



PARK RAPIDS LAKES AREA CHAMBER OF COMMERCE & TOURISM

2009 Strategic Plan of Work

Our Mission:

The Park Rapids Lakes Area Chamber's mission is threefold: to promote business growth in Park Rapids Lakes Area, to serve members with personal and professional development opportunities, and to affect public policy decisions to the benefit of the Park Rapids Lakes Area business community.

Simply put, we are igniting success for our members and for the community

2009 STRATEGIC OBJECTIVES

MEMBERSHIP:

- Increase membership by 20% in 2009
- Member mentorship program
- Retain 100% of Current Membership
- Improved marketing/collateral materials and membership development plan
- Re-Organize Resort Group and hold Regular Lodging Meetings

MARKETING:

- Focus resources into a few areas and make a larger impact to attract tourists and visitors to our area
- Increase revenue for tourism marketing
- Package advertising, conduct regular Resort meetings. Include cracker barrel component.
- Focus in Internet advertising and web site improvement
- Marketing committee to decide on allocation of funds
- Chamber Events are a marketing strategy
- Educate membership as to why we selected our marketing strategies

PUBLIC POLICY:

Monitor, communicate back to membership and build relationships with other working groups

- Participate in MN Chamber Policy sessions.
- Grow Minnesota Program - Business Retention & Expansion
- Work with other groups, e.g. RDG Downtown Revitalization Plan, HCREDC
- Work with local, regional governmental representatives

FINANCE COMMITTEE:

- Communicate to the full membership a clear understanding of the Chamber's financial picture.



Park Rapids Lakes Area Chamber of Commerce & Tourism

Vision: *The Park Rapids Lakes Area is the ultimate destination to live, work, and play.*

2009 Strategy Map

Mission: The Chamber engages its members in the pursuit of excellence and economic growth by fostering an innovative business environment and world-class community.

Values: The Chamber leadership will advocate for the diverse needs of its members by supporting partnerships based on mutual respect for each other's business requirements, embracing integrity in all operations, and strive for excellence in all activities, all to promote positive and profitable relationships for all community constituents.



Strategic Actions:

-Work Collaboratively to Grow and Retain Business

- Unite Our Membership

- Develop Park Rapids Area Brand

-Promote Tourism

- Improve Chamber Performance

-Advocate for and Support Communication Technology

- Develop Volunteer Base

- Leverage Community Partnerships

Current State

Results when the Vision is reached:

- 100% of Chamber membership is engaged in the work and programs of the Chamber
- The Chamber's strong brand gives people an easy way to participate in something larger than themselves and their organizations. It provides a sense of community and purpose through a unified voice involving mutual interests and opportunities
- Community constituents repeatedly voice their satisfaction (polls, letters, verbal testimony) in their choice to live, work and recreate in the area as a result of planned community activities and the area's intrinsic environment.

TO CONTINUE WORK ON THE ABOVE GOALS AND IDENTIFY ADDITIONAL MEASURABLE GOALS THE FOLLOWING WORK GROUPS HAVE BEEN ESTABLISHED:

WORK GROUPS FOR 2009

- Leverage Community Partnerships
- Develop Volunteer Base
- Advocate For and Support Communication Technology
- Improve Chamber Performance
- Promote Tourism
- Develop Park Rapids Area Brand
- Unite our membership
- Work Collaboratively to Grow and Retain Business