



MISSION

“To support, promote, and advocate for our members and create a vibrant, sustainable economy in the greater Vallejo area.”

VISION

“We are the leading organization in the Vallejo area dedicated to the success of business and a strong economy.”

VALUES

- **BUSINESS-FOCUSED:** We embrace diverse businesses and individuals as members who are essential to our success, and focus on their diverse needs and interests.
- **COLLABORATION:** We seek out and work with our members, other individuals and organizations on issues important to our members and the Chamber.
- **EXCELLENCE:** We are committed to excellence and will seek to reflect that in all we do. We work tirelessly to support and promote local business and the economic prosperity of our community.

STRATEGIC GOALS

Create a welcoming business climate

Provide members resources, opportunities and tools to help grow their business

Develop a sustainable Chamber business model

STRATEGIC GOAL #1 — Improve the Vallejo area economy and business climate

OBJECTIVES

- 1) Advocate for public policy changes that reduce the business permitting process timeline and increase business satisfaction with the process

INITIATIVES

- Survey business license holders quarterly about their experience with the City of Vallejo’s permitting process
- Hold meetings with City staff to review surveys and discuss problem areas of the permitting process
- Create policy language to achieve objective
 - Develop recommended timeline to propose improvements to the permitting process

- 2) Become the leading voice of business in Vallejo

- Maintain regular communications with our elected officials and key personnel to support Chamber initiatives
- Create a “Business Community” scorecard tracking the public voting record of city and county officials on economic and business-related issues
- Determine initiatives that will be beneficial for the growth of businesses and the community

STRATEGIC GOAL #2 — Continue to provide our members with resources, opportunities and tools to help grow their businesses

OBJECTIVES

1) Increase Chamber member use of website and marketing benefits by 50%

INITIATIVES

- Create and host a yearly Membership Meeting to educate members about how to use membership benefits to best serve their needs
- Create a quarterly New Member Orientation meeting that highlights member benefits and encourages use
- Use social media to drive member benefit awareness

2) Identify business education programs and resources available to small businesses

- Survey members to determine subjects of interest
- Identify subject matter experts
- Develop a set of business education events to be held in Vallejo and/or the surrounding area

3) Host business round table events

- Research Vallejo business community to identify business clusters by industry and geographic region
- Organize and promote round table events

STRATEGIC GOAL #3 — Develop a sustainable Chamber business model

OBJECTIVES

1) Seek economic development “contract for service” opportunities in alignment with our competencies

INITIATIVES

- Develop a collaborative partnership with City Manager
- Identify areas of economic development the Chamber can work on for the benefit of members and the City of Vallejo

2) Create a new Chamber brand and logo to better represent and promote the Chamber

- Create a Chamber Brand committee
- Survey members and community regarding the Vallejo Chamber brand
- Develop a new Chamber logo and motto

3) Increase membership strength, as represented by both number of members and total financial contribution of members as a percentage of overall budget

- Develop a marketing package accentuating the benefits of Chamber membership
- Streamline the membership renewal process to incorporate membership sales consultant
- Improve the quality of communication tools used in membership attraction and retention efforts