



## 2017 Strategic Plan

### The process

The Chamber Board of Directors met in December of 2016 to discuss their goals and plans for 2017. The Board developed priorities for 2017 at that meeting. Staff then took the ideas and put it into a working plan. The plan was presented to the Board at their February Board meeting and was approved.

### The tools

The Board had the following tools at their disposal: event data document, evaluation of the 2016 strategic plan, their own input, staff input from a staff meeting, and the 2017 proposed budget.

### The plan

#### Areas of Focus

- **Workforce development/educational attainment**
- **Leadership Development and Educational Events**
- **Specific Tasks:**
  - **My Sidewalk:** Hire an intern or project-based contractor to fully understand the capabilities of the program, teach the other staff, and develop a plan to roll out the service to members.
  - **Christmas Parade:** Use 2017 as a transition year to transition the Chamber out of the host role for the parade.
  - **FLOG:** 2017 will be the 30<sup>th</sup> year for this event. Plan for a huge event for the 30<sup>th</sup> celebration and then discontinue the event going forward.
  - **Organization name change:** Plan for an organization re-branding effort in 2018. Survey members, develop the implementation plan with the goal of better representing the organization as a regional organization.