



WALLOWA
◀ COUNTY ▶
CHAMBER OF COMMERCE

2024-27

STRATEGIC PLAN



- 01. WELCOME**
- 03. THE WHO & WHY**
- 05. STRATEGIC PRIORITIES**
- 06. GAME PLAN**

TABLE OF CONTENTS



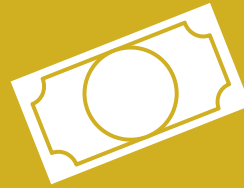
FACTS AT A GLANCE...

80%

of Chamber member's primary purpose for being a member is because they

BELIEVE

in the work the Chamber does in the community as a whole. Only 1 in 5 members identified direct benefits as their primary reason for being a Chamber member.



Buckskin Bucks ranks as the top chamber program with over 55% participation.

78% of Chamber members view the Chamber as highly credible in the community.



Economic development, business growth, and community engagement are equally important priorities.

Wallowa County, characterized by rugged natural beauty and strong community values, fosters a vision for vibrant economic vitality and sustainable growth. The Wallowa County Chamber of Commerce is proud to present our 2024–27 Strategic Plan, a roadmap crafted with passion and purpose, rooted in the voices of our diverse stakeholders and the aspirations of our dynamic region.

Over the past year, we embarked on a journey of collaboration and insight, hosting lively stakeholder sessions across Enterprise, Lostine, and Joseph. We engaged with over 75 community members, listened intently to the feedback of more than 90 dedicated chamber members through our comprehensive survey, and sought wisdom from local leaders and our esteemed Board of Directors.

This strategic plan is not just a document; it's a testament to our shared commitment to advancing economic vitality, fostering a thriving local economy, elevating tourism through a community-first approach, and fortifying the Chamber's stability and organizational excellence. It's a narrative of collaboration, innovation, and inclusivity, woven into every strategy and objective outlined herein.

WELCOME



WHO IS THE CHAMBER?

Just as important as the work we do are the values we hold while doing it. You can count on the Chamber to be true to who we are in everything we do.

WELCOMING

INNOVATIVE

APPROACHABLE

COLLABORATIVE

FUN-LOVING

PROFESSIONAL



VISION

A future where Wallowa County stands as a model of thriving economic diversity, with robust local businesses, sustainable tourism, and a vibrant community fabric that celebrates our heritage while embracing innovation.



MISSION

To empower economic vitality, local businesses, and sustainable tourism through community-first initiatives for a prosperous Wallowa County.

WHY THE CHAMBER?





01.

ADVANCE ECONOMIC VITALITY TO CREATE A THRIVING AND SUSTAINABLE BUSINESS ENVIRONMENT

02.

FOSTER A ROBUST LOCAL ECONOMY THROUGH STRATEGIC GROWTH OPPORTUNITIES

03.

ELEVATE WALLOWA COUNTY TOURISM THROUGH A COMMUNITY-FIRST APPROACH

04.

STRENGTHEN CHAMBER FINANCIAL SUSTAINABILITY AND ORGANIZATIONAL EXCELLENCE

**STRATEGIC
PRIORITIES**

PRIORITY 01: ADVANCE ECONOMIC VITALITY TO CREATE A THRIVING AND SUSTAINABLE BUSINESS ENVIRONMENT

STRATEGY I.1: FOSTER NETWORKING EXPERIENCES

- Host monthly Business Afterhours events (excluding July–August) with seasonally appropriate activities to engage Chamber members.
- Showcase new and non-brick-and-mortar members at networking events.
- Develop a guide for ribbon-cutting ceremonies to streamline communication and purpose.

STRATEGY I.2: STRENGTHEN REGIONAL SYNERGY

- Forge stronger ties with NEOEDD to support programs benefiting businesses.
- Collaborate with EOVA for effective representation of Wallowa County.
- Partner with Working Homes LLC to enhance workforce housing availability.
- Regularly attend city council and county commissioner meetings as staff and board members.
- Actively implement the Oregon Main Street Rural Regional Model in Wallowa County.

