



Covington Chamber of Commerce

2015-2017 Strategic Plan

VISION STATEMENT

The Covington Chamber of Commerce is committed to actively promoting a strong local community through business advocacy while enhancing the demand for business in Covington and the South Sound region.

STRATEGIC GOALS & INITIATIVES

MISSION STATEMENT

Our mission is to enhance the demand for business in our community through:

- Offering members the opportunity to grow their companies through education, networking & referrals.
- Expanding partnerships to create a strong local economy.
- Representing business interest with government.
- Strengthening the community through leadership development.
- Enhancing business perception with local education communities.

FINANCIAL STABILITY	MEMBERSHIP	COMMUNICATION	BUSINESS ADVOCACY & COMMUNITY RELATIONS	ORGANIZATIONAL STRUCTURE
<p>Implement a value based membership structure.</p> <ul style="list-style-type: none"> • Tiered structure would include membership levels based on benefits and sponsorships rather than number of employees. • Pricing should eliminate the need for fundraisers as a primary source of revenue. <p>Maintain a 6 month reserve fund.</p> <p>Support a competitive Executive salary to reduce staff turnover.</p> <p>Action Plan/Committees:</p> <p>Marketing & Ambassadors Committee: create a new membership pricing plan and implement by end of 2015.</p> <p>Executive Committee: create the annual budget and monitor progress towards financial goals.</p>	<p>Maintain 125 “strong/active” members.</p> <ul style="list-style-type: none"> • Encourage “strong/active” membership by improving membership meetings and increasing accessibility through offering events on varied dates and times. • Improve social/annual events and find alternatives to the traditional fundraiser models. <p>Action Plan/Committees:</p> <p>Membership Meetings Committee: develop a plan for improving membership meetings and increasing attendance.</p> <p>Events Committee: plan annual events and develop alternatives to former fundraising events.</p> <p>Ambassador Committee: develop plan to reach out to inactive and prospective members.</p>	<p>Implement a Virtual Storefront.</p> <p>Utilize state of the art information dissemination methods to communicate with members and the community.</p> <p>Become the “go-to” organization for information in the community.</p> <p>Action Plan/Committees:</p> <p>Member Communication Committee: research and implement innovative communication methods and evaluate current communication methods for improvement.</p> <p>Chamber Manager: research and implement transition to Virtual Storefront.</p>	<p>Become a clear advocate for business in the community.</p> <p>Form coalitions with service organizations to improve involvement and communication with the business community.</p> <p>Promote a sense of community amongst businesses in the area.</p> <p>Action Plan/Committees:</p> <p>Government Affairs & Community Relations Committee: work closely with government organizations and community groups, develop ways to keep our members informed and increase our voice and presence in the community.</p>	<p>Improve organizational efficiency by running primarily through committees.</p> <p>Committees will have at least 2 Directors as co-chairs and will recruit other members from the Chamber.</p> <p>Committees will define goals and performance measures and report to the Board at each meeting.</p> <p>Committees & Chairs:</p> <p>Membership Meetings: Andrea & Colleen</p> <p>Government Affairs & Community Relations Zach, Lisa, & Kathy</p> <p>Events Debbie, Jim & Josh</p> <p>Marketing & Ambassadors Tamara & Josh</p> <p>Member Communication Natalie & Josh</p>