



## Our Values:

Branding, Relevance, Advocacy,  
Leadership, Support

**Our Mission**  
To advocate for  
business, develop  
leaders and support  
economic development.

## Our chamber – 2018 Strategic Framework

Focus Areas	Rebranding	Focused Voice	Relevant & Diverse
What Does Success Look Like?	<ul style="list-style-type: none"> <li>To be regarded as the area's leading Chamber/ Business Organization</li> </ul>	<ul style="list-style-type: none"> <li>Be a focused Voice of the business community</li> </ul>	<ul style="list-style-type: none"> <li>Be the "Go-to" business resource for the community</li> </ul>
	<ul style="list-style-type: none"> <li>Achieve State Certification</li> <li>Build financial viability and cash reserves</li> <li>Seat at the table beyond our borders (City, Volusia County &amp; Statewide)</li> </ul>	<ul style="list-style-type: none"> <li>Clear Chamber Voice on key issues</li> <li>Be a leading advocate for businesses on local and state issues</li> <li>Serve as an "advisory" entity for the city of Ormond Beach</li> </ul>	<ul style="list-style-type: none"> <li>Provide consistent exceptional member service</li> <li>Increase membership &amp; Partnership growth</li> <li>Increase participation from members, employees and Board</li> </ul>

