



**Seward Chamber of Commerce, CVB**  
**Strategic Plan 2017 – 2020**

**Purpose**

Economic Health

**Principles**

Cooperative ~ Open to Diverse Opinions ~ Friendly ~ Proud

**Envisioned Future 2030** Reasonable economic growth through friendly (organically structured government) business development climate and through affordable clean energy, adequate technology infrastructure, affordable housing, a vibrant core business district, and with educational and recreational opportunities that result in a great quality of life for all generations.

**1. Work in partnership with the City**

- Climate Change: Advocate for Renewable Energy (Solar works in Alaska!)
- Housing: Support Residential Development
- Education: Workforce Development & Education on importance of Bed Tax funds for marketing
- Community Interaction: Board members attending Council meetings to improve City Relationships
- Increase in-State Tourism: Promote Regional Awards received by Seward and investigate Tourism Investment District (TID) proposed by ATIA
- Increase Shoulder Season Visitation: Participate in FAM opportunities, promote Seward to Anchorage conferences (pre & post)

**2. Improve/Increase Organizational Effectiveness**

- Contract or work closely with an HR Firm
- Build and Retain a Solid Chamber Team: Professional Development, Appreciation
- Data Reporting to Track success: Post Event (financial) Analysis