



# DEKALB CHAMBER OF COMMERCE STRATEGIC PLAN

*Strategic. Responsive. Collaborative.*

**IMPLEMENTED JULY 2017**



## MISSION

*"To serve and advance business interests of the Greater DeKalb Region"*

## VISION

*The DeKalb Chamber of Commerce is recognized as **the** resource businesses rely on to connect and thrive.*

## VALUES

*The DeKalb Chamber of Commerce is a member-focused organization that connects businesses to their community and is committed to being:*

**Strategic.**

**Responsive.**

**Collaborative.**

## KEY ISSUES



## PRIORITY GOAL AREAS

**Focus on being a resource for businesses.**

- Develop tools to serve as an informational gateway and link for businesses, the community, and visitors. Serve as a "concierge to the community."

**Collect, develop, and analyze information for data-based decisions and improving decision-making parameters.**

- Work to identify and understand the business needs of members through a needs assessment for entire business community.
- Define metrics for determining which programs/events/training to continue, enhance, and/or revise as well as data on past, present, and future members to help improve services.

**Explore and clarify expectations by communicating who we are, what we do, and why we exist.**

- Staff and board need to clearly define role/mission of the Chamber, identify core services, operational values, and framework.

**Make the Chamber the "place to be."**

- Explore and act on approaches to enhance partnerships, identify collaborations, and evaluate consolidation opportunities.

**Promote continuity and stability of the organization as a whole.**

- Evaluate a variety of Chamber models used in the industry including, but not limited to, fair share and tiered approaches.
- Develop long-term staffing model and evaluate positions/duties, services and leader pipeline.