



**ANAHEIM CHAMBER  
OF COMMERCE**

# 2025 STRATEGIC PLAN

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The Anaheim Chamber of Commerce is one of the most dynamic business organizations, representing and advocating for Anaheim businesses.

The Chamber creates opportunities for business owners, growing companies, and established corporations alike to prosper.

We encourage community involvement and foster economic growth.

Together, we can make Anaheim an even better place for our businesses, residents, and visitors.

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# MISSION STATEMENT

“To be the connector and voice for business in creating economic prosperity for the greater Anaheim area.”



Section I

# ECONOMIC DEVELOPMENT

## SECTION I

# ECONOMIC DEVELOPMENT

## Economic Development Initiatives

### PURPOSE

Encourage a business-friendly environment conducive to commerce in Anaheim by implementing programs which serve to create a strong local economy and developed workforce.

### OBJECTIVE

- Due to rapid growth in Anaheim and its surrounding communities, infrastructure reform must occur with proper planning, streamlining, and funding in order to facilitate business success and growth.
- Anaheim's jobs, communities, and economy depend on the efficient transportation of people, goods and services.
- The need for housing stock at all pricing levels is key to Anaheim's economy, as an increase in housing stock will help to relieve the demand for homes for Anaheim's workforce and continue to assist in the stabilization of current home prices.
- In order to develop a flourishing business community, ethical leadership must be encouraged by promoting business leadership standards and role models.
- Promoting the unique tourism industry in the City of Anaheim is necessary to promote business development, increase visits to the area and increase local economic activity.
- Help retain and grow Anaheim's businesses in order to ensure a thriving economy and workforce.
- Greater, broader industry organization and communication in order to strengthen the economy of the City of Anaheim and drive economic development activities.

### OUTCOMES

- Data tracking, study and aggregation
- Strong Anaheim industries including tourism, manufacturing, retail, health care, and others.
- Strengthen Anaheim Workforce in partnership with the Anaheim Business Community.
- Partner with City of Anaheim leadership and policy makers to understand infrastructure and policy decisions and how they will impact the Anaheim Business Community
- Communication tools to share Economic Development knowledge with the business community

## SECTION I

# ECONOMIC DEVELOPMENT

## Growing Commerce and Industry

### PURPOSE

Support the growth of commerce and industry in Anaheim and Orange County, including manufacturing, health care, restaurants, retail, tourism, sports, and entertainment.

### OBJECTIVE

- Through integrated marketing channels such as digital and social media, promote the Anaheim business community.
- Maintain and develop opportunities for existing and prospective Anaheim businesses.
- Promote Anaheim to industry leaders throughout the country and the world.
- Keep Anaheim businesses informed of relevant legislation.

### OUTCOMES

- The Chamber will monitor and regularly report on Federal, State, Regional, and Local public policy issues and news of interest and importance to the Anaheim business community.
- The Chamber will conduct public affairs activities on regional and local issues in support of the Anaheim business community.
- The Chamber will conduct policy research and development on issues of importance to the Anaheim business community.
- Conduct community outreach and awareness activities on behalf of the Anaheim business community to show the broader Anaheim community the value of Anaheim's businesses.
- Coordinate and promote better connections and alignment across the broader business community in Anaheim and Orange County.
- Partnerships in broader economic development activities in Anaheim.



Section II

# COMMUNICATIONS



## SECTION II

# COMMUNICATIONS

## Local / Regional Media

### PURPOSE

Keep the local and regional business community, as well as the general public, aware of current business and economic issues and positions of the Anaheim Chamber of Commerce.

### OBJECTIVE

- To provide and promote the following:
  - Information on current economic development issues and their impact on business.
  - Information and positions on legislative and regulatory issues.
  - Business development opportunities in Anaheim.
  - Anaheim Chamber of Commerce events.

### OUTCOMES

- Press releases issued for major events encouraging reporters to attend and cover the event.
- Op-eds on issues affecting business community.

## SECTION II

# COMMUNICATIONS

## AnaheimChamber.org

### PURPOSE

Provide information to current and prospective businesses, residents and visitors about the Chamber and its members, as well as promote Anaheim and the business community.

### OBJECTIVE

- Increase accessibility to information.
- Create additional promotional opportunities for Chamber members.
- Make available professional business development resources for members and nonmembers.
- Provide professional referral sources for members, nonmembers, and visitors to Anaheim.
- Promote and brand Anaheim.
- Provide topical information to members relevant to their business needs.

### OUTCOMES

- Maintain and enhance current user-friendly site.
- Update and built out member profiles.
- Improve member online traffic and online member tools & analytics.
- Web promotions such as member savings and job search engines.

## SECTION II

# COMMUNICATIONS

## This Week In Anaheim

### PURPOSE

Keep members and prospective members informed of topical news and events while encouraging networking through a weekly electronic update of the Chamber's and other local organizations' events and services.

