

BERKELEY SPRINGS-MORGAN COUNTY CHAMBER OF COMMERCE
STRATEGIC PLAN
Board Approved 01-10-18

MISSION: Be the source for promoting and supporting a prosperous business climate in Morgan County.

VISION: Our business is to help your business thrive.

VALUES:

Engagement
Leadership
Integrity
Collaboration
Innovation

GOAL 1: CONVENER

To provide a consistent forum for member businesses and gather other organizations.

Objective A – Maintain open meetings for members to network

Action: Have quarterly downtown business meetings open to all.

Action: Hold monthly breakfast, lunch or dinner meetings.

Action: Have “mixer seating” every quarter.

Objective B – Develop and maintain a standard process for the board to determine and distribute an informational position on relevant business topics. Be proactive.

Objective C – Conduct programs aimed at familiarization with changing aspects of business activity including government rules and regulations.

Action: Good topics – marketing/what to do; net neutrality.

GOAL 2: PROMOTION

To promote economic activity of county businesses as information and distribution hub.

Objective A – Maintain a detailed and up-to-date website

Objective B – Maintain internal communication system for sharing information about member activity. Promote businesses to each other.

Objective C – Maintain a system for making information about local businesses and services available to newcomers to Morgan County.

Objective D – Develop, produce and distribute brochures, maps and various listing devices for member businesses.

Action: Know businesses are accessible.

Action: Inform why having a rack card or info at Chamber office is important.

Objective E – Maintain a location (s) for making available brochures and related information about member businesses.

Objective F – Conduct campaigns in various media for making known the businesses and their activities.

GOAL 3: IMPROVEMENT

To improve the overall business climate in the county.

Objective A – Research and advocate various legislative and executive government actions that would benefit local businesses.

Objective B – Sponsor and support community events that bring people to local businesses.

Action: Conduct a “Wine Walk”.

Objective C – Sponsor the annual Apple Butter Festival.

Objective D – Sponsor and support beautification efforts.

GOAL 4: EDUCATION

To enhance business-related skills of members, new businesses and students.

Objective A – Collect information and serve as a clearinghouse and referral source for those seeking to open a business in the county.

Objective B – Provide directly or through collaborations, training in business skills and opportunities for existing businesses.

Objective C – Make resources available to the schools for classroom support, business related activities and mentoring.

GOAL 5: SUPPORT & COLLABORATION

To coordinate and partner with other organizations and community projects.

Objective A – Offer staff/board participation on projects that benefit the business community.

Objective B – Sponsor Community Volunteer Day.

GOAL 6: GOVERNANCE

To maintain a well-governed organization with policies, procedures and oversight.

Objective A – Recruit, train and nurture a strong volunteer base.

Action: Involve members in Apple Butter Festival volunteer opportunities.

Objective B – Create and support a strong and involved Board of Directors.

Action: Maintain an effective nominating process to identify new board members.

Action: Provide board members with an orientation handbook that includes job descriptions for specific board positions.

Objective C – Establish standardized staff management systems and procedures.

Action: Maintain job descriptions, employment contracts, recruitment, interviewing and evaluation processes.

Objective D – Establish a monitoring system for budget and all required legal and financial reporting.

Action: Maintain an annual budget.

Action: Maintain an accounting system that measures income and spending against budget goals on a monthly basis.

Action: Maintain a system of policies and procedures for approving expenditures outside annual budget allocations.

Action: Manage all financial activities and records.

Action: Review and amend bylaws as needed.

Objective E – Recruit and sustain membership.

Action: Develop system of membership benefits and fees.

Action: Create a membership information packet.

Action: Establish and implement an annual membership drive.

Action: Maintain an up-to-date member data base.

Action: Establish and maintain a system of ongoing communication with Members.

Objective F – Support maximum productivity of staff

Action: Establish ongoing process of review of and upgrading digital office equipment.