

Walnut Creek Chamber of Commerce & Visitors Bureau

2022—2025 Strategic Plan



OUR STRATEGIC ANCHORS

OUR VISION: As a regional economic force, Walnut Creek is becoming the most inclusive and vibrant city for innovation and entrepreneurship.

OUR MISSION: The Walnut Creek Chamber of Commerce & Visitors Bureau attracts, supports and grows business in the Walnut Creek region through advocacy, and inclusive economic and business development.

OUR UNIQUE VALUE: The Walnut Creek Chamber of Commerce & Visitors Bureau is the only business organization that represents the full spectrum of the economy.

OUR BRAND INTENTION

Inclusive | Independent | Prevailing | Vibrant

OUR CORE VALUES

Accountability

Community Collaboration

Visionary Leadership Making Difference

We rise above competing interests and embrace collaboration to create greater economic prosperity for all.

Diversity & Inclusion

OUR STRATEGIC IMPERATIVES

- **Increase the visibility and influence of the Chamber.**
- **Create an environment where Walnut Creek businesses can thrive.**
- **Create partnerships to help attract innovative businesses to this region.**
- **Create world class innovation hubs in the region**

2022—2025 STRATEGIC AREAS OF FOCUS

- Increase the visibility and influence of the Chamber**
- Create an environment where Walnut Creek businesses can thrive.**
- Create partnerships to help attract innovative businesses to this region**
- Create world class innovation hubs in the region**

2022—2025 KEY OBJECTIVES

- Focus on an outreach strategy that is relatable, relevant and builds deeper relationships with business and community.
- Build on previous successes of the Chamber.
- Create stronger relationships with business & community organizations
- Be the “go to” public voice for business.
- Sponsor East Bay Jobs PAC
- Double the number of connections with all social media accounts.
- Evaluate current programs for relevance.
- Convene business leaders to discover the barriers to job creation.
- Create a policy platform whereby the chamber becomes the “to go” business association for advocacy.
- Work with SCORE team to develop a guide for starting and supporting business.
- Work with collaborating organizations to identify ways to recruit talent to the region.
- Work with partner organizations to advocate for workforce housing and flexible zoning.
- Reach out to business organizations in the region and discuss areas for collaboration.
- Work with the City of Walnut Creek and partnership organizations to determine the business clusters most appropriate to attract in our region.
- Convene business and higher education organizations to discover high demand workforce skillsets.
- Work with collaborating organizations to sponsor a Technology Conference
- Transform Downtown to accommodate new innovative companies (flexible zoning)
- Deeper collaboration with higher education and research institutions
- Attract, support and grow innovative businesses in the region
- Work with Shadelands PBID to brand the region as an innovation park and advocate for flexible zoning.
- Consider options to streamline the permit process for innovative growth companies.

2022—2025 KEY INITIATIVES

- Improve marketing and digital communication pieces to reflect chamber’s current key objectives.
- Reach out to partner organizations and embrace collaboration
- Leverage the collective and individual influence of the Board.
- Create a strong presence and relationship with City Council, City Staff and regional elected officials.
- Utilize social media, video and other technologies to inform the broader community about the Chamber
- Utilize survey tools to discover issues that adversely impact business.
- Lead an advocacy effort to reduce the time to permit.
- Work with partner organizations to develop a sustainable workforce development strategy.
- Convene the Economic Development Working Group to implement policy platform.
- Provide more opportunities for SCORE to promote its role in business counseling and start-up support.
- Reach out to business clusters that represent innovative growth industries to determine basic needs.
- Consider role of the Chamber working with higher education leaders in our region.
- Continue to engage with Diablo Valley Technology Initiative (DVTI) to support needs in advanced technology, drone firms and the life science & food technology firms.
- Collaborate with DVC on Business Beyond the Classroom program.
- Work with property owners that are candidate projects for repealing and replacing Measure A.
- Evaluate what other communities are doing to attract innovative growth companies.
- Review general plan, consultant reports and infrastructure studies to prepare our region for innovation hubs.

BOLD BOX

Amend Measure A for Downtown

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One Stop Business Resource

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Technology Conference

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Flexible zoning overlays