



*Madison Area Chamber of Commerce*

# **STRATEGIC PLAN**

Revised by the 2019 Board of Directors

# VISION

*to champion the community and nurture an economic environment where business prospers.*

# MISSION

*to provide the vision, support, and resources to develop business.*



# STRATEGIC PLAN

## ECONOMIC GROWTH

### Objectives:

1. Have the Executive Director and a Board Representative at the table/ discussion regarding all key economic growth and quality of place initiatives
2. Continue development of hilltop revitalization group & stakeholder input.
3. Become the authoritative voice in the business community
4. Build and maintain collaborative relationships with other organizations seeking similar objectives.
5. Build an active Government Affairs Sub-Committee

Chair: Dan Wright  
Team: Chad Lewis, Kim Brant, Kim Taylor, Paula Clark, Jennifer Hensler, Mary Beth  
Staff Contact: Lindsay  
Ambassadors/Members: Matt Wirth

## MEMBERSHIP VALUE

### Objectives:

1. Assist in member retention strategy, including visits and calls from the board.
2. Educate members, non-members, and the public about Chamber benefits and value.
3. Evaluate and explore educational/ training opportunities, networking events, and programs.
4. Survey creation, analysis, and reporting for membership, issue input, and events.
5. Assist in member communications, recognition, and a policy for utilizing time-consuming resources.

Chair: Casey Goode  
Team: Cathy Allen, Chad Lewis, Lindsay, Cassey  
Staff Contact: Erik  
Ambassadors/Members:

## MARKETING

### Objectives:

1. Continue to improve website for user-friendly navigation and relevance
2. Work with strategic partners to create new relocation package and Madison-focused promotional video
3. Expand Chamber marketing message with specific focus on what we do for community, members, and newbies.
4. Utilize speaking engagements, radio, press releases, and blog posts to get the word out about the Chamber and the community.
5. Revitalize networking events and develop a feedback system.

Chair: Shaun King  
Team: Dana Riddle, Daniel Butler, Lindsay, Erik  
Staff Contact: Cassey  
Ambassadors/Members:



# ANALYSIS

A key part of the strategic planning process is identifying those internal and external factors that are helpful or harmful to achieving our objectives.

## Hits

- Stellar
- ABC
- Community pride
- SSCB
- Tiered Dues
- Roundtables
- Magazine
- Education
- Ambassadors

## Misses/Meh

- Member Retention
- Volunteer/Board/Ambassador Participation
- Communication with Board
- Staffing

## What will we BE?

- THE authoritative voice in the business community
- The source for reliable business information
- The “glue” for the silent majority of Madison businesses that are positive
- The community’s convener (mobilizing community groups to work collaboratively)
- Host/Operator of the best events in the area
- The best way to get involved in community