



Cedarburg.ORG

CHAMBER OF COMMERCE

STRATEGIC PLAN - 2020

Strategy & Action Development Process Plan

The Cedarburg Chamber of Commerce created its first Strategic Plan for implementation in 2017.

It was reviewed and revised in September 2017, October 2018, and October, 2019.

Below is the process for the review.

| Phase | Method | Stakeholders | Date |
|-----------|---|---|--------------------------------|
| #1 | Info finding with members at all-member mixer | Membership | October 3, 2019 |
| #2 | Board Retreat- review current plan and discuss upcoming goals | Board of Directors, Executive Director | October 10, 2019 |
| #3 | Budget is formed using general revised plan | Board of Directors, Executive Director | October 15 - November 20, 2019 |
| #4 | Strategy/Action Plan put into official document | Executive Director | October 21, 2019 |
| #5 | Plan shared at Chamber Annual Meeting | Board of Directors, Membership, & Community Attendees | November 7, 2019 |
| #6 | Strategy/ Action Plan approved by Board of Directors | Board of Directors | November 20, 2019 |

Mission:

To protect the economic future of Cedarburg's business community;
to preserve the healthy living and business climate in our community;
to promote local business and our community with an active marketing effort.

Vision:

Passionate commitment to the retention, growth and success of our membership will make the Cedarburg Chamber of Commerce a clear choice for business of all shapes, sizes, and industries.

Winning Proposition:

Each and every member can articulate the value of their membership with the Cedarburg Chamber of Commerce.

2020 Key Priorities

| Membership | Engagement | Resources & Governance | Strategic Partnerships |
|---|---|---|--|
| <p>Goals</p> <ol style="list-style-type: none">1. Grow membership by 5% (321) by end of 2020.2. Incorporate more multi-media co-op advertising opportunities as Chamber benefits in 20203. Find ways to showcase Cedarburg Chamber members and supporters at community-based events.4. Create new networking opportunities for our members including regular morning meetings & after-hours events. | <p>Goals</p> <ol style="list-style-type: none">1. Form strategy and program ideas for creating a possible scholarship relating to the Chamber for students at Cedarburg High School for future implementation.2. Consider forming a <i>Retail & Hospitality Committee</i> that meets quarterly to ensure we are meeting the needs of our tourism-based businesses.3. Engage members at their own events through volunteerism and attendance. | <p>Goals</p> <ol style="list-style-type: none">1. Focus on making the Cedarburg Chamber's online presence the best it can be for our membership.2. Continue to move the chamber towards financial sustainability in 2020 through diligent budgeting.3. Engage members at their own events through volunteerism and attendance. | <p>Goals</p> <ol style="list-style-type: none">1. Encourage DNC and PGA Tournament traffic in Cedarburg and Ozaukee County.2. Strengthen networking opportunities with neighboring chambers of commerce.3. Create sustainable fundraising for the chamber other than event-based opportunities. |