


# WYTHEVILLE-WYTHE-BLAND CHAMBER OF COMMERCE

## 2018 STRATEGIC PLAN

<b>Vision:</b>	To be a working advocate within our business communities.	
<b>Mission:</b>	Committed to promoting a favorable business climate for our members and communities in addition to partnering with other like organizations to make Wythe and Bland Counties a welcoming place to live, work, and play.	

### GOAL: PROVIDE RETURN ON INVESTMENT (ROI) FOR OUR MEMBERS

OBJECTIVE	ACTION
<ul style="list-style-type: none"> <li>- Networking Opportunities</li> <li>- Increase Visibility</li> <li>- Provide Sustainability Avenues</li> <li>- Useful and Unique Services</li> <li>- Promote Industry Segments</li> </ul>	<ul style="list-style-type: none"> <li>- Revamped Business After Hours/Chamber Luncheons</li> <li>- Enhanced Website, Facebook, Media, Eblast, Newsletter</li> <li>- Planned Seminars/Workshops (Shoplifting, Word/Excel, Tax Reform, Entrepreneur, Sustainability, Customer Service, Marketing, Social Media, Active Shooter, etc.)</li> <li>- Improved Mutual Partnerships</li> <li>- Enhanced Gift Certificate Program</li> <li>- Continued Agriculture, Tourism, and planned Human Resource Professionals Business Round Table Meetings</li> <li>- Created Business and Community Expo</li> </ul>

### GOAL: ENHANCE OUR WORKFORCE

OBJECTIVE	ACTION
<ul style="list-style-type: none"> <li>- Seminars/Workshops</li> </ul>	<ul style="list-style-type: none"> <li>- Scheduled Leadership Development Program</li> <li>- Trained Workforce Prep - High School Students (attending classes at Technology Center)</li> <li>- Established Local Youth Group Presentations (church)</li> <li>- Reorganized Business Development Program</li> <li>- Developed Entrepreneur Training Classes</li> </ul>

### GOAL: INCREASE IMPACT AND RANGE OF INFLUENCE

OBJECTIVE	ACTION
<ul style="list-style-type: none"> <li>- Business Advocate</li> <li>- Partner with other Organizations</li> <li>- Seek input on Business Issues</li> <li>- Positive Relationships with Business and Governments</li> <li>- Letters/Resolutions of Supports</li> <li>- Area Beautification</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborated with VA West Business Coalition</li> <li>- Partnered with Downtown Wytheville, Joint IDA</li> <li>- Launched Appreciation and Spotlighting Highlights</li> <li>- Developed Entrepreneur Notebooks</li> <li>- Defined Annual Membership Meeting</li> <li>- Researched Awards</li> <li>- Pioneered Evolution Program</li> <li>- Participated in Bland and Wytheville Beautification Committees</li> <li>- Mentored Businesses/Board Members</li> <li>- Performed Notary/Certificates of Origins</li> <li>- Scheduled Administrative Professional Day Luncheon</li> <li>- Integrated Toy Drive Drop Off Location</li> </ul>

### GOAL: INTERNAL ENGAGEMENT STRATEGIES

OBJECTIVE	ACTION
<ul style="list-style-type: none"> <li>- Diversified Board Members</li> <li>- Executive/Finance Committee</li> <li>- Accessible and Visible</li> <li>- Timely Responses with Accurate Information</li> <li>- Maintain Need/Desire for Membership</li> </ul>	<ul style="list-style-type: none"> <li>- Identified Board Members</li> <li>- Facilitated Office Hours</li> <li>- Updated Industry List; Clubs and Organizations; Churches</li> <li>- Improved Calendar of Events</li> <li>- Utilized Technology</li> <li>- Strengthened Community Profile and Referral Guide</li> <li>- Provided New Value-Added Benefits</li> <li>- Energized Ribbon Cuttings</li> <li>- Evaluated all Programs</li> <li>- Organized Chamber 101</li> </ul>

### GOAL: FINANCIAL WELLNESS

OBJECTIVE	ACTION
<ul style="list-style-type: none"> <li>- Increase Membership</li> <li>- Maintain Membership</li> <li>- Fundraising</li> <li>- Efficient and Effective Meetings</li> </ul>	<ul style="list-style-type: none"> <li>- Challenged Board to 30 New Members and Enhanced 110% Memberships Challenge</li> <li>- Scheduled Chamber Cup Golf Tournament</li> <li>- Redesigned Attractive Membership Packet</li> <li>- Encouraged Board Discussion</li> </ul>