

“Chamber 2017: My Chamber ... A Real Value”

INTRODUCTION

“Chamber 2017: My Chamber ... A Real Value” is the strategic plan that will guide our Clear Lake Area Chamber of Commerce during the next five years as we strive to provide real value to our members and our community in the nine cities and portions of two counties around Clear Lake.

BACKGROUND

“Chamber 2012” launched our Chamber on a journey of restoration and revitalization that culminated in an historic celebration of 50 years of accomplishment and contribution. ***“Chamber 2017: My Chamber ... A Real Value”*** builds on that record of success and reinforces a strong sense of ownership and worth for the Chamber among our diverse and vibrant membership.

It also benefits greatly from a process of engaged dialogue with member stakeholders and community partners. Those conversations shaped perspectives, illuminated opportunities, sparked innovative ideas, and defined a path forward. New voices and ideas energized our deliberations and our enthusiasm to tackle the challenges and leverage the tremendous potential for our community’s future.

That potential is already seen in the expansion of activities at Ellington Airport, the move to international air travel from Hobby Airport, and preparations at the Port of Houston to realize the benefits of growth from the Panama Canal. NASA’s Johnson Space Center and its role in advancing the cause of human space exploration has stabilized, while Houston’s petrochemical business is growing and our community’s medical/health care sector is bringing jobs, opportunity and enhanced quality of life. Our #1 challenge for the future is to protect the standard of educational excellence our community has always enjoyed and values for our youth and generations to come.

VISION AND MISSION

“Chamber 2017: My Chamber ... A Real Value” introduces a slightly modified set of Vision and Mission statements that clearly describe and reinforce fundamental aspirations and purposes of our Chamber.

The Vision of the Clear Lake Area Chamber of Commerce is:

A dynamic business organization leading a prosperous and vibrant community.

The Mission of the Clear Lake Area Chamber of Commerce is:

To promote business growth, educational excellence and community partnerships while fostering overall vitality and quality of life in Clear Lake Bay Area Houston.

STRATEGIC FOCUS

"Chamber 2017: My Chamber ... A Real Value" includes a set of core strategic focus areas that align to our Vision and Mission and are integrated into our annual Program of Work operating plans. These are:

- **Internal Focus Areas**

- **Membership:** Provide continued value to our members, while promoting a heightened sense of ownership and pride among our members that enhances recruitment and retention.
- **Leadership:** Institute a formal leadership program for Young Professionals; provide development opportunities for our Board and Chamber staff; and organize outstanding workshops to maximize member talent and grow future leaders.
- **Technology:** Incorporate technology advances to communicate with members, ensure effective day-to-day operations, and establish the Chamber as a total resource hub for the community.
- **Finances:** Serve as a good steward of member investment and grow financial resources needed to fully realize our Vision and Mission.

- **External Focus Areas**

- **Business Growth:** Support our member businesses with a wide range of network/relationship development, marketing and promotion opportunities.
- **Educational Excellence:** Work with our members and community partners for the benefit of our youth and future generations in recognition that educational excellence is the bedrock of any prosperous community.
- **Public Policy Engagement:** Strengthen relationships with elected officials and pursue opportunities to advocate for our member and community economic development objectives, especially with regard to education, healthcare, space exploration, job promotion, business investment and transportation.
- **Resource Hub:** Become a central resource hub – not merely to our members, but to the community as a whole – for information ranging from services to products, to special events, tourism, space and government.
- **Community Partnerships:** Grow our alliances and coordinated efforts with community leaders and organizations that bring their own unique strengths to the accomplishment of shared objectives.
- **Quality of Life:** Play a leading role and contribute richly to an abundant life for all, working with our members and community partners, to ensure Clear Lake Bay Area Houston remains the best place to work and the best place to live!

CONCLUSION

“Chamber 2017: My Chamber ... A Real Value” provides the needed direction and clarity to ensure our collective success and prosperity. That success will be measured by growth of our membership, the health of our economy, the quality of our education system and community life, the reputation of our Chamber for leadership and integrity, and the effective implementation of our annual Program of Work consistent with our core focus areas.

The leadership of the Clear Lake Area Chamber of Commerce is confident and proud to be joining with every member of our great organization as we navigate the path ahead looking forward to the next five years and beyond.