



OROVILLE
AREA
CHAMBER *of*
COMMERCE

Oroville Area Chamber of Commerce Prosperity Plan

2016 – 2021

Adopted by the OACC Board of
Directors on November 10, 2015

Executive Summary

The Oroville Area Chamber of Commerce is committed to cultivating economic prosperity in Oroville with this strategic document that identifies goals and action items to provide a roadmap for success. Our success is dependent upon the ongoing engagement of our evolving leadership, active support of our members, and active collaboration with our partners in the region to fulfill our potential as the top community to live, work and play.

This living document was developed as a refined strategy for our Chamber, a call to action to our membership and community, and a framework for developing a mutually beneficial partnership with local and regional organizations to accelerate economic growth that improves the quality of life in the community.

With a fresh perspective on our mission and vision, our core competencies as a Chamber and the environment in which we operate, The Oroville Area Chamber of Commerce will pursue the following strategic goals:

- Goal 1:** The OACC will cultivate economic vitality in the Oroville area through engagement with economic development partners for business recruitment.
- Goal 2:** The OACC will cultivate economic vitality in the Oroville area through the promotion of business start-up and expansion.
- Goal 3:** Foster a business friendly environment in the Oroville area by engaging in advocacy at the local, regional and state level.
- Goal 4:** The OACC will take a leadership role in promoting the Oroville area as a tourist destination.
- Goal 5:** The OACC will emphasize building its discretionary financial resources to invest in providing quality services to our members.

Chamber Mission:

The Oroville Area Chamber of Commerce is the voice of business in advocating for, and advancing the economic vitality of our members and community.

Goal 1: The OACC will cultivate economic vitality in the Oroville area through engagement in business recruitment and retention.

Strategy 1.1 The OACC will assume the executive leadership for the Oroville Economic Alliance and the Oroville Economic Development Corporation.

Strategy 1.2 Further develop a team structure focused on existing and new industrial business recruitment.

Actions:

- A) Deal with Constraints and competitive disadvantages (e.g., infrastructure)
- B) Identify potential industry targets
- C) Advance the Oroville brand and value proposition through messaging and marketing
- D) Build a pipeline for leads and prospecting

- E) Convene the Prospect Team meeting to define and establish team member roles and responsibilities.

- F) Continue to strengthen relationships with partners:
 - City of Oroville
 - Oroville Union High School District
 - Butte County Department of Economic and Community Development,
 - MSRT and Grow Manufacturing,
 - Regional Economic Development Districts
 - GoBiz
 - US Dept. of Commerce
 - Others as identified

Goal 2: The OACC will cultivate economic vitality in the Oroville area through the promotion of business start-up and expansion.

Strategy 2.1 Gain an understanding of member business challenges

Actions:

- A) Conduct outreach to member businesses through:
 - business walks,
 - roundtable discussions
 - conversations with employers
 - relationships with other Oroville business associations (e.g., ODBA).

- B) Develop feedback loop to continually assess new challenges and progress on addressing identified challenges

Strategy 2.2 Develop our methods of assistance

Actions:

- A) Develop the capacity to provide technical assistance to our members either in-house or through partner organizations
- B) Identify and develop methods to capital access for both start-up businesses and established businesses seeking expansion
- C) Develop meaningful networking opportunities for members.

Strategy 2.3 Educate members on available resource

Goal 3: Foster a business friendly environment in the Oroville area by engaging in advocacy at the local, regional and state level.

Strategy 3.1 Improve the local business environment for economic growth.

Strategy 3.2 Communicate local and regional business permitting and regulatory processes to members and other local businesses.

Strategy 3.3 Identify critical regulatory issues by member businesses and other existing businesses (can be accomplished in conjunction with Strategy 2.1.B).

Strategy 3.4 Formulate business development and regulatory improvement strategies.

Strategy 3.5 Establish a local response protocol to address local company specific issues.

Strategy 3.6 Engage local, regional, and state partner advocacy efforts:

- MSRT
- Cal Chamber
- Northern California Chamber Alliance
- CMTA

Goal 4: The OACC will take a leadership role in promoting the Oroville area as a tourism destination and serving as the Oroville Visitor Center

Strategy 4.1 The OACC will serve as an advisory member on the TBID Owner's Association Board of Directors

Strategy 4.2 Develop a hospitality sub-committee to act as an advisory group to address tourism related challenges and provide tourism/visitor center direction on initiatives

Strategy 4.3 Continue involvement in the Oroville Tourism committee

Strategy 4.4 Continue involvement with the Oroville Tourism Committee, the SBF Committee, and the ORAC Committee

Goal 5: The OACC will emphasize building its financial resources to invest in providing quality services to our members.

Strategy 5.1 Establish a 501(c)3 subsidiary of the Chamber that will develop programs to stimulate economic development in economically depressed areas and disadvantaged groups

- A) Strengthen relationships with local banks to become a conduit for CRA priorities.
- B) Strengthen relationships with local partners to become a conduit for charitable or marketing priorities.
- C) Seek government and non-government grants

Strategy 5.2 Enhance membership value to attract and retain a vibrant Chamber membership.