



Greater Wesley Chapel Chamber of Commerce

STRATEGIC PLANNING

November 4, 2016

Agenda

- ▶ **Where are we going?**
 - ▶ Mission, Vision & Values
- ▶ **How are we going to get there?**
 - ▶ Goals
- ▶ **How will we know we arrived?**
 - ▶ Track and review progress
- ▶ **Recent Success from Planning Process**
 - ▶ Florida Chamber Certification

WHERE ARE WE GOING?

Mission, Vision, Values, Goals and Objectives

VISION

How will the world be different as a result of our work?

- ▶ To be the trusted leader and driving force for the growth and success of our business community.

MISSION

What is the organization's unique purpose for existing?

- ▶ To provide valuable services to our members, advocate for a positive business community and sustain and further develop a thriving economy for the greater Wesley Chapel and New Tampa Region.

VALUES

What are the ideals that guide how we accomplish our mission?

- ▶ Integrity
- ▶ Collaboration
- ▶ Inclusivity
- ▶ Innovation

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central text is positioned in the white space between these blue elements.

HOW ARE WE GOING TO GET THERE?

Strategies and Action Plans

STRATEGIC IMPERATIVES

Completed over the next five years: 2016-2021

What is absolutely necessary for the organization to fulfill its mission?

1. Economic Development
2. Community Development
3. Membership Growth
4. Financial Sustainability

I. Economic Development

- ▶ Promote and enhance a vibrant, diverse and sustainable economy by growing and retaining our existing businesses and recruiting new industry into the region.
- ▶ Chamber initiatives in support of Economic Development:
 - ▶ Monthly:
 - ▶ Economic Development Briefing
 - ▶ As Requested:
 - ▶ Windshield tours
 - ▶ Certificates of origin for international exporters
 - ▶ Partner with regional economic development agencies
 - ▶ CO.STARTERS entrepreneurship classes

Economic Development

Promote and enhance a vibrant, diverse and sustainable economy by growing and retaining our existing businesses and recruiting new industry into the region.

- ▶ ***Goal 1: Position the chamber as a regional leader and serve as a resource partner with regional entities (developers, county government, land owners, utilities, infrastructure & businesses).***
- ▶ ***Goal 2: Partner with regional economic development entities. (Tampa Bay Partnership, Pasco EDC, Tampa Chamber, Florida State Chamber & Government).***
- ▶ ***Goal 3: Enhance the entrepreneurial climate through increased opportunities and awareness of existing resources for the region's small business.***

Community Development

Strengthen community involvement and decision-making that supports growth and fosters a high ranking quality of life for all residents of our region.

- ▶ *Goal 1: Serve as a catalyst for the promotion of the community*
- ▶ *Goal 2: Provide an environment where education and business work together to ensure a qualified workforce.*

Membership

Attract new members and increase existing members' involvement in the Chamber by providing programs, services and benefits that are valued by members as essential to their success.

- ▶ ***Goal 1: Increase awareness of the chamber and its benefits through active marketing initiatives.***
- ▶ ***Goal 2: Increase membership retention to achieve a positive net membership growth rate.***

Financial Stability

Ensure the future sustainability of the chamber as a result of conservative, realistic yet optimistic budgeting; addressing an effective return on member's investment; analyzing historical data and aggressively capturing new income streams for the chamber's programs.

- ▶ ***Goal 1: Meet and maintain U.S. Chamber accreditation standards.***
- ▶ ***Goal 2: Maintain financial stability.***

HOW WILL KNOW WE HAVE ARRIVED?

Track and Report on Progress
Monthly Reports and Annual Review

Track and Report on Progress

▶ MONTHLY:

- Use operating plan to guide monthly board reports - status on each objective.

▶ ANNUALLY:

- Complete Accreditation Reports
- Review Strategic Plan
- Establish operating plan for following year

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is a clean, white space where the text is placed.

RECENT SUCCESS



SERVING WESLEY CHAPEL & NEW TAMPA