STRATEGY I.3: SUPPORT TALENT DEVELOPMENT

- Explore opportunities to expand the Student Internship Program with Wallowa County Works.
- Maintain an online jobs board and actively involve local businesses to connect with job seekers.

PRIORITY 02: FOSTER A ROBUST LOCAL ECONOMY THROUGH STRATEGIC GROWTH OPPORTUNITIES

STRATEGY 2.1: ENCOURAGE LOCAL SHOPPING

- Evaluate the Buckskin Bucks program and educate businesses on its benefits.
- Promote the Buckskin Bucks program to enhance sales to residents and businesses.
- Conduct seasonal shop local campaigns to boost resident purchases (i.e. Holiday Blitz).

STRATEGY 2.2: FACILITATE LOCAL PRODUCT ENTRY

- Research Wallowa County producer co-op feasibility.
- Highlight a monthly local producer to educate residents.
- Create a product identification trail to showcase local agriculture products.

STRATEGY 2.3: PROVIDE TECHNICAL ASSISTANCE

- Organize quarterly business development workshops.
- Research and promote grant opportunities to members quarterly.

PRIORITY 03: ELEVATE WALLOWA COUNTY TOURISM THROUGH A COMMUNITY-FIRST APPROACH

STRATEGY 3.1: DELIVER FIRST-CLASS VISITOR INFORMATION SERVICES

- Improve the visibility of information center(s) through signage and curb appeal.
- Explore managing a WCCC branded visitor information booth in Joseph.

STRATEGY 3.2: CRAFT HOLISTIC TOURISM STRATEGIES

- Create a multi-year tourism plan integrating services, marketing, and local assets.
- Utilize professional media contract(s) for engaging content to integrate local stories and stewardship messaging.
- Produce short-form lifestyle videos showcasing local stories.

STRATEGY 3.3: ENHANCE VIABILITY OF LOCAL EVENTS

- Create a volunteer recruitment platform accessible to both volunteers and organizations seeking volunteers (e.g. [volunteermatch.org](https://www.volunteermatch.org)).
- Compile a diverse list of meeting and event spaces across Wallowa County, including details such as amenities, privacy options, costs, and contact information.

PRIORITY 04: STRENGTHEN CHAMBER FINANCIAL SUSTAINABILITY AND ORGANIZATIONAL EXCELLENCE

STRATEGY 4.1: ENSURE FINANCIAL SOLVENCY AND RESOURCE MANAGEMENT

- Host board education on Tourism Lodging Tax (TLT) funding and initiate service agreement discussions with local governments.
- Review and possibly restructure Chamber membership dues for better financial stability, identify and secure additional grants, and evaluate program sponsorship needs.
- Enhance accounting and payroll processes for efficiency and accuracy, conduct an audit of professional services and subscriptions to optimize costs, and expand internship and staffing capacity to meet growing organizational demands.

STRATEGY 4.2: ENHANCE COMMUNITY CONNECTIVITY

- Develop a comprehensive communications plan for Chamber operations, including a distinctive social media presence and a captivating weekly e-newsletter.
- Host a robust events calendar on the Chamber website, exploring enhanced features for user experience.
- Encourage partners and members to actively utilize and display the events calendar to promote community engagement and event participation.

WALLOWA COUNTY ECONOMIC DATA BY EMPLOYMENT



Government Sector

24% of total employment

130% of county average annual wage

31% wage growth*



Education & Health Services

15% of total employment

88% of county average annual wage

13% wage decline*



Leisure & Hospitality

10% of total employment

54% of county average annual wage

37% wage growth*



Retail Trade

10% of total employment

72% of county average annual wage

25% wage growth*



Natural Resources & Mining

7% of total employment

103% of county average annual wage

20% wage growth*



Construction

7% of total employment

117% of county average annual wage

37% wage growth*

*Percent change over a five-year period (2016-2021)

Source: Quarterly Census of Employment and Wage (2021)





BUILT IN PARTNERSHIP WITH

UNBRIDLED
STRATEGIES

WWW.UNBRIDLEDSTRATEGIESPNW.COM