

Seward Chamber of Commerce
Strategic Plan 2005-2010 (Revised, Dec 2008)

Mission

To promote and support our members in maintaining a diversified economy and positive business and living environment in the greater Seward area.

Envisioned Future

By 2030 Seward is a great place to live, like the best of "old Alaska", and will have a thriving and diverse year round economy poised for the future.

Purpose

Economic Development

Core Values

Independent spirit

Pride

Tolerance

Tenacity

Strategic Directions

- *Ensure immediate economic opportunities receive attention in 2009:*
 - *Advocate for increased vessel presence in Seward (Commercial Fish, IMS, Samson, etc.)*
 - *Conference destination growth*
- *Develop marketing strategy and support the harbor and port facilities*
 - *Cruise ship strategy (ongoing cultivation)*
 - *Advocate for tax and business incentives to encourage new/expanded investment*
 - *Promote Seward's marine services and support to commercial fleet*
- *Advocate for and contribute to community economic development planning*
 - *Increase physical and perceived connection between downtown and harbor*
 - *Contribute to and encourage historic preservation, new development, land management (lease vs. sell) and planning and zoning decisions*
 - *Recognize and promote role of commercial marine and fishing industries*
 - *Support and encourage efforts to enhance education funding and infrastructure at all levels from preschool through postsecondary and technical training opportunities*
- *Expand and strengthen existing businesses and recruit new investment*
 - *Encourage the city government's efforts to better support economic expansion*
 - *Develop and offer business support tools and academic business courses*
 - *Support business initiatives through solid mentorship/investor programs*
 - *Promote increased technological capabilities and growth of tech-based businesses*
 - *Explore new community events and activities to increase off-season revenue*
- *Chamber maintains influence through partnerships and respect to accomplish its goals*
 - *Work closely with City of Seward to assist with budget development process*
 - *Engage in partnership and liaison activities with community organizations during 2009*
- *Build, support, and sustain a solid workforce*
 - *Build our capacity for year-round employment*
 - *Increase shoulder-season services and activities*
 - *Grow a better workforce from within*
- *Review strategies to increase revenue.*
 - *Refine sponsorship strategy in 2009*
 - *Earned income feasibility applied to revenue-generation ventures in 2009*
 - *Incorporate retail sales and dues structure*
 - *Grants strategy, as possible by 2009*
- *Sponsorship/membership (categories) at 40% of total revenue by 2010*