

## **2022-2024 STRATEGIC PLAN**

### **VISION:**

The purpose of the LZ Area Chamber of Commerce is to enhance the economic vitality of our business community.

### **MISSION:**

The Chamber is the major catalyst and community covener, creating a vibrant, diverse, and sustainable business climate that encourages job growth, workforce development, and economic prosperity and affirms the high quality of life in our area.

### **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.

**Collaboration** – working together as a community to achieve successful outcomes.

### **STRATEGIC PRIORITIES:**

#### **Business Development**

- Create opportunities for business growth
  - Advertising and sponsorship opportunities
  - Networking events
  - Community events
- Provide educational resources and programs for member businesses.
  - Lunch-n-Learns
  - Business Boot Camp
  - Online resources
  - Solopreneurs
  - Young Professionals
  - Women’s Leadership Initiative
  - Diversity & Inclusion
  - Sector-led collaborations

#### **Community Betterment**

- Become a resource of local information for the community
  - Showcase the value, benefits and resources of the local area
- Develop initiatives that support workforce development and economic development

#### **Organizational Vitality**

- Increase financial reserves to a minimum of 6 months operating expenses.
- Grow membership to 500 businesses & organizations by:

- Communicating the value of Chamber membership in a compelling way that addresses possible objections and increases recruitment of a more diverse range of business types and sizes
- Increase retention of existing members to 90% by:
  - Recognizing long standing and VIP members on a regular basis, as well as business successes and milestones.
  - Conducting relevant communications with the membership, by the staff, Ambassadors, Board members, and Experience Committee members, highlighting educational opportunities and other chamber benefits