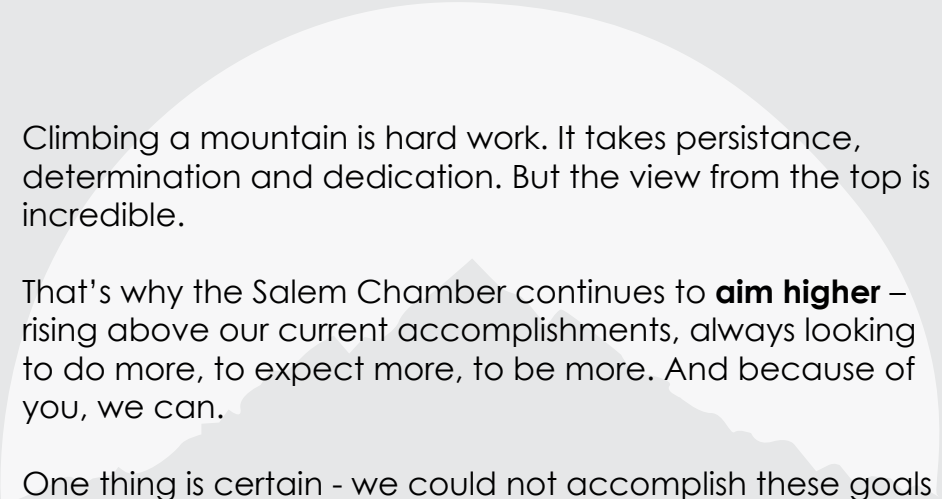




elevating business through  
advocacy, involvement and marketing

Salem Area Chamber of Commerce



Climbing a mountain is hard work. It takes persistence, determination and dedication. But the view from the top is incredible.

That's why the Salem Chamber continues to **aim higher** – rising above our current accomplishments, always looking to do more, to expect more, to be more. And because of you, we can.

One thing is certain - we could not accomplish these goals without the investment of businesses like yours. You are the reason we do this, and you are the reason we can.

**you**matter

# Salem Chamber at a glance

1,260 members

one of the largest Chambers in the state

1.4 % **growth**

**vision:** Salem will be known  
as the most business friendly  
place in Oregon

**retention: 87%**

founded in  
**1884**

160 new  
members

**70%**

of members  
employ 10  
employees  
or fewer

SALEM AREA  
**CHAMBER OF  
COMMERCE**

The Salem  
Chamber's  
**scope of  
work** revolves  
around three  
pathways:


- **advocacy**
- **involvement**
- **marketing**



**May 2014 City Council Elections** Four out of five races in which the Salem Chamber endorsed had positive outcomes. We believe the new class of Salem City Councilors will further advance the importance of growing middle class jobs and a stronger local economy for years to come.

**Over 50 members** took part in our Mobilization Team, designed to help business owners share their stories with elected officials.

**advocacy is** representing the interests of business with government so you can focus on your business, not government regulation



The **Salem River Crossing** passed all of its local governmental hurdles with unanimous decisions. The Salem Chamber has been a strong advocate for this project because of its impact on commerce and the community.

The creation of a **new career-tech center** was approved by the Salem Keizer School Board in a 5-1 vote through partnered advocacy efforts with SEDCOR and Job Growers.



**Why advocacy matters to you** Communities depend on strong economies in order to thrive. As the positive voice for business with government, the Salem Chamber has your back when it comes to making sure public policy issues have a positive impact on your business.



**The Inspire Foundation**, the new charitable arm of the Salem Chamber, successfully completed its first fiscal year. Now, The Inspire Foundation can focus on expanding the capacity and reach of its programs - Leadership Salem, Leadership Youth and Salem Area Young Professionals. These programs are key in developing our community's future leaders.

Leadership Salem and Leadership Youth both had **record-breaking years for attendance**, with 32 business people in Leadership Salem and 41 students participating in Leadership Youth.

**involvement is**

building relationships and developing leadership skills in order to better serve our businesses and community

### **Salem Area Young Professionals**

launched a rebrand and adopted a membership model. In addition, the Leadership Development Series was created. This eight-month educational series is designed to help young professionals with their professional development.

During the 2013-2014 school year, the **Ready to Learn Ready to Work** program provided over **30,000 career related learning experiences** that impacted Salem Keizer students in grades K-12.



**Why involvement matters to you** By developing leadership skills in youth and adults, we ensure that we get the right individuals serving in the community, which creates a higher quality of life where business can thrive.

### **Member Marketplace**

Over 100 unique offers have been uploaded to the Salem Chamber's new Member Marketplace system in the past year. Chamber members can upload special offers at anytime which are available to consumers throughout the community, encouraging residents to buy local.

Each member received an average of **975 impressions** on the online directory at [SalemChamber.org](http://SalemChamber.org)

**marketing is**

finding innovative ways to support local businesses and help them succeed, which boosts our economy and quality of life



1,000 **Dine in the MidValley** cards were sold, **raising \$15,000 for local non-profits**. The \$20 cards give participants discounts at area restaurants, with a portion of the proceeds from card sales going to local non-profits.

The Salem Chamber partnered with Facebook on how businesses can best use the platform. The event drew **500 members of the community**.



**Why marketing matters to you** All businesses rely on customers to keep their doors open. Attracting customers in one of the biggest challenges a business will face. The Salem Chamber works to promote local businesses, keeping our community strong.

### **Career Technical Education Center**

The Chamber continues to be a strong advocate for the importance of this project as a cornerstone of our workforce development strategy. As a result, collaborative meetings will take place throughout the coming year to support the important goal of launching construction and manufacturing career-tech programs by Fall 2015.

### **Determining the public safety needs of Salem residents**

There is clear need for an upgraded facility for Salem's Police Department. Ongoing discussions will need to take place to determine the most prudent approach possible to align the needs of our public safety officials with the means available from City of Salem taxpayers.



looking ahead

### **Strengthening partnerships with the Latino business community**

The Salem Chamber will work with the Latino Business Alliance to better understand what resources the Chamber can bring to the table to assist in the growth of multi-cultural businesses that continue to launch throughout the region.

### **Regional branding efforts**

We can expect the trends to continue whereby Americans first choose where they want to live and then begin their job search. Employers throughout our region will need to continue selling employees on the benefits and perks of locating in the mid-Willamette Valley. A strong branding effort in the coming years will be critical to our long-term success.

**Why it matters to you** Each of these areas focus on moving our community forward. These priorities are critical to our long-term success as a community.

set your goals  
**high** and  
**don't stop**  
until you get there



Salem Area Chamber of Commerce | [SalemChamber.org](http://SalemChamber.org)