



Weaverville Chamber of Commerce Strategic Plan 2019 - 2022

**Prepared on
February 28, 2019**

**Approved on
March 28, 2019**

**Prepared by the
Weaverville Chamber of Commerce
Board of Directors
with assistance from
L.L. Consulting**



Introduction: Founded in 1954, the Weaverville Chamber of Commerce is an all voluntary, membership based organization that works with the Weaverville business community and supporting partners. In 2012, the Weaverville Chamber of Commerce Board of Directors drafted a five-year strategic plan with the primary objective of assisting the Board of Directors with fulfilling the organization's mission and building the organizational capacity to implement the Chamber's desired goals and objectives. Since the Strategic Plan was adopted, each year the Chamber Board come together to review the plan's goals and objectives and update the next year priorities. With the transition facing the community with the Trinity County Chamber of Commerce no longer supporting the Visitor Center, the Weaverville Chamber Board felt it was time to update their Strategic Plan. The Chamber engaged the services of Ms. Lani Lott, President of L.L. Consulting to facilitate a planning session with the Board and draft the organization's new three year (2019-2022) Strategic Plan. The planning meeting was held on Thursday, February 28, 2019 at the Board of Education's Community Room. The following individuals were in attendance:

- Jerilyn McMullen, President
- Jennifer Loomis, Vice President
- Jean Lam, Treasurer
- Elizabeth Watson, Secretary
- Fay Patterson, Sargent at Arms
- Julie Feely, Board Member
- Jill Richards, Board Member
- Pat Zugg, Board Member
- Pam Yearout, Board Member
- Lani Lott, Consultant

Our Vision for Weaverville: Weaverville is a prosperous historic mining town that attracts visitors and tourists' worldwide. We pride ourselves on being a strong business network that promotes each other throughout the entire community (past and future).

Our Mission: The mission of the Weaverville Chamber of Commerce is to work with the Board of Supervisors, government entities, community organizations, and local businesses to improve the business climate and our visitors' experiences of Weaverville. We accomplish our mission by promoting a healthy business environment, asserting leadership in business growth and promoting tourism and recreation.

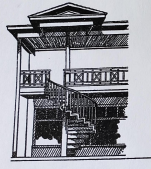
Our Broad Goals:

- **Promote Weaverville as a destination for locals, visitors and tourists alike.**
- **Support a thriving business community.**
- **Build a strong, member-engaged Chamber of Commerce organization.**



Weaverville Chamber of Commerce Strategic Plan 2019 – 2022
PROGRAM – Broad-base Goals, Three-Year Objectives and 2019 Plan of Action

GOAL: Promote Weaverville as a Destination for Locals, Visitors and Tourists alike.		
<p>Three Year Objectives</p> <ul style="list-style-type: none"> • Develop marketing materials. • Continuously improve and look for opportunities to strengthen/expand the Weaverville Chamber following hosted events: <ul style="list-style-type: none"> ▪ <i>Mountain Magic Christmas</i> ▪ <i>Halloween Candy Giveaway</i> ▪ <i>4th of July Fireworks</i> ▪ <i>Haunted Highway</i> • Partner with organizations to support and help promote community based events such as: <ul style="list-style-type: none"> ▪ <i>Festival of Light</i> ▪ <i>Frontier Days</i> ▪ <i>Art Cruise</i> ▪ <i>Autumn in the Alps</i> ▪ <i>Historic Weaverville Car Show</i> • Ensure that the new Visitor Center group and their volunteers are well-informed about Weaverville's events and promotions. • Support the establishment of the Trinity County Cultural and Heritage District. 	<p>2019 Plan of Action</p> <ul style="list-style-type: none"> <input type="checkbox"/> Establish a marketing committee and draft a 2019 Marketing Plan to present to the Chamber Board for approval. <input type="checkbox"/> Develop a plan to energize Sundays ("Sunday Drive"; pop-up events; advertise who is open). <input type="checkbox"/> Post more regularly on Face book page to increase "likes" and foster more engagement from/with members. <input type="checkbox"/> Participate as a core partner with the Trinity County Arts Council in the creation of the Cultural and Heritage District. <input type="checkbox"/> Attend the Shasta Cascade Wonderland Tourism Summit. <input type="checkbox"/> Develop a plan for launching a "Phantom Window" promotion. <input type="checkbox"/> Re-launch the Haunted Highway event as part of the Autumn in the Alps promotion. <input type="checkbox"/> Act as a liaison to the Visitor Center as well as ask the Visitor Center group to appoint a liaison to the Chamber Board. <input type="checkbox"/> During the transition of the Visitor Center, act as a bridge (providing insurance coverage, signing the lease for a specified period of time, etc.) to ensure success. 	<p>Expected Outcomes</p> <ul style="list-style-type: none"> ○ <i>Increase in County T.O.T. revenue</i> ○ <i>Generate revenue for businesses</i> ○ <i>Increased visitorship to key attractions, businesses and Weaverville as a whole</i> ○ <i>Trinity County Cultural and Heritage District formed</i> ○ <i>New Visitor Center up and running</i>



