

MISSION:

"To be the leader in providing advocacy, information and services that will promote business development and enhance economic prosperity in our community."

2023 - 2025 STRATEGIC GOALS

The Chamber Board has identified these foundational priority areas. This plan will and should adjust as our economic conditions dictate agility.

PRIORITY AREAS DEFINED

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Membership Development

- Determine a stronger value proposition based on member needs
 - ✧ Become an indispensable investment
- Develop and update value-based messaging
 - ✧ Determine a messaging strategy
- Develop a more intentional member recruitment

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Strategic Partnerships

- Develop partnerships to impact workforce readiness and development
 - ✧ Better Business Series
 - ✧ Educating members on working with the next generation
- Collaborate with those that are in the workforce arena at a local and state level

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Diversify Revenue

- Research the workings of a 501c3 foundation
 - ✧ Determine if a foundation is the direction to diversify revenue
- Develop a structure for a 501c3
- Create a development plan for fund raising
 - ✧ Identify possible grant writers
- Determine projects that would benefit programs, members, and the chamber

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Rebrand Chamber of Commerce

- Determine value of Chamber rebrand and name change
 - ✧ Florida Gateway Chamber "where business begins"
- Update and enhance internal and external messaging on new brand and name
 - ✧ Put together a marketing plan
- Educating members and community on chamber value

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Relevant Programs and Events

- Conduct and event audit annually
 - ✧ Utilize an event criteria checklist
- Research new value add programs for our members

