

**BROWNSVILLE**  
CHAMBER OF COMMERCE



# **STRATEGIC PLAN**

**2022 - 2027**









# About Us

A nonprofit, 501(c)(6) organization incorporated in 1937 and primarily funded by member dues, the Brownsville Chamber of Commerce is the community's leading advocate for business, with a primary objective to create a climate of growth and success in Brownsville, Texas.



# Our Board

The Brownsville Chamber of Commerce Board of Directors and staff works together to fulfill the mission of the organization and accomplish the goals set forth by the Strategic Plan.

The Brownsville Chamber of Commerce is governed by a Board of Directors who are nominated by a Nominating Committee, appointed by the Chairman of the Board.





# Our Staff

The Brownsville Chamber of Commerce has a staff that supports the Officers, Board of Directors and Membership in performing the day-to-day activities necessary to operate a Chamber organization.



**Esmeralda Villarreal**  
**President & CEO**

The President & CEO acting in partnership with the Board of Directors is responsible for the full range of Chamber programming.



**Danielle N. Rodriguez**  
**Director of Marketing & Programs**

The Director of Marketing & Programs is responsible for initiatives involving branding the Chamber and coordinating events, workshops/webinars, and promoting awareness and a positive public image of the Chamber through digital marketing, area publications, and more.



**Hannia P. Roveló**  
**Special Events Coordinator**

The Special Events Coordinator is responsible for a variety of duties pertaining to the development, planning, and successful deployment of major events by the Brownsville Chamber of Commerce.



**Astrid B. Rosales**  
**Membership & Revenue Growth Specialist**

The Membership & Revenue Growth Specialist actively promotes the Chamber and supports its mission with the goal of increasing membership and maintaining positive relationships with current and potential members, and actively working to service the membership through retention programs and methods.





## **1906** The Start of Our Journey

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Area businessmen assembled at various office buildings in downtown Brownsville. This is the earliest known and recorded Chamber activity.

## **1937** Tradition in The Making

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The Chamber begins operating as a non-profit organization whose purpose is to provide and maintain a suitable location for the conduct of its business, to acquire, preserve and disseminate valuable business information, to promote the interest of trade and increase facilities of commercial transactions.

## **1964** Unidos En Tradiciones

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Brownsville Chamber of Commerce leaders gathered to discuss a method of developing and implementing a project that would promote relations between the United States and Mexico. This initiative is known as the Mr. Amigo Association.



# 85 Years of History

The community's united front and a catalyst for the improvement of the civic, economic and social welfare of Brownsville and its citizens.

## **1985** Building Brownsville's Economy

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The Chamber worked to establish the Brownsville Economic Development Council, the Brownsville Convention & Visitors Bureau, and initiated the Leadership Brownsville Program.

## **2016** Growing Entrepreneurship

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The Brownsville Chamber established the Women's Business Center Rio Grande Valley and counseled over 200 clients and trained over 1,000 entrepreneurs. The program's outcomes resulted in 26 new business startups, 49 new jobs created, and over \$351,500 in access to capital with an economic footprint of \$476,000.

## **2020** Supporting Businesses

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The Brownsville Chamber in partnership with the Greater Brownsville Incentives Corporation in support of the Brownsville Community Improvement Corporation supported local businesses through the COVID-19 Rapid Response Small Business Assistance Program.



# Mission

**Advocacy . Leadership . Growth**

The Brownsville Chamber of Commerce is a member driven business organization whose principal mission is to advance the business interests of its members through leadership, civic engagement, promotion, support and advocacy.



**85**

Years of Service Since  
Opening Our Doors

**5,501**

Attendees Received  
Educational Training

**89**

Annual Events for the  
Business Community

**6**

Awards in Marketing  
& Communications



# Philosophy

Our philosophy is to be transformative and not transactional; partnering with members to better understand their business and their needs. We strive to develop a strong relationship to mutually meet those needs.



## Core Values

The Chamber is guided by a vision of building a vibrant and prosperous chamber membership through hard work and leadership. We believe in seven core values.

### 01. Excellence

We will meet the highest expectations.

### 02. Service

Service to our members is the primary reason for the existence of the Chamber.

