



MOORE
CHAMBER of COMMERCE
Strategic Plan
2022-2025

We are pleased to present our three year strategic plan for the Moore Chamber. We do not take the work of our chamber and the planning of our future lightly. We encourage businesses to think, plan, execute and measure the work they do, and we hold ourselves to those same standards.

Our Strategic Plan renews our commitment to provide an excellent standard of service and programs designed to continuously meet the needs of our members.

This new plan is the culmination of work done by our members and community leaders over seven planning sessions during in the fall of 2021. We have since compiled the data and engaged in thought and discussion. As a result, we were able to identify key areas that needed improvement. This gave us focus and direction. This is a living document focused on innovative ideas and acceptance of changing with the times.

Our three areas of focus for 2022-2025 will be Promote, Connect and Advocate with a underpinning priority on Organizational Excellence. These are our roadmap for the coming years and we encourage you to read more about them in the plan. We will only be successful with your help, as our valued members, partners and collaborators.

As my dad always said, "Plan your work and work your plan. No excuses."



Kim Brown, IOM
President and CEO, Moore Chamber of Commerce

Board of Directors



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Bancfirst



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Jeff Arvin
FNB Community Bank



Incoming Chair
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First United Bank



John Ireland
John M. Ireland &
Son Funeral Home
& Chapel



Jan Moran
A T & T



Brian Mullins
Rose Rock Realty/1907
Investments



Carolie Rozell
McPhaul Rozell Law, PLLC



Jake Shockley
Physical Therapy Central
of Moore



Monty Strickland
Realty Experts



Paul Urquhart
Earlywine YMCA



Brianna Wall
Oklahoma Electric
Cooperative



Gareth Williams
Armstrong Bank

Ex-Officio

Dr. Tim Eaton, Chancellor
Randall University

Dr. Joe Ely, Director of Business & Industry Services
Moore Norman Technology Center

Brooks Mitchell, City Manager
City of Moore

Dr. Robert Romines, Superintendent
Moore Public Schools

Darry Stacy
Cleveland County Board of Commissioners

Dr. Jeremy Thomas, Provost
Oklahoma City Community College

Chamber Staff



Kelly Arnold, APR
Director of Development &
Engagement



Carole Motley
Director of Membership



Cheryl Patterson
Operations Manager

SWOT ANALYSIS

A study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.

Strengths

- Experienced, Committed Staff
- Support of the Board of Directors
- Long-standing community credibility
- Wealth of knowledge and resources available through connections
- Clarity of direction

Weaknesses

- Inconsistency of formal feedback
- Limited event space
- Communicating the Chamber narrative
- Communicating value of membership
- Perception/Brand older doesn't look innovative

Opportunities

- Facilitating community discussions on key issues
- Leveraging relationship with Schools
- Increase member visibility
- Communication avenues
- Leadership, Entrepreneurial development

Threats

- Economic Recovery
- Establishing value and being innovative
- Seen as irrelevant and a lack of value
- Staleness of some events/same old thing
- Engaging membership to be more active



MOORE
CHAMBER of COMMERCE

MISSION

Promote, connect, and advocate for our members to strengthen the Moore business community.

VISION

To be a premier chamber of commerce that enhances the business environment for our members and the community.

CORE VALUES

Teamwork

We depend upon each other as we drive towards common goals. We are open in our communication, we respect each other's views, we strive to collaborate and seek inclusion in our planning and execution, and we have fun working together.

Dependability

We build trust by holding ourselves and each other accountable to our commitments. We are reliable individually and as a team in all that we deliver to our community.

Integrity

We always strive to do the right thing. We are honest in our communication, fair in the way we treat each other and diligent in terms of fulfilling our commitments. We are compassionate and this drives our commitment to serve others with empathy, respect and dignity.

Service

We are focused on the growth and well-being of people and the community in which we serve. We strive to build our knowledge and skill as we focus on a mission that is continually centered on the needs of all our community.

Innovation

We have a strong member focus, strategic vision, and willingness to challenge the status quo. We are creative in the way that we face challenges and the way we proactively drive superior results.

Passion

We bring a willingness to help, dedication to the job, and performance that is above the call of duty. We strive for excellence in all we do and seek to enthusiastically drive continual improvement. "Best Ever" is our standard.



GOALS



PROMOTE

Tell our members' stories, our story and that of the entire Moore business community



CONNECT

Provide our members with the networking opportunities and business resources to help them grow and succeed within the Moore business community



ADVOCATE

Be the voice of our members and have a seat at the legislative table when it comes to issues that impact the Moore business community



ORGANIZATIONAL EXCELLENCE

Ensure that we are the best association we can be for staff, members and the community.

PROMOTE

OVERALL GOAL:

Tell our members' stories, our story and that of the entire Moore business community

OBJECTIVES

- Pursue avenues to increase exposure for members
- Improve and update the website to better reflect the future of the chamber and the membership
- Develop a sustainable marketing plan for public awareness that establishes more relevance to the Chamber
- Coordinate programs and/or activities that encourage and increase doing business local
- Develop a business startup guide



CONNECT

OVERALL GOAL:

Provide our members with the networking opportunities and business resources to help them grow and succeed within the Moore business community

OBJECTIVES

- Develop new and enhance existing programs that encompass the goals of connecting members with the community and workforce
- Pursue connections with the career components of area schools and our members
- Create opportunities to match members' strengths with opportunities to serve
- Create a process for re-engaging past relationships
- Create/Expand new opportunities to keep members informed and engaged
- Continue to enhance communication programs for maximum reach and effectiveness



ADVOCATE

OVERALL GOAL:

To be the voice of our members and have a seat at the legislative table when it comes to issues that impact the Moore business community.

OBJECTIVES

- Develop a legislative agenda
- Increase public policy influence and effectiveness through collaboration and leadership
- Build and maintain strong relationships with all levels of elected officials to ensure greater opportunity for positive outcomes for the Moore area
- Collaborate with the City of Moore and other interested parties on workforce development



ORGANIZATIONAL EXCELLENCE

OVERALL GOAL:

Ensure that we are the best association we can be for staff, members and the community.

OBJECTIVES

- Connect with the membership on their level - KNOW THEIR NEEDS!
- Modernize the Chamber brand to be consistent with the new goals and objectives
- Enhance the Chamber's SEO and digital assets
- Maintain a strong governance structure
- Pursue OCCE State Accreditation
- Establish a Chamber Foundation 501(c)3
- Evaluate existing member benefits, programs and services
- Increase Retention Rate and New Member Revenue
- Improve member onboarding strategy
- Continue to develop the "one ask" sponsorship packages to maximize financial support while streamlining the process for these sponsors
- Maximize the Chamber's value to members through sound fiscal management
- Communicate accomplishments associated to the objectives set forth in this plan





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