

Byron Center Chamber of Commerce Strategic Plan

January 1, 2021 through June 30, 2022



MISSION

The Mission of the Byron Center Chamber of Commerce is to promote business growth and development that enhances the community

VISION

To be recognized for our leadership role on behalf of businesses and our community

VALUES

- Strategic
- Responsive
- Collaborative
- Honest

Priorities & Strategies



Membership & Services

- Increase member engagement
- Attract more large manufacturers
- Grow to 330 members



Workforce Development

- Develop a solution for rides to work



Events & Activities

- Plan and carry out Annual Events and Activities Plan



Branding & Recognition

- Be recognized as the face of business
- Be known as a community leader
- Support businesses through COVID-19



Board Development

- Increase Board engagement
- Update Policies and Procedures
- Attract diverse Board members



Budget & Resource Development

- Improve non-dues revenue
- Find lower-cost office space in Byron Center