### 03. Inclusivity

Not exclusive. The Chamber leverages the support, talent and resources of its diverse membership.

### 04. Visionary

Imagine the possibilities.

### 05. Integrity

Trust, open communication, integrity, personal accountability and initiative are critical to our organization's success in action and intent.

### 06. Stewardship

Respect and protect chamber and community resources.

### 07. Courage

Act with strength of conviction even in the face of adversity.



# Program of Work & Services

The Brownsville Chamber of Commerce creates the opportunity to connect with over 500 businesses through various special events, programs, expos, orientations, and more.

Every year, the Chamber hosts the following opportunities:

- > Public Affair Luncheons
- > Despierta Brownsville
- > Friday with the City
- > Networking Events
- > Small Business Boot Camp
- > Health & Wellness Fair
- > Business to Botana Expo
- > Civics Bee Pilot Program







## Chamber University

provides educational opportunities for executives, small business owners, and employees



## Women's Business Center RGV

enable and empower entrepreneurs by providing programs and services focused on advocacy, education, support, and outreach



## Ribbon-Cutting Ceremonies

provide opportunities to welcome business professionals and the community to your business



## Marketing

provides members with access to promotion opportunities on social media, newsletters, the Chamber website, and paid e-blasts



## Committees

provides members with a seat at the table to engage with community leaders, learn from peers, and learn what's happening in specific industries



## Business Referrals

provides business referrals to the thousands of potential customers who call, visit the Chamber, or go to our website





# Strategic Plan

2022 - 2027



## ADVOCATE FOR BUSINESS

### Objective A:

- > Foster relationships with key public officials
- > Represent the changing business landscape
- > Advocate for pro-business policy

### Objective B:

- > Collaborate with local resource partners to strengthen the environment for member education, knowledge, and influence of local, state, and federal governments
- > Provide legislative programming



## CULTIVATE TALENT

### Objective A:

- > Develop a Workforce & Education Committee
- > Facilitate workforce training and career readiness programs

### Objective B:

- > Provide leadership development opportunities for young professionals
- > Partner with educators to promote entrepreneurship as a career



The Brownsville Chamber of Commerce has identified an overall strategic vision reflecting the needs and interests of the membership, business community, and sustainability of the organization. This plan presents the goals and objectives for each of the determined priorities over the next five years.



## **ORGANIZATIONAL SUSTAINABILITY**

### **Objective A:**

- > Become an Accredited Chamber of Commerce through the U.S. Chamber of Commerce Foundation
- > Develop a 501(c)(3) nonprofit corporation

### **Objective B:**

- > Actively track and monitor membership retention
- > Develop new programs and services to engage with the current membership



## **DIGITAL TRANSFORMATION**

### **Objective A:**

- > Develop an accessible & modern website representative of the current landscape
- > Strengthen the Chamber brand to be the recognized voice of business

### **Objective B:**

- > Expand current initiatives of the Connect BTX Committee
- > Develop strategic partnerships to promote a thriving & digitally empowered community





# Marketing Plan

The Brownsville Chamber of Commerce Communications & Marketing Plan focuses on strategies to continue developing a uniform presence of the Chamber in all its communication and marketing materials and across all mediums, with support of the Chamber's Director of Marketing & Programs, Board of Directors, and the teamwork of the Chamber staff.

The objectives of the Marketing Plan are to effectively communicate the initiatives, tools, events, and accomplishments of the Brownsville Chamber and its members; to continuously engage members and the community, while growing membership and member retention rate.





# Technology Plan

The vision of the Brownsville Chamber of Commerce technology plan is to use the latest technologies available to improve communication and data transfer to our members, provide global access to information about the Chamber, provide better customer service to our members and visitors, improve the effectiveness of administrative tasks, and provide skills, equipment, and software necessary for our staff to service our members efficiently and effectively.

The technology plan was developed based on a 3-year plan. The plan will be reviewed on an annual basis and revised as technology advances and the needs of the Chamber and our members change.





## CONTACT INFORMATION



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[www.brownsvillechamber.com](http://www.brownsvillechamber.com)



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### CONNECT WITH US ON SOCIAL MEDIA



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#WeAreTheChamber | #BeBrownsville