

GREATER RIVERSIDE CHAMBERS OF COMMERCE

2025-2026 Goals & Objectives

MEMBERSHIP ENGAGEMENT & EXPANDING REACH (Strengthening Relationships and Increasing Impact)

TOP PRIORITIES:

Increase member engagement through targeted, value-driven communications.

- Expand the use of videos, reels, and digital storytelling to highlight Chamber value.
- Tailor communications to each member's preferences, offering multiple formats such as print, digital, and video.

Reform the Chamber's touchpoint process to improve member retention.

- Clarify the roles of board members and staff in outreach efforts.
- Develop a roadmap for ongoing engagement with members.
- Create updated scripts and talking points for board member calls.

Increase visibility and strengthen relationships with the business community.

- Implement intentional onboarding and consistent follow-up for new members.
- Use analytics to measure engagement and refine strategies.

WORKFORCE DEVELOPMENT AND TALENT ALIGNMENT (Preparing a Qualified Workforce for the Future)

TOP PRIORITIES:

Address Riverside's current and future workforce needs by connecting local talent to high-quality career opportunities and creating a pipeline for the next generation of leaders.

- Establish and operate the Chamber Youth Council, selecting 8–12 students each year to gain direct exposure to local career pathways such as dual enrollment, career technical education, and the skilled trades.
- Serve as a liaison between industry, education, and training providers by centralizing workforce needs data, compiling information on available programs, and convening stakeholders to align resources and fill gaps.

Anticipate future workforce needs to ensure long-term economic growth.

- Forecast industry growth and identify upcoming talent requirements.
- Engage youth to understand career expectations and desired benefits.
- Create incentives for graduates to remain in Riverside through entertainment, community programs, and job opportunities.

SUPPORTING SMALL BUSINESS PATHWAYS (Equipping Businesses to Grow and Succeed)

TOP PRIORITIES:

Strengthen the success of local small businesses by providing stage-specific resources, fostering collaboration, and increasing visibility:

- Develop a tiered Business Roadmap for start-ups, growing companies, and scaling businesses.
- Maintain a comprehensive resource list for business development and encourage public and private sector collaboration to expand support.

Refresh and expand Chamber programming to align with local businesses and their challenges:

- Offer in-depth, industry-specific programming including panels, classes, and webinars to address the unique needs of various business sectors.
- Expand partnerships with organizations such as SBDC, SBA, SCORE, City Planning, and others to increase training, networking, and mentorship opportunities.
- Increase visibility for local businesses through targeted outreach to non-members, promotion of industry networks, and consistent storytelling of small business successes.

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BUSINESS ADVOCACY & LEADERSHIP DEVELOPMENT (Building Informed Community Champions)

TOP PRIORITIES:

Develop a strong network of local advocates who can represent the interests of Riverside's business community and help shape public policy.

- Launch a Civic Leader Training program to mentor emerging leaders, committee chairs, and community advocates, including both Chamber members and other key community stakeholders.
- Create an online and hosted Board and Commissions job board on Chamber website to serve as a centralized database of open positions at the city, county, regional, and state levels, along with resources that educate individuals on the expectations and responsibilities of service.

Provide broad opportunities for individuals to engage in leadership roles while ensuring that leadership development pathways are accessible beyond existing programs.

Continue strong advocacy for the business community.

- Reduce barriers to business success and address regional challenges.
- Ensure Riverside's business community has a strong voice in legislative and policy discussions.