

OCTOBER 22, 2018



CEDARBURG CHAMBER OF COMMERCE
STRATEGIC PLAN

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STRATEGY DEVELOPMENT PROCESS PLAN

The Cedarburg Chamber of Commerce began the implementation of its 2017-2019 Strategic Plan in August of 2016 with a review/refresh occurring in Sept. 2017 and again in Oct. of 2018. Below is the process for the review.

PROCESS PLAN

Phase	Method	Stakeholders	Date
#1	Visioning Session with members	Board of Directors, Current Members	8/21/2018
#2	Board Retreat – Review findings from previous phases, formulate key priorities and set goals	Board of Directors / Executive Director, Program Coordinator	10/22/2018
#3	Plan is put into official document	Executive Director	10/23/2018
#4	Budget to support plan is developed	Executive Board	10/23/2018 – 11/27/2018
#5	Board Approval of Final Strategy Plan and Budget	Board of Directors	11/27/2018
#6	Strategy Plan is shared at Annual Meeting and Awards	Members, Community At Large	11/8/2018

CEDARBURG CHAMBER OF COMMERCE

<p>Mission:</p> <p>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.</p>	<p>Vision:</p> <p>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.</p>	<p>Winning Proposition:</p> <p>Each and every member can articulate the value of their membership with the Cedarburg Chamber of Commerce.</p>
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Key Priorities

Membership	Engagement	Resources and Governance	Tourism
<p style="text-align: center;">Goals</p> <ol style="list-style-type: none"> 1. Increase overall membership to 300 members by 12/31/2019. 2. Expand Ambassador Program to a minimum of 12 members partnered with Board Members serving 100% of the membership by 3/31/2019. 3. Engage all new members within the first week of joining the Chamber. 	<p style="text-align: center;">Goals</p> <ol style="list-style-type: none"> 1. Create a plan for a Chamber Scholarship Fund to support Cedarburg High School students who engage with the Chamber or Chamber Members by 9/1/2019. 2. Develop and implement a tracking system to analyze current member engagement and satisfaction of events by 3/31/2019. 3. Develop a plan to increase opportunities with other organizations to increase non-dues revenue by 3-31-2019. 4. Further develop relationships within the Cedarburg School District defining roles and opportunities by 5-1-2019. 	<p style="text-align: center;">Goals</p> <ol style="list-style-type: none"> 1. Develop a Chamber Financial Plan that supports a pay down of a minimum of \$10,000 of debt by 12/31/2019. 2. Develop a one-time event or capital campaign to repay the Chamber’s debt by 12/31/2019. 3. Ensure a 2019 Chamber Profit of \$10,000. 4. Complete a cost/benefits analysis for any events less than 3 years old by 12/31/2019. 	<p style="text-align: center;">Goals</p> <ol style="list-style-type: none"> 1. In partnership with the TP&D Committee complete an overall analysis of the structure, staffing, marketing, and financial planning of tourism within the Chamber by 9/1/2019. 2. Participate in and utilize results from the Brand Strengthening Initiative to implement new tourism efforts by 2/1/2019.

Multi-year Strategies

Collaboratives

Advocacy

Economic Development

Core Operational Goals

Increase Financial Stability