



Princeton Regional Chamber of Commerce Independent Business Alliance Strategic Plan

Purpose/ Mission -

The Princeton Regional Chamber of Commerce Independent Business Alliance (IBA) serves as an advocate for the local independent business member. The IBA works on a regional basis to educate consumers about buying decisions, help businesses grow; in turn creating jobs and increasing the visibility of independent businesses.

Vision Statement -

The IBA will be known nationally as a champion for local Independent B2B/ B2C businesses in the region. Local independent businesses will look to the IBA for help with strategic & tactical issues to help them grow & prosper. The Princeton region's economy will sense a direct positive impact through this collaborative effort. Independent businesses will have access to: professional skills education and resources, networking events offering key referrals, media exposure, peer group advisory, and more.

Goals –

- Shift Behavior (compel consumers to think local regarding buying decisions)
- Provide tangible benefits for new PRCC members
- Enhance tangible benefits for existing PRCC members
- Build revenue
- Program must be self-sustaining
- Develop partnerships with other groups