Economic Development for the Chamber Professional
CCCE 2015

Understanding Chambers
Discussion Topics
- What are the Roles of the Chamber in Operations
- Role in Community & Economic Development

The roles of a Chamber of Commerce –
- Engage in projects that have a positive economic impact on the community you serve or...on the members of the chamber.
- Align people and community resources to get things done for the benefit of the community and Chamber members.
Understanding Chambers:

ROLES OF THE CHAMBER

- Represent the interest of the positions of the business community to encourage sound government, orderly economic development, strong economy, and better quality of life.
- Business people and professionals who have voluntarily come together to promote and protect the commercial interests in a specific geographic area.
- Brokers of power, people, and information.
Understanding Chambers
“The Funnel”

Arthur A. Roberts - Volunteer Association Services

Understanding Chambers
The Inverted Pyramid

Arthur A. Roberts - Volunteer Association Services

Understanding Chambers
3 Levels of Chamber Activity

Level 1
➢ Projects that meet your mission

Level 2
➢ Raising $ for your organization

Level 3
➢ Stuff
Understanding Chambers: Roles of a Chamber

Level 1 Roles
- Advocacy & Governmental Affairs
- Community & Economic Development
- Leadership Development
- Change Agent

Understanding Chambers: Advocacy & Governmental Affairs

Big Picture Goal of Advocacy:
Position your chamber as the leading voice in your community serving as the common critical link between the business community, government, and the public at large advocating for what is important for our businesses, community, state, and nation.

Understanding Chambers: Advocacy and Governmental Affairs

Why is Governmental Affairs important?
- Provides significant value to our members
- Business climate and bottom line for members
- Improve overall community
- Provides members access to policy makers
- Educates members on public policy issues
- Networking opportunities for members
Understanding Chambers:
Advocacy & Governmental Affairs

In Particular:
- Know your elected officials – school, city, county, state, federal
- Add them to your mail and email lists
- Invite them to tours, ribbon-cuttings, & meetings
- Have them as guest speakers and attend their forums
- Schedule one-on-one meetings and group visits as open meetings laws allow
- Chamber visits to capitol, city hall, or courthouse
- Host events and forums for issue discussion

If you don’t tell them who will?

Understanding Chambers
Community & Economic Development

Economic Development - A coordinated strategic effort to grow an area's economy
- Increased business investment
- Creation of jobs
- Expanded tax base
- Increased community prosperity

“There is not a firm or individual who lives, works, or does business in the XYZ area that does not gain or lose in a very tangible way with the rise and fall of this community’s economy.”
Understanding Chambers:
Community & Economic Development

Economic Development Components
✓ Business Attraction & Recruitment
✓ Business Retention & Expansion (BRE)
✓ Small Business Development
✓ Workforce Development
✓ Total Community Development

Business Attraction & Recruitment
✓ High Profile
✓ Very Competitive
✓ Glamorous part of Economic Development
✓ Focused on bringing new jobs and capital investment
✓ Look at the community from the eyes of the prospect
  ✓ Sites – Greenfield, existing buildings, developed, undeveloped
  ✓ Infrastructure – transportation, utilities, info tech, etc.
  ✓ Workforce – skills available, education and training opportunities

Business Retention and Expansion (BRE)
✓ Help existing employers stay in community and grow
  ✓ Recognizes value and growth potential to the community
  ✓ Commitment to connection to resources and services
  ✓ Opens dialogue with employers
  ✓ Troubleshoot employer problems
  ✓ Involves a lot of personal meetings and follow-up
  ✓ Communicates their value to the economy
  ✓ Form of economic gardening – 80% rule
“Dance with Them That Brung You” – Darrell Royal
### Understanding Chambers: Community & Economic Development

#### Small Business Development
- Where most of your members are
- Where the help is needed the most
- Good bang for the buck
- Has excellent local appeal
- Best chance for growth potential
- Prospect are known quantities

#### Workforce Development
- One of the top factor in locations
- Those that solve this problem will be the winners
- Align with employers needs
- Major link between education and business
- One of best incentives that can be provided
- Something Chamber can do something about

### Understanding Chambers: Community & Economic Development

#### Total Community Development
- Components of Total Community Development – Social, Political, Natural, Economic
- Tangible or Uncontrollable factors that drive decisions are access to markets, resources, labor.
- Intangible or controllable factors that drive decisions are community attitude, research & planning, sites & buildings, and financing.

**Video:**
- Roy Williams, President & CEO
- Greater Oklahoma City Chamber
- Native of LaGrange, Texas.
Understanding Chambers: Leadership Development

Issues that make a difference attract leaders that make a difference
- Commitment
- Courageous
- Big Thinkers – Strategic
- Risk Takers
- Decision Makers
- Positive & Hopeful
- Accept and Use Power Wisely
- Ethical

Understanding Chambers: Leadership Development

Lessons from the Geese
- “V” formation
- Lifting power of those leading
- Take turns sharing leadership
- Encourage leaders
- Stand by each other
- Creative thinking helps solve problems

Geese are birds that depend on their communities for survival. Our communities depend on the leadership from chambers for survival.

Understanding Chambers

“A timid chamber will get timid results, and no one will thank you for the effort. A bold chamber will get bold results, and will be a part of building our communities for the 21st century.”
“You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand.”

- Woodrow Wilson