

## STRATEGIC PLAN 2022 - 2026

## Vision Statement

We serve by:

- promoting a vibrant local economy
- developing business relationships
- serving as a champion for our members
- enhancing and promoting our great community

## 2023 Initiatives

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### DEVELOP ORGANIZATIONAL SUSTAINABILITY

Objectives:

- A: Grow & retain our Membership base
- B: Achieve operational excellence
- C: Tell our Chamber story

- Member Recruitment Strategy
- New Member Onboarding & Welcome Package
- Website Content Overhaul
- Publish Annual Advertising & Sponsorship Guide
- Develop Strategic Marketing Plan & Budget
- Explore Marketing Workflows & Automation
- Quarterly Newspaper Strip
- New Board Member Orientation Guide
- Develop process for Organizational and Board Self-Assessment
- Annual Nomination/Election
- Annual Planning & Review
- Develop Committee Chair & Committee Member Orientation process
- Conduct Professional Bi-annual Financial Review
- Increase Operating Budget (increase staff & member services)
- Book-keeping Succession Planning

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### DELIVER VALUE TO INVESTORS

Objectives:

- A: Be the catalyst for connecting Members to each other and the greater community
- B: Give Members the competitive edge
- C: Be the "go-to resource" for business information in Ionia County

- Re-instate annual dinner (January)
- Launch Bi-Monthly Chamber 101/Open House
- Launch Multi-Chamber Mega-Mixer
- Host Annual Appreciation Picnic / Chamber Open House
- Plan/conduct a Membership Drive
- Conduct Annual Member Satisfaction Survey
- Data Segmentation and Member Personas
- Dues & Benefits Analysis/Re-structure
- Launch new Community Cash Program - TBD
- Launch Member Spotlight Program
- Launch SMS Text Platform
- Host Ionia Expo Block Party & Annual Golf Classic
- Continue implementing Event Surveys & post-event analysis process
- Event Planning Guides & Resources
- Re-instate Educational Workshops
- Evaluate legislative programming
- Partner to host MI Pitch / Tri-Chamber After Hours
- Launch Young Professionals Program

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### A THRIVING COMMUNITY

Objectives:

- A: Support strategically planned growth
- B: A skilled workforce for Ionia County employers

- Publish Discover Ionia County Guide
- Execute and grow Holiday Shopping Passport
- Grow Annual Autumn Celebration
- Grow Annual Christmas Celebration
- Grow Twinkle Town Light Fest
- Host Job Fair in partnership with MCC & West Michigan Works
- Promote Training & Education Courses in Ionia (MCC & West Michigan Works).
- Discuss development of Industry or Focus specific networks
- Advertising dollars and Campaigns toward promoting our communities attractions & events
- Continue to actively expand Partnerships & Collaborations as necessary