

## Strategic Goals (1-3 year planning horizon)

Strategic Goal	How Goal Supports Mission
<p>1. Establish coalitions that represent membership diversity and serve as,</p> <ul style="list-style-type: none"> <li>• A conduit for communicating constituents' needs;</li> <li>• The foundation for business advocacy initiatives;</li> <li>• Input to WSCCI priorities and resource allocation.</li> </ul> <p><i>(Example: freelancer, micro business, small business, large business, manufacturing, retail, professional service, etc.)</i></p>	<p>Identifies key challenges faced by region's industry groups and legislative issues requiring advocacy and action.</p>
<p>2. Establish a process for workforce development that contributes to the creation of jobs and skilled workers within the region.</p>	<p>Contributes to a strong business climate and economic prosperity.</p>
<p>3. Explore the development of a regional visitors and tourism bureau by leading a collaborative planning team comprised of the region's municipal, business, and community leaders.</p>	<p>Transforms region to a "destination" driving consumer traffic, investment, and development to the region.</p>
<p>4. Fuel the sustainable growth of the Chamber by clearly communicating value of membership and maintaining focus on members' needs.</p>	<p>Provides for the ongoing resources necessary to fulfill the Chamber's vision and mission.</p>