Weaverville Chamber of Commerce Strategic Plan 2019 – 2022
PROGRAM – Broad-base Goals, Three-Year Objectives and 2019 Plan of Action

GOAL: Support a Thriving Business Community.		
Three Year Objectives	2019 Plan of Action	Expected Outcomes
<ul style="list-style-type: none"> • Increase public relations around our business community. • Continue to explore cooperative advertising opportunities for our business community. • Offer opportunities to encourage more business to business interaction. • Strengthen communication and outreach with property owners. • Offer, collaborate and/or promote business development training opportunities. 	<ul style="list-style-type: none"> <input type="checkbox"/> Host one traditional mixer and one roaming or "mixer on wheels". <input type="checkbox"/> Implement a "new member" welcome packet. <input type="checkbox"/> Each month, publish an article in the Trinity Journal highlighting the Weaverville Chamber, our activities and showcase new members. <input type="checkbox"/> Continue to offer cooperative advertising in the After Five publication and the Trinity Journal. <input type="checkbox"/> Host a property owners breakfast. <input type="checkbox"/> Promote SBDC one-on-one business consultations and co-host small business workshops. <input type="checkbox"/> Add "member listings" to Weaverville Chamber website. <input type="checkbox"/> Develop a plan to encourage more support from the local residents (i.e. Cash Mob concept.) <input type="checkbox"/> On a quarterly basis host a topic/guest speaker at the Membership/Board meetings. 	<ul style="list-style-type: none"> ○ <i>Increase in sales tax and business growth</i> ○ <i>Supportive business network</i> ○ <i>Stronger relationships with Weaverville property owners</i>



Weaverville Chamber of Commerce Strategic Plan 2019 – 2022
ORGANIZATION – Broad-base Goals, Three-Year Objectives and 2019 Plan of Action

GOAL: Build a Strong, Member-Engaged Chamber of Commerce Organization.

Three-Year Objectives

- Maintain a cohesive and effective Board of Directors.
- Increase participation from members and partners.
- Forge working partnerships with other local organizations:
 - *Trinity County Arts Council*
 - *J. J. Jackson Museum*
 - *Trinity County Visitor Center*
 - *Trinity County Visitor and Development Bureau*
- Consistent outreach and communication with members and non-members.
- Regular updates and periodic outreach to elected officials and key governmental entities.
- Expand our volunteer base.
- Expand membership and increase fundraising efforts.

2019 Plan of Action

- Once a month, email all our members and partners.
 - *Trinity Arts Council to maintain email database.*
 - *At the end of each Board meeting outline what should be included in the next monthly email blast.*
- Implement membership recruitment strategy.
 - *Update thank you letter to members and personally follow up with all members.*
- Develop a new website that is current and easy to use.
- Post three times a week on the Weaverville Facebook highlighting events, showcasing members and providing tips.
- Form a task force to review bylaws (*Julie Feely*).
- Prepare annual written report to be presented to the County board of supervisors for TOT funding.
- Have a Chamber board member attend other organization's meetings.
- Make a presentation to at least two civic organizations (Lions; Rotary)
- Implement a volunteer recruitment strategy that includes:
 - *Ask for volunteers in letter*
 - *Follow up with members to inquire about their interest*
 - *Host a volunteer recognition event*
- Energize our annual meeting to ensure an increase in attendance.
- Raise \$8,000 for Fireworks.
- Strengthen our fundraisers including but not limited to:
 - *Haunted Highways, Car Show and Magic Mountain*
- Each quarter, review our Strategic Plan to make sure we are on track with our priorities and action plan.

Expected Outcomes

- *Double membership*
- *Triple our "likes" on the Facebook page*
- *Positive brand in the community*
- *Higher level of professionalism throughout the organization*
- *Gain the reputation as the "Go-To-Group" for Weaverville business needs*
- *Increase in private sector support through growth in membership*
- *Increase in fundraising revenue*