

2019 -2022 STRATEGIC PLAN

FILIPINO CHAMBER OF COMMERCE OF THE PACIFIC NORTHWEST

PARTICIPANTS - On September 14, 2019, the following individuals met at the offices of Rolluda Architects to discuss and formulate the 2019 Strategic plan for the Chamber: Tony Ogilvie, Galileo Tan, Leah Bueno, Bert Golla, Josie Golla, Alex Rolluda, Roy Nudo, May Pineda, Tess Guerzon and Gina Israel.

The Broad Environment in which the Chamber Operates

Seattle is experiencing an un-precedented economic boom with its likelihood to continue in the future, especially with public-funded projects (e.g. Port of Seattle Expansion, Convention Center expansion, building construction, and the Alaskan Way Promenade Project). Given our City's and region's growing diversity local government is striving to include businesses from minority and under-represented communities. Thus, there is considerable pressure on our Chamber to be involved at the governments' efforts to be inclusive. **Added: This is at a time when traffic is crushing, and our Filipino residents and businesses are spread out over King, Snohomish and Pierce counties.**

At the same time our Chamber is planning to host the Federation of Philippine American Chambers of Commerce's 2021 International Trade and Business Development along with pursuing the Chamber's dream of a Intramuros Plaza (to include Filipino businesses and housing – both affordable and market-rate). All of these eco-system features create some very strong head and tail winds in our efforts to serve our community.

CHAMBER MISSION & CORE VALUES

FCCPNW envisions to empower Filipino American entrepreneurs to own & operate businesses that provide incomes & contribute the economy of the Pacific Northwest.

To promote and facilitate the success of Filipino American businesses and other businesses working with the Filipino Community and with the Philippines

FCCPNW strives to pursue this mission with the following core values:

Innovative

Inclusive

Integrity

Service to the community

CHAMBER VISION

To be viewed as a strong, credible and relevant organization in our Filipino community

INTERNAL AND EXTERNAL FACTORS FAVORING AND OPPOSING THE CHAMBER’S PURSUIT OF ITS MISSION AND VISION

INTERNAL – POSITIVE FORCES	EXTERNAL-POSITIVE FORCES
Active and committee Board members Long-term and continuous history Board members from diverse business sectors Strong leadership	Economy is strong Large FilAm population Strong relationships
INTERNAL – COUNTERVAILING FORCES	EXTERNAL – COUNTERVAILING FORCES
Low membership – benefits not clear Limited support by general members Lack of participation by members No permanent meeting space FPACC demands Limited financial resources No paid staff Inconsistent board commitment Lack of succession plan Lack of marketing structure	Poor website Numerous FilAm professional associations Lack of consistent social media presence Very few main-street FilAm businesses

MEMBERSHIP BENEFIT IDEAS

Networking / Business development seminars / more fun/social events (e.g. Annual Golf Tournament)

Should add or highlight: Mentorship, directory, Newsletter (featuring entrepreneurs, upcoming events, members’ accomplishment, free 90-minutes of consulting, highlight membership in Seattle Metropolitan Chamber

STRATEGIC OBJECTIVES & ACTIVITIES FOR 2019-2022

OBJECTIVE	FINISH DATE	ASSIGNED TO
Increase Chamber financial resources by implementing at least two membership fund raising events: Annual Golf Tournament Legends Concert	August, 2020	Galileo, Leah
	April, 2020	Tess
Improve communication with members, community Ensure up-to-date website Ensure social media website	Dec 31, 2019 Oct 31, 2019	Leah to work with Jet Galileo – Facebook
Position the Chamber to secure and steward funds for major projects (e.g. Plaza Intramuros) Secure 501 (c)(6) IRS Status Secure 501(c)(3) IRS Status	Nov 30, 2019 Nov 30, 2019	Bert, Tony Tony, Bert
Promote use of FilAm business by creating a digital directory of FilAm businesses	Dec 31, 2019	Tony, Rilyn
Increase the annual number of members to ___? ___ Conduct two business seminars per year	2020, 2021,2022	To be determined
Promote local and Philippine trade and business development by securing 20 participants in 2020 Trade Mission	Feb 2020	Gina
Contribute to the well-being of the FilAm community by conducting an annual community service project	Dec 31 2020	To be determined

SIX-MONTH REVIEW

Per BM Nudo, the Board will review the progress of these objectives every six months.