



**Tralee Chamber  
Alliance**  
Advancing business together

# **A Strategic Plan to achieve a triple bottom line for Tralee Chamber Alliance**

2024 - 2027



# OUR VALUES



## Trade in Tralee



## Work in Tralee



## Visit in Tralee



## Life in Tralee

Partnership

Connectivity

Advocacy

Community

Pride in Place

Collaboration

Sustainability

Influence





# VISION

A well resourced Chamber Alliance supporting the development of Tralee as Ireland's most progressive University Town driving economic growth and achieving our triple bottom line of doing business, working and visiting Tralee.



# MISSION

- Act as a focal point for our business community.
- Promote Tralee's status as a Baile Séirbhíse
- Ensure relevancy to the needs of our members across all business sectors.
- Grow and retain membership.
- Support strategic events that deliver impact for our members and network development linking all businesses and community industries.
- Form effective partnerships with regional and national organisations.
- Spearhead strategic collaborations that position Tralee as Ireland's most progressive university town.
- Deliver a calendar of events relevant to the needs of our members.
- Advocate passionately for the Tralee business community at local, regional, and national levels.
- Influence decision making that impacts on our business community.
- Ensure Tralee is recognised as a great place to live contributing to our members ability to attract talent.



# STRATEGIC PILLARS



## VIBRANT

Grow the economic value of the day and evening time economy in Tralee.

## UNIVERSITY TOWN

Develop a partnership approach to develop Tralee as Ireland's most progressive University Town



## COMMUNICATIONS

Deliver a best in class approach to how we communicate with our members and stakeholders and how we present Tralee as a place to visit, work and do business.

## IMPACT

Expand the capabilities of Tralee Chamber Alliance to mirror Tralee's stature and address our members' requirements effectively



# STRATEGIC AREAS OF FOCUS



## VIBRANT

**Day Time Economy.**  
Develop the day time economy and appeal of Tralee as a retail centre, tourism town the service centre for the county.

**Night Time Economy**  
Develop Tralee as a night time economy hub and grow its appeal as a tourism destination.

**Tralee Bank Holidays.**  
Develop Tralee as a national bank holiday destination.

**Strategic Event Focus.**  
Adopt a strategic focus on event hosting and facilitation to focus on events that contribute to the Triple Bottom Line strategic focus of Tralee Chamber Alliance.



## UNIVERSITY TOWN

**Collaborative Project**  
Develop a collective town wide project focused on Sustainability and climate action that harnesses the talent and knowledge of the University and industry partners.

**Connecting to Town**  
Work with our stakeholders to develop a town student hub and improve the physical connectivity to the town to add to the vibrancy of a University town.

**Connectivity**  
Develop a business and industry network approach that ensures connectivity between all industries and creates Tralee eco-system where business opportunities will be generated.



## COMMUNICATIONS

**INTERNAL**  
**Calendar of Events**  
Develop an annual calendar of networking events that reflect the needs and our members and sector specific industry activities.

**Information resource**  
Develop a members communications plan to deliver a consistent and relevant supply of information to our members and key stakeholders.

**Information Innovation.**  
Examine how Tralee Chamber Alliance can capture data and member feedback to monitor business performance and inform and influence our advocacy activity.

**EXTERNAL**  
**Communications Plan**  
Develop a communications plan that reflects the Triple Bottom Line approach for Tralee Chamber Alliance and how we position Tralee as Visitor destination, Investment location, University town and Events town.



## IMPACT

**Capacity**  
Expand full time resourcing capacity of Tralee Chamber Alliance to reflect Tralee's status as Ireland's most progressive University town.

**Sustained Programming**  
Develop and agree an annual programme of activity based on members inputs and ensuring relevancy to members.

**Strategic Event Focus.**  
Prepare an annual event plan based on how the involvement of the Tralee Chamber Alliance contributes to the triple bottom line approach and our strategic focus.

**Value our members.**  
Direct Contact - Demonstrate member value through direct, individualised engagement with members.

**Governance**  
Review the sub committee structures to reflect the strategic priorities of Tralee Chamber Alliance.



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OFFICE DETAILS

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