

# DRAFT

## Lemoore Chamber of Commerce 2009 Goals

1. Build a Strong Local Economy
  - Encourage all local public & private decision makers to use local contractors / create a list of contractors who are Chamber members / use Chamber Member Contractor List as a membership benefit and an incentive to join the Chamber.
  - Encourage local point of sale for out-of-town companies doing business in Lemoore
  - Encourage stays at local hotels by contractors and their crews
  - Encourage Kings County Ag Tourism in concert with the Farm Bureau and other interested organizations
2. Market the Chamber of Commerce and Its Members
  - Market Lemoore to NAS through the Golden Eagle – Request a Permanent Column or Box for Community Events  
Review NAS relocation packets – make sure that Community Guide is included and any other pertinent information
  - Use “My Space” and or “Face Book” - have a business that uses either or both of these to provide a training and testimonial
  - Get the “Meet Our Members” program incorporated into our Chamber website.
  - Incorporate “Shop Local” in all Chamber marketing
  - Market Lemoore to travelers: billboard(s); flyers at key locations; target marketing at special events
  - Listing of available commercial properties (lease & purchase)
  - Business support of community needs, ie: Presents on Patrol, Toys for Tots, Coats for Kids - % Give-Aways from Local Businesses
  - Promote Student Skills through mentoring program with businesses (B.E.T. Program)
  - Business Retention Help Line & Solution Network
3. Providing Networking & Business Development Opportunities
  - Develop a training program that is scheduled, published and open to all businesses (and the public) - solicit members for topics – market the training program in the kiosks, on the Chamber’s website, in Chamber newsletter, and all local newspapers
  - Develop a “Business Resource Directory” on the Chamber Website with links to all providers/Work with providers to improve their site information: City, Kings EDC, SBA, SCORE, SBDC, CVBI, EDD, etc.
  - Recruit 5 additional SCORE counselors
  - Improve communication with all members via technology, ie. Categorized e-mail Membership Groups

- Evaluate success of kiosks, and if warranted, lobby for more
4. Increase political awareness and opportunities to represent the interests of business to government
- Seek out a liaison at the City, County, Assembly, Senate and Congressional Level
  - Utilize the services of the Cal Chamber
  - Establish a Political Action Group (Chamber Board members and/or other individuals) to advocate for business and agriculture interests