

GOLETA CHAMBER OF COMMERCE

Our Vision

INNOVATE. ADVOCATE. COLLABORATE.



The mission of the Goleta Chamber of Commerce is to provide leadership that promotes our community's vibrant quality of life, where businesses, residents and visitors thrive.

The Goleta Chamber of Commerce is a 70-year-old organization, representing 450 business members and 35,000 jobs in the Goleta area. A decade of successful programs around advocacy, networking, tourism and promoting the community through events like the Lemon Festival have positioned the Chamber well to lead the next phase of Goleta's future. This 5-year strategic plan addresses four new strategic initiatives that will be the top priority for the Chamber of Commerce; building upon our existing base of services and programs that have been successful.

VISITOR SERVICES

Promote Goleta as a premiere coastal California destination known for its combination of natural beauty, ecological treasures and idyllic setting.

- Improve Goleta's economic prosperity through increased tourism, destination marketing and branding
- Influence long-term development of Goleta as a destination and provide a consistent, positive voice and brand platform for the Goleta coast
- Provide inspirational materials that mirror our key assets including golf, beach, outdoor recreation, rising craft beer scene and family activities.
- Convert day trip visitors to overnight visitors, extend visitor overnight stays, increase occupancy during slow season and maintain occupancy of 79%.

OLD TOWN GOLETA

Lead the effort to create a vision for Old Town and work toward implementing the vision.

- Our five year vision is to enhance and promote Old Town Goleta as an authentic and vibrant downtown experience which reflects the heart and soul of its people
- Research the current and changing conditions in Old Town Goleta
- Bring together businesses, non-profits and government to increase the number of stakeholders engaged in Chamber programs and activities
- Currate recommendations to appropriate agencies including topics of parking, gateway signage, landscaping, facade improvement, and multi-modal transportation.

ECONOMIC DEVELOPMENT

Provide leadership promoting economic development and spreading awareness regarding current business conditions and opportunities for growth.

- Promote entrepreneurial activity and connection to UCSB Programs
- Continue to develop Chamber's programs that focus on key economic development issues: Workforce Housing, Transportation, Airport Service
- Promote Goleta as a world class destination for high-tech business in coastal California
- Provide economic development programs including work with the WDB and Annual TechTopia Summit Event
- Commission, gather and utilize local industry data including industry cluster studies, economic forecast data and commercial real estate vacancy rates.
- Act as liaison to high-tech businesses, manufacturing and large employers to facilitate peer learning, B2B benchmarking information sharing and mentoring with a focus on Lean Manufacturing

COMMUNITY RELATIONS

The Goleta Chamber will work more closely with the entire community to demonstrate the value business interests bring to addressing common concerns and helping to enhance community standards of health, comfort, financial security, civic pride and environmental sustainability.

- Increase public awareness of the Chamber's mission and objectives
- Improve dissemination of information about Chamber activities
- Increase opportunities for public input and response

“We envision a community where businesses flourish, residents thrive, and visitors are inspired by our exceptional quality of life.”

