

Cayuga County Chamber Of Commerce

IDENTITY PROFILE

What We Do:

- Improve the quality of life in the community through comprehensive programs and services
- Support and advocate for business growth
- Education to empower and support business members

Who & Where We Serve:

- Chamber of Commerce members
- The Cayuga County Community Businesses and residents

Strategic Advantage

- We provide professional education & advocacy across all industry sectors
- We offer a broad range of member benefits and cost saving opportunities
- We are the voice of the business community

How We Do This:

- Comprehensive member benefits and savings
- Engage with Chamber members on important issues and facilitate a response
- Deliver education to the business community on public policy through programs & events
- Provide social networking activities for members and nonmembers
- Offer promotional and sponsorship opportunities for members

How We Are Funded:

- Primary funding is through membership fees
- Program fees
- Sponsorships

Our Values

- Accountability
- Integrity
- Loyalty
- Community

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STRATEGIC / BIG QUESTIONS

1. **What is the Chamber's Role in Economic Development?**
2. **What is the Chamber's role in advocacy and how will the Chamber improve its advocacy work?**
3. **How can the Chamber improve value of chamber membership?**
4. **How does the Chamber maintain and enhance financial sustainability?**
5. **How will the Chamber better organize to address new priorities?**
6. **How will the Chamber improve board governance?**

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STRATEGY & PROGRAM ASSESSMENT GRID

These are the criteria we will use to assess whether or not a particular strategy, program or initiative is consistent with our identity, mission and priorities.

	YES	NO
1. Is the strategy, program or initiative consistent with our mission, vision and values?		
2. Is there a documented need for the strategy, program or initiative?		
3. Does the strategy, program or initiative serve clients, members and stakeholders within our geographic region?		
4. Does the strategy, program or initiative build on our strategic advantages?		
5. Will the strategy, program or initiative put us in competition with our strategic partners?		
6. Will the strategy, program or initiative be of high quality and enhance our overall client, member, stakeholder and sponsor satisfaction?		
7. Has an analysis of the strategy, program or initiative been conducted? Do we have the staff & resources needed? Is it financially viable? Is it sustainable?		
8. Will the strategy, program or initiative reinforce a positive view of our organization within the community?		