As the voice of business, the Chamber will promote economic growth and quality of life.
The East St. Tammany Chamber of Commerce, Inc. advances the general welfare and prosperity of the region so its citizens and business community shall prosper.

**BOARD MISSION:**
The East St. Tammany Chamber of Commerce, Inc. will leverage the Five Star U.S. Chamber Accreditation Process to advance the general welfare and prosperity of the region.

**Goals**
- **Program Development/Communication:** Provide relevant value added benefits and programs through superior customer service to members through affinity programs, workforce training, information delivery, insurance and discount programs, networking, branding and image and leadership development.
- **Finance & Creditability:** Implement new types of revenue to establish a positive cash flow and avoid fixed costs and fixed income. Establish market penetration of 50% and diversify membership profiles. Retain membership retention of 85%, which is above national average.
- **Grassroots Government Affairs:** Be the leading force and voice for business through advocacy initiatives that will transform our community and region.
- **Human Resources and Governance:** Enhance the Chamber’s Human Resource capital with staff and volunteers. Provide accountability for affiliate groups.
- **Facility/Technology:** Provide adequate facilities and tools for the staff, board and members to conduct business.

**Strategic Objectives**
- **Program Development/Communication:** Provide relevant value added benefits and programs while partnering with local government and Economic Development District to retain and recruit business and industry through: affinity programs, workforce training, information delivery, insurance and discounts programs, networking, branding, and leadership development.

**Goals/Strategies:**
- **Affinity Programs:** Target $2,000.00 of income per year.
- **Ambassador Program:** Achieve 100 member visits per year and 25 new members per year.
- **Workforce/Business Training:** Provide at least 12 training events per year.
- **Deploy communication plan for: media, branding, image, investor benefits, information delivery, networking over 100 times per year.
- **EYP - Emerging Young Professionals:** Increase membership by 10 members per year.
- **Member Benefits:** Continually reassess value of member benefits offerings and create 2 new benefits per year.
Grassroots Government Affairs. Be the leading force and voice for business through advocacy initiatives that will transform our community and region.

Goals/Strategies:
1. Maintain membership presence in Baton Rouge via membership with NLA and leveraging our relationships with legislatures.
2. Organize grassroots advocacies as required “tell your legislator” campaigns to support members interest.
3. Maintain presence and participation in city, parish and statewide political organizations at public meetings to advocate business issues and initiatives.
4. Strengthen relationships with regional chambers and business advocacy groups. Participate in collaborative projects annually.
5. Support PAC concept, engaging a political liaison when needed to reach key legislators.
6. Maintain electronic communications to keep members advised on key legislative issues.
7. To hold candidate forums/interviews to educate our membership.
8. To hold at least ten (10) Grassroot meetings per year to host public officials and discuss policy issues.

Finance & Creditability.
1. Increase revenue 4-5% per year over the next five years. Projected revenue to be $600,000 in 2016.
2. Revenue split to be 60% Non Dues/40% Dues.
3. Net Income to be maintained at break even or better.
4. Membership retention of 85%.
5. Obtain 50% market share of businesses in East St. Tammany by 2016.

Goals/Strategies:
1. Continue to monitor ROI of events yearly with positive overall non-dues revenue gains.
2. Increase services to review:
   a. Affinity Programs
   b. Insurance
   c. Rental/Events
   d. Consulting
   e. Tech Smart

Goal – Human Resources and Governance. Enhance the Chamber’s Human Resource capital with new and improved benefit and relationship with the affiliate groups.

Goals/Strategies:
1. Annual assessment of staff benefits, including CEO package.
2. Serve as a valued ally of area businesses to affiliate group partnerships:
   a. Leadership Northshore
   b. Northshore Development District
   c. Keep Slidell Beautiful
   d. Northshore Harbor Center
   e. St. Tammany West Chamber of Commerce
   f. Northshore Legislative Alliance
   g. Northshore Women’s Alliance
   h. Cultural Economy Coalition
   i. Lacombe Chamber of Commerce
   j. City of Pearl River
   k. Mississippi Gulf Coast/Partners of Stennis
   l. Greater New Orleans, Inc.
   m. Friends of Olde Towne Slidell
   n. Slidell Economic Development Alliance
   o. Slidell Transportation Hub
Strategic Objectives

**Facility/Technology.** Provide adequate facilities and tools for the staff, board and members to conduct business.

**Goals/Strategies:**
- Evaluate via a formal committee the opportunity to relocate the Chamber.
- Perform a yearly review of Chamber Technology and work tools.

Benefits of Reaching Stated Goals and Objectives

- Being recognized as the voice of business.
- Serving as a resource and valued ally of area businesses and other chamber entities.
- Contributing to the sustainment of positive economic growth.
- Developing collaborative measures with other stakeholders both internally and externally.
- Promoting a planned growth environment for the parish.
- Providing an example of professionalism and product to our membership to help them prosper.