2018 & BEYOND
STATEGIC PLAN  Increasing Our Capacity to Adapt. Make a Greater Impact. Be a Known Influencer.

St. Johns County Chamber of Commerce

A dynamic not-for-profit, business association. We offer programs and services of genuine value to our base of 1100+ members across a diverse array of industries and we positively impact our County’s regulatory climate and global brand.

What We Face - New Normal

Industries are continuously evolving. A few of the issues we face include: increased competition, greater expectation of value and challenging generational differences. We will build on our strengths to meet these challenges and evolve our Chamber model.

VISION

The St. Johns County Chamber of Commerce will be a fierce advocate for members’ success. We will increase our capacity to adapt. We will impact the ever-changing business reality with proactive solutions. And, we will be a known influencer of public policy.

BUILDING ON OUR FOUNDATION

The evolution of our Chamber started in 2016 with the adoption of Elevate, Innovate, Accelerate, the three year plan that provided a great foundation for the organization to transform into a truly innovative Chamber of Commerce. Elevate, Innovate, Accelerate specifically addressed the challenges and opportunities created by the exacting economic conditions that began at the end of the last decade.

CREATING OUR TIPPING POINT

During the next three years we expect the expertise, efforts and actions of our volunteers, board members, and staff to bring us to a tipping point. We expect that our new endeavors will begin to attract additional resources to further the organization’s mission and goals on behalf of our members.

INCREASING OUR CAPACITY TO ADAPT

The Chamber of Commerce, the association industry continues to change and evolve at a rapid rate. Technology needs are evolving at an ever quickening pace, and our county’s own circumstances are changing and evolving. As demonstrated in the wake of the two recent hurricanes we are an adaptable organization.

However, we will increase this capacity because with a greater ability to adapt comes greater opportunities and competitive advantages.

We will be more PROACTIVE in adapting to our members’ needs.

MAKE A GREATER IMPACT

There is no impact without activities but focusing our activity where we can make a greater impact is important. In Economic Development we will focus on business retention, workforce development and entrepreneurship. In tourism, we started our efforts with the Visitors Information Center in Ponte Vedra Beach and we will impact the development of tourism assets in Ponte Vedra in our new role as a destination architect. We are growing in our role to fill the business community’s emergency services function and we will make an impact by reducing any business interruption to a minimum during and following an emergency. We will impact these and many more new and re-imagined roles to remain relevant.

BE A KNOWN INFLUENCER

As our goals are changing and as they continue to evolve we need to look at all of our strategic partnerships, from our formal contractual partnerships to the boards we all serve on. We will increase the awareness and visibility of the role of the Public Policy Committee internally and externally. We will create a comprehensive marketing and communications plan to convey the value of membership to both members and non-members alike as well as others with a vested interest in our community. We will make membership benefits simple and easy to explain, we will set clear expectations for what members can expect from their investment and we will close the loop by telling them what they actually received from us... telling our story well will grow our retention, recruitment, advocacy and economic development.