

2019 STRATEGY MAP

Mission: To represent and support our members and to strengthen our county's economy and business environment.

Vision: To be considered the premier business and community service organization in Richmond County, with a strong leadership position in the community.

STRATEGIC OBJECTIVES

My Chamber **CONNECTS** me

- With Customers
- With information
- With resources
- With a strong network

My Chamber **PROMOTES** me

- My Business
- My Community

My Chamber **GROWS**

Richmond County

CHAMBER OPERATIONS

- Create a future succession plan for key staff members
- Plan, Oversee and Execute the move back to the Rockingham Road location
- Develop an on-boarding process for new board members to foster an active and invested board.

MEMBERSHIP OUTREACH

- Grow the membership through retention of current members and recruitment of new members by a net income increase. Earn greater than 90% retention rate
- Investigate a possible re-branding of the Chamber gift certificate/card program
- To listen and communicate the needs of members and strive to add value and more return on investment.
- To leverage new opportunities for Hoptoberfest venue to scale event while maximizing returns.
- To grow website and social media traffic and enhance sponsorship benefits

PARTNERSHIPS

- Engage RYP and integral branch of the Chamber's outreach and community support
- Foster strong relationships with partners, such as local schools, municipalities, college, to be the "broker" for success in Richmond County