).
- Conduct outreach to low or non-engaged members.

**Strategy 3:** *Showcase our members.*

**Tactics:**

- Continue to provide Ribbon Cuttings/Grand Openings celebrations.
- Continue to honor our members at our annual Awards Banquet.
- Celebrate our members' successes (e.g., business anniversaries, community recognition.)
- Continue to provide sponsorship opportunities for members.
- Continue to promote our members through our online Business Directory.
- Develop a Business Owners Sharing Solutions (BOSS) program that allows members to showcase their expertise on topics and providing roundtable discussions for peers (example: <http://choosewichitafalls.com/calendar/2017/12/06/boss-group-goals/>)
- Promote member-to-member discounts.

**Strategy 4:** *Connect our members to the community.*

**Tactics:**

- Encourage members to attend community events.
- Encourage Shopping Local and Small Business Saturday (AMEX kits.)
- Mega Mixer with other chambers.
- Continue to hold the Community Expo and Job Fair and encourage our members to participate.

**Objective B: Promote and protect East Parker County assets. (*Economic Development Committee*)**

**Strategy 1:** *Tell the East Parker County's story.*

**Tactics:**

- Share the East Parker County video prominently on the Chamber's website and on social media (Chamber's Facebook page, LinkedIn and YouTube channel).
- Provide links to articles and other organizations that provide information about EPC, its heritage, growth, and promotes EPC's brand.
- Continue to develop and promote the Relocation and Business Guide.
- Celebrate unique community experiences.

**Strategy 2:** *Develop a "Go West" campaign.*

**Tactics:**

- Create a "Go West" marketing committee to develop the campaign and coordinate resources.
- Produce short videos of EPC towns/communities that highlight unique features and events and include testimonials from business owners and residents.
- Include a social media campaign as part of the tactics.



**Strategy 2:** *Advance community excellence.*

**Tactics:**

- Create a “Go West” marketing committee to develop the campaign and coordinate resources.
- Support approved (board) school initiatives and encourage residents to vote “Yes.”

## **Summary**

For the 2018 – 2021 strategic plan to be successful, we need engagement as well as involvement from a broad base of community leaders. The East Parker County Chamber of Commerce will provide the staffing and overall management of this plan, but the execution of these priority goals and the opportunity to succeed relies on our volunteer leaders and the engagement of our members.

This plan will be achieved through strong leadership, dedication, commitment and broad collaboration. We will know which goals we are achieving, and which need more attention, but we need your support to make it happen. Join our efforts to keep **East Parker County the preferred place to call home.**