

Cayuga County Chamber Of Commerce

STRATEGY OVERVIEW

Our Mission: To advocate as the voice of the business community, create value added services for its members, and facilitate collaboration that supports economic development for the greater good of Cayuga County.

Our Vision: We envision a prosperous, vibrant, and interconnected business community in Cayuga County.

| <u>Our Objectives:</u> | <u>Strategies (2021):</u> |
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| Brand the Chamber as the “professional organization to belong to”. | <ol style="list-style-type: none"> 1. Mission based recruitment. 2. Identify and market a unique value proposition, set ourselves apart. 3. Improve marketing and “brag” about what the Chamber provides. 4. Use technology in new and innovative ways for programs to provide better outreach, accessibility, and information and decrease costs. 5. Utilize social media & digital marketing to stay in touch with members and the business community. 6. Ensure website content is consistently up to date, and that membership benefits are clear and easy to find. 7. Offer flexibility to members and potential members in need of additional support. |
| Ensure sustainability through diversification of funding sources. | <ol style="list-style-type: none"> 1. Ensure continued membership growth and retention. 2. Enhance the value of Chamber membership. <ul style="list-style-type: none"> ○ Identify innovative solutions to offer members, particularly in the hardest hit industries 3. Find new ways to highlight and promote members <ul style="list-style-type: none"> ○ Focus on industries reopening and recovering 4. Add another member benefit program 5. Return to using metrics for events and programs. 6. Utilize fixed assets to generate revenue. 7. Identify new, diverse revenue streams. 8. Leverage Chamber Foundation for funding opportunities. 9. Outreach to other Cayuga chambers (Union Springs, Fair Haven, Moravia) to provide support and offer benefits that could result in additional event or benefit administration fees. |
| Ensure the business community’s voice is heard. | <ol style="list-style-type: none"> 1. Continue to develop a more educated and engaged board <ul style="list-style-type: none"> ○ Review programs available at 2 State Street 2. Identify and promote advocacy issues to address. <ul style="list-style-type: none"> ○ Increase opportunities for members to engage with elected/govt representatives 3. Plan/create topical educational programming. <ul style="list-style-type: none"> ○ Coordinate advocacy and education 4. Continue sharing information about changing regulations and new resources |

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Key Concepts for 2021:

- Flexibility & **Innovation**
- Sharing information & resources
- Responding to the needs of members in the hardest hit industries and populations