



5-Year Strategic Plan Initiatives Summary



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Lake Zurich Area Chamber of Commerce
444 S. Rand Road, Suite 308, Lake Zurich, IL 60047
847-438-5572; Fax: 847-438-5574; info@lzacc.com
www.LakeZurichAreaChamber.com

Mission:

“The mission of the Lake Zurich Area Chamber of Commerce is to enhance the economic vitality of our members and communities.”

Vision:

The Lake Zurich Area Chamber of Commerce is the largest business support organization serving businesses in Ela Township and the Southwest region of Lake County. Our membership consists of a majority of the businesses and service organizations in the area, and is recognized as a positive influence on the economic development of, and as a valuable resource to businesses and residents in the six communities and surrounding areas it serves.

Businesses consider the Chamber as the first source of contact for:

- Information about available local services, ordinances, and current legislation.
- Support for or against current and proposed issues affecting businesses.
- Information about current and upcoming community events and activities.

Businesses join and participate in the Chamber because of the:

- Positive image and reputation Chamber membership provides.
- Beneficial relationships they form with other local business members.
- Opportunities for them to volunteer and become involved in the community.
- Support and resources the Chamber provides.

The general public knows that the Chamber is the first point of contact for:

- Information on a specific business or recommendations on which business to contact for a particular service or product.
- Information on available services in the area.
- General information on area events, activities, and resources.

Branding Statement:

Leading Businesses.
Leading Communities.™

“Leading Businesses” Reflects the historic success and core equity of the Chamber. It also represents what businesses become as a result of participation in the Chamber and its programs.

“Leading Communities” Speaks to the expanded role that a chamber plays in today’s communities, as well as what communities become as a result of strong healthy chambers.

Core Values:

- ◆ **Integrity**- conducting all of our business with honesty, soundness of mind and with adherence to the Chamber’s Code of Ethics.
- ◆ **Leadership**- providing our members sound and consistent direction to advance the mission and values of the Chamber.
- ◆ **Relationships** – building of strong and lasting business and community relations.
- ◆ **Excellence** – striving to achieve excellence with programs and in organizational service providing benefit to the businesses.
- ◆ **Innovative** – leading the community with new ideas, technology and ways of conducting business.
- ◆ **Teamwork** – working together as an award winning team to achieve successful outcomes.
- ◆ **Fun** – providing a culture of fun and enjoyment for all involved.

Strategic Priorities

The Strategic Priorities identified to support the Mission and Vision includes:

- ◆ **Business Development** - Create a strong and growing business community in the Lake Zurich Area.
- ◆ **Community Betterment** - Contribute to the high quality of life that makes our community a dynamic place to live, work, and pursue business opportunities.
- ◆ **Organizational Vitality** - Ensure the success and growth of the Chamber through recruitment of new members, involvement and retention of current members, and a sound financial foundation.

Strategic Objectives/Goals

Business Development

- ◆ Help member businesses market themselves.
- ◆ Refer and use Chamber businesses.
- ◆ Conduct events to showcase member businesses.
- ◆ Provide educational resources and programs for member businesses.
- ◆ Serve as a liaison between local member businesses and government.

Community Betterment

- ◆ Provide opportunities for communication between Chamber member businesses and local government.
- ◆ Support surrounding communities by promoting their events and programs through Chamber resources.
- ◆ Create opportunities for businesses to learn and utilize new technology.
- ◆ Train community residents to access Chamber members, events and offerings (Spend & Support Local).
- ◆ Showcase the value, benefits and resources of the individual communities we serve.

Organizational Vitality

- ◆ Market and promote the Chamber as a vital resource for businesses and community information.
- ◆ Grow membership to 600 businesses & organizations by:
 - ✓ Communicating the value of Chamber membership in a compelling way that addresses possible objections and increases recruitment of non-member businesses.
 - ✓ Understand the possible draw, and objections, from the perspective of national chains in an effort to recruit these businesses.
 - ✓ Market organization to potential members 9-12 times in a way that doesn't require action on their part (i.e. Digital media marketing).
- ◆ Increase retention of existing members to 90% by:
 - ✓ Recognizing long standing and VIP members on a regular basis.
 - ✓ Conducting regular contact with the membership, by the staff, Ambassadors and members of the board, highlighting educational opportunities, and other chamber benefits (Benefit of the Month).
 - ✓ Make regular calls to VIP's and members with significant renewal anniversaries (2, 5, 10, 15 years).
 - ✓ Continue to develop and support the Retention Committee.
- ◆ Increase financial reserves to a minimum of 6 months operating expenses (\$100,000).