

5 Year Plan East Windsor Chamber of Commerce – 8/14/2012

Vision- To Be the Local Premiere Business & Community Service Organization in East Windsor & It's Region with a Strong Leadership position in the Community.

Mission- To deliver continuous Value Added Service to Our Members & The Community by Stimulating a Business Environment and Quality of Life where Existing Businesses will have an Opportunity to Grow and New Businesses will want to Locate here.

5 Strategic Plans of Action-

- Community Growth
- Member Services
- Economic Development
- Communications
- Operations

Core Values-

- Customer Focus/ Satisfaction
- Value Added Philosophy
- Leadership in Chamber & Community
- Quality of Life

Stakeholders-

- Members & Their Workforce
- Regional & State Level Partners
- Local Government
- Community

Benchmarks-

- Member Retention
- # of Active Members
- Growth of Membership Dues Revenue
- Growth of Non Dues Revenue
- Media Interest

Details of Strategic Action Plans-

Community Growth-

- 1) Introduce Physical & Personal Chamber Presence in the Community**
- 2) Identify & Promote Commercial Development**
- 3) Explore ways to prepare leaders for EWCC Boards & Public office-
Encourage their participation in the Government process**

Member Services-

- 1) Define Chamber's Role as Being Involved**
 - a) Define Chambers Stance on Business Issues**
 - b) Identify New Business Issues & Communicate to Members**
 - c) Conduct Regular Surveys of Membership on Issues about
Business or Government**
- 2) Provide Educational Opportunities**
- 3) Evaluate & Develop Value Added Services**
- 4) Establish Additional Vehicles for Business Generation**

Economic Development-

- 1) Identify Inventory of Available Commercial Real Estate
& Shovel Ready Sites for Promotion to Relevant Decision Makers.**
- 2) Support Ideas/Activities that Encourage Commercial Development**
- 3) Create a Committee/Liasion between Chamber & EDC**
- 4) Identify Business Owners and Their Workforce Needs**
- 5) Establish a Small Business Development Resource Center**

Communications-

- 1) Create a Plan that Promotes the Value of Commercial Development**
- 2) Continuously Outline this Program to Chamber Members, The
Public, Local Economic Development Commission, Local and State
Government**

Operations-

- 1) Evaluate Staff as necessary to accomplish goals**
- 2) Evaluate Office Size and Update Equipment to Accomplish Goals**
- 3) Participate with Regional Chamber Groups/Government Groups**
- 4) Establish an Action Team to Formulate Capital & Operations plan
& Recommend Funding Mechanisms.**

