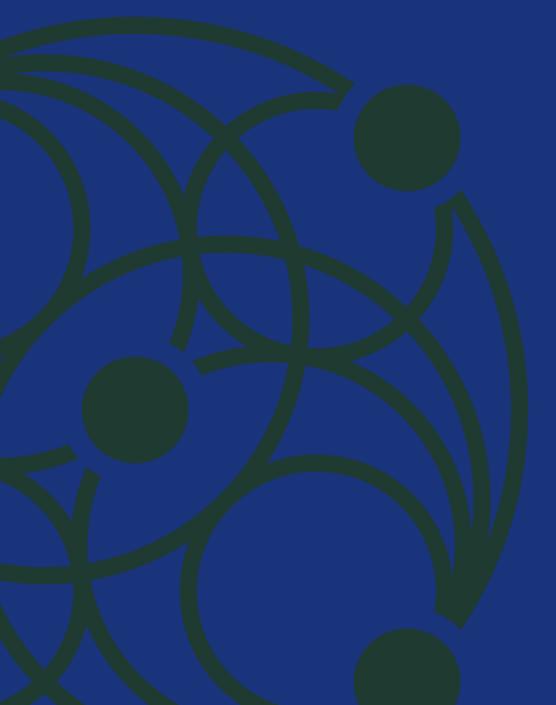


A Strategic Plan to achieve a triple bottom line for Tralee Chamber Alliance

2024 - 2027







Trade in Tralee



Work in Tralee



Visit in Tralee

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OUR VALUES

Partnership Connectivity Advocacy Community Pride in Place Collaboration Sustainability Influence









VISION

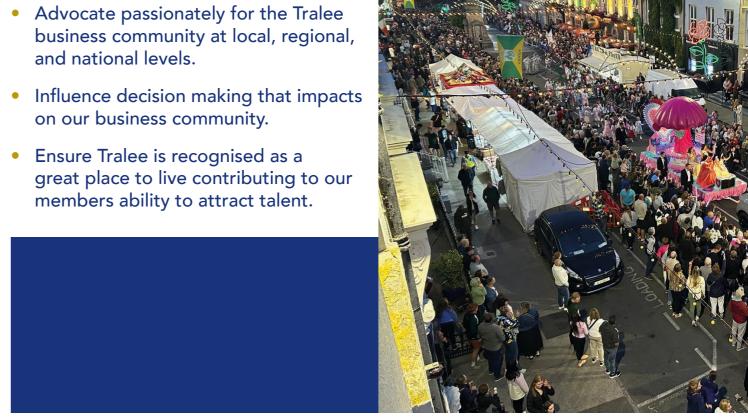
A well resourced Chamber Alliance supporting the development of Tralee as Ireland's most progressive University Town driving economic growth and achieving our triple bottom line of doing business, working and visiting Tralee.





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.
- business community at local, regional, and national levels.
- on our business community.
- 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.



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 national bank holiday destination.

Strategic Event Focus

Adopt a strategic focus



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

stakeholders to develop

a town student hub and

connectivity to the town

to add to the vibrancy of

improve the physical

a University town.

Connectivity

Work with our

Develop Tralee as a night time economy hub and grow its appeal as a tourism destination.

Tralee Bank Holidays

on event hosting and facilitation to focus on events that contribute to the Triple Bottom Line strategic focus of Tralee Chamber Alliance.

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 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.



OFFICE DETAILS

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