### OBJECTIVE

- Increase information sharing.
- Marketing opportunities for members.
- Promote business development opportunities offered by the Chamber.
- Identify business development opportunities offered by other organizations.
- Promote City of Anaheim economic development related news and opportunities.
- Welcome new members.
- Increase circulation..

### OUTCOMES

- Electronically distribute a minimum of 50 issues.
- 3 to 5 articles per week on legislative, business development, membership, and community news.
- Increase and maintain a circulation of 10,000 contacts.
- Marketing opportunities increased.
- Maintain elements of This Week in Anaheim to best highlight events and membership news.

## SECTION II

# COMMUNICATIONS

## Social Media

### PURPOSE

Keep members, prospective members, and the community informed through updates about the Chamber, Chamber events, and Chamber programs in the community.

### OBJECTIVE

- Strategically increase followers and fans of geographically and demographically desirable individuals and companies for Facebook, LinkedIn, Instagram and X (formerly Twitter) social media profiles.
- Increase website traffic with links.
- Stimulate positive online conversation.
- Promote and supports events.
- Promote the Anaheim brand.
- Promote member events, news and programs affecting employers and the greater Anaheim community.
- Promote business development opportunities offered by the Chamber.
- Support business development opportunities offered by other organizations.
- Introduce the community to new Chamber members.
- Celebrate ribbon cuttings.

### OUTCOMES

- Post multiple updates per week on social media pages.
- Utilize partnership with Visit Anaheim, City of Anaheim, Anaheim businesses, and regional partners to increase followers and promote Anaheim.
- Attract new followers and fans through social media advertising targeting geographically and demographically desirable individuals and businesses.

## SECTION II

# COMMUNICATIONS

## Advertising

### PURPOSE

To provide promotional opportunities for Anaheim Chamber members and partners, through various forms of media.

### OBJECTIVE

- Promote local businesses through various media sources.
- Increase website/media traffic.
- Promote business development opportunities offered by the Chamber.
- Support business development opportunities offered by other organizations.

### OUTCOMES

- Provide promotional advertising avenues for existing businesses and prospective businesses.
- Discover more partnerships and opportunities for exposure.



Section III

# MEMBERSHIP

## SECTION III

# MEMBERSHIP

## Membership Base

### PURPOSE

Grow a healthy membership base which represents a cross section of Anaheim businesses in order to encourage economic growth through member services and to identify business leaders in the community.

### OBJECTIVE

- Maintain a healthy membership base.
- Grow membership among Anaheim's existing and new businesses.
- Support and engage long term members.
- Provide and encourage existing members and future members with Chamber services.

### OUTCOMES

- Measured retention plan to maintain existing members through annual renewals.
- Measured recruitment plan for former and prospective members to join the Chamber.
- Annual metric-based retention plan based on businesses classified as small, mid and large.
- Annual metric-based recruitment plan and projections based on businesses classified as small, mid and large.

## SECTION III

# MEMBERSHIP

## Monthly Membership Events

### PURPOSE

Create networking and business development opportunities.

### OBJECTIVE

- Provide the following:
  - Opportunity for networking and leads exchange.
  - Share valuable business and personal development information.
  - Connect attendees representatives from other organizations and businesses.
  - Business development resources.
  - Opportunities for attendees to promote and brand their product/company.
  - Opportunities to network with chamber leadership, public officials, and other Networking Groups.

### OUTCOMES

- Good Morning Anaheim
- Leads Lunch
- Networking Mixers



Section IV  
**LEGISLATIVE**

## SECTION IV

# LEGISLATIVE

## Legislative Tracking

### PURPOSE

Monitor legislation and policy to take action on priority legislative and public affairs issues.

### OBJECTIVE

- Communicate to Chamber members, related organizations, and the general public about legislative, policy, and regulatory issues.
- Inform public officials of priorities.
- Collaborate with the U.S. Chamber, CalChamber, OCBC, and other organizations to protect Anaheim businesses.
- Support policies that help business and oppose policies that harm business.
- Encourage involvement of the Chamber membership in legislative and policy issues relevant to their business.

### OUTCOMES

- Provide letters to legislative offices regarding pending legislation.
- Join coalition letters on legislative, policy, and regulatory matters.
- Support grant applications by regional and local agencies seeking federal and state grants.
- Communicate to government officials regarding the impact of legislative, policy, and regulatory actions upon the Anaheim business community.

Section V  
**EVENTS**

## SECTION V

# EVENTS

## Signature Events

### PURPOSE

Create networking and business development opportunities.

### OBJECTIVE

- Create business development opportunities for a variety of Anaheim's businesses.
- Opportunities for businesses to meet City officials and other business owners/employees.
- Connect Anaheim and Orange County's employers with local job seekers, in partnership with regional workforce leaders.

# THANK YOU

Thank you for your continued support of the Anaheim Chamber of Commerce. We look forward to working with you on future Chamber initiatives and events.