



Strategic Plan 2023-2025

Vision

Respected innovative community leader and business advocate.

Mission

To sustain and grow the local economy via services for member businesses and the community through advocacy, networking, business resources, publications, special projects and education.

Values We Live By

- Leadership – A balanced and courageous approach
- Integrity – Trustworthy and honest interactions with all
- Service- Commitment to serve the business community with excellence
- Stewardship – Support the community, economy and environment in a responsible manner
- Pride – Champion of Big Bear and the Chamber

Core Competencies

Resource Hub

Advocate

Connector

Communicator

Catalyst for Economic Growth

Convenor

Strategic Imperatives

SUPPORT WORKFORCE DEVELOPMENT

Convene and connect partners to support the development of workforce training and workforce housing solutions.

Projects

- Launch Retiree-Business Job Candidate Match program – 2023
- Convene business and academic leaders to explore workforce development challenges and solutions – 2023
 - Launch strategies to address findings which may include hospitality training, soft skills training and other work-based Learning components 2024 - 2025

INFLUENCE COMMUNITY LEADERSHIP

On behalf of the business community the Chamber will advocate for business interests and foster the development of future community leaders.

Projects

- Consistent communications with local government officials – 2023 ongoing
- Host candidate forum for local governing boards - 2024
- Launch “Leadership Big Bear” to identify and develop future community leaders – 2025
- Develop a Government Affairs Committee (expansion of RTAC) - 2023
- Identify and take positions on proposed local legislation that would be beneficial or detrimental to business 2024 - 2025

CONNECT MEMBERS AND PROVIDE INFORMATION & RESOURCES

The Chamber will connect members, the community and potential customers, serving as a “go to” resource for accurate information on government affairs, economic and community progress, and local business development, growth and sustainability.

Projects

- Provide information on local government, and, opportunities to engage with leadership 2023
 - Ex. Newsletter Reporting, Annual Local Government/Business Leaders’ Summit
- Increase activity on social media, local media, and website update - 2023
- Align all events and activities to be Mission driven – 2023 ongoing
 - Ex. Themed mixers, Lunch & Learns, Excellence in Business Awards
- Develop Business Resource Kit - 2024

LEAD BALANCED ECONOMIC DEVELOPMENT

The Chamber will collaborate with the City of Big Bear Lake and related economic development groups on projects and goals to create balanced economic development and growth.

Projects

- Develop Street Fair events for Moonridge business corridor - 2023
- Attend City’s Economic Development Advisory Committee meetings and provide input on business’ needs - 2023
- Conduct a community-wide business survey - 2023