

FERRIDAY CHAMBER OF COMMERCE

MISSION, GOALS & STRATEGIES

FOR

2007 – 2010

CHAMBER MISSION---Create and sustain an economic climate that enhances the growth, prosperity and quality of life for all who live and work in Ferriday and the surrounding community.

GOAL #1---Value and Service to Members

Provide highly valued, targeted services, events and programs that members consider as essential elements of their success.

Strategies: Membership Attraction and Retention of Current Members

Utilize available market data and the expertise of our members to develop and provide no cost or low cost, high impact and member-focused programs.

Establish the Chamber as the leading and most credible voice in matters involving the Ferriday business community, as well as improve outreach to our membership through targeted, timely and topically significant communication, including newspapers, radio, newsletter and website.

Lead the business community in shaping and influencing public policy at all levels of government in support of business and job growth.

GOAL #2---Economic Development

Promote a vibrant, diverse and sustainable economy.

Strategies: Business Attraction and Expansion

Create and implement a business attraction, retention and expansion strategy which targets businesses naturally aligned with our region's strengths and assets.

Be entrepreneur-friendly by identifying and maintaining a database of financial resources from all known sources and by maintaining strong connections to local, regional and national policymakers.

Research new, innovative ways to bring awareness of Ferriday and Concordia Parish's being premier convention and visitor destinations as recognition that tourism and related activities are vital components of our region's economy.

Work with the Ferriday Downtown Revitalization Foundation and other area partners to create a vibrant, diverse downtown that promotes residential and business growth and creates an environment rich in culture, education and entertainment.

GOAL #3---Image of Ferriday

Working in collaboration with our community partners, develop, communicate and market a positive and progressive image of Ferriday that identifies and promotes our many assets, strengths and attractions.

Strategies: Create and Promote a Positive Image of Ferriday

Develop and market a recognizable image of Ferriday that is complementary to the region and emphasizes our economic and cultural uniqueness.

Participate in aggressive public relations and marketing activities designed to increase national and international visibility of Ferriday.

GOAL #4---High Performance Organization

Continue to build a high performance organization that is capable of achieving the mission, strategies and goals of this Chamber.

Strategies: Increase Revenue and Member Involvement

Meet growing financial needs of the Chamber by increasing, strengthening and diversifying revenue sources, such as website advertisements and fund raising activities.

Utilize the stature, talent and expertise of our Chamber membership and all affiliates to increase our overall organizational effectiveness.