



## STRATEGIC PLAN

### **DIVISION: Community Development**

#### **GOAL: Evaluate Leadership program**

STRATEGY: Gather and analyze data

STRATEGY: Recruit Committee

STRATEGY: Develop plan for continuation of program

#### **GOAL: Advocate for business**

STRATEGY: Establish/maintain/sustain a high profile presence at local government/community meetings.

STRATEGY: Monitor/communicate/act on local, state, and federal issues which impact Business

### **DIVISION: Membership Development**

#### **GOAL: Grow Membership**

STRATEGY: Increase membership by 10% annually for a total of 300 members within 3 years

STRATEGY: Recruit committee for recruitment/retention

STRATEGY: Review dues structure (consider home-based businesses as separate category)

STRATEGY: Evaluate membership benefits

#### **GOAL: Develop marketing plan**

STRATEGY: Evaluate/redesign website

STRATEGY: Create marketing plan for chamber and its members

## **DIVISION: Economic Development**

### **GOAL: Recruit, retain, and support business**

STRATEGY: Evaluate website with the goal to make it more developer-friendly

STRATEGY: Analyze role of Economic Development Committee

STRATEGY: Monitor transportation issues that impact business

STRATEGY: Analyze role of Tourism Committee

STRATEGY: Analyze role of Transportation Committee

## **DIVISION: Administrative**

### **GOAL: Secure permanent facilities**

STRATEGY: Develop a plan by December 2012 to secure permanent facilities within 5 years.

### **GOAL: Develop disaster/recovery plan**

STRATEGY: Develop a plan by August 2012

### **GOAL: Create financial plan**

STRATEGY: Develop a plan by August 2012

STRATEGY: Create a permanent finance committee

### **GOAL: Develop policies/procedures manual**

STRATEGY: Develop a policies & procedures manual by August 2012

### **GOAL: Analyze Program of Work structure**

STRATEGY: Review current structure by second quarter 2012

*Adopted 8/16/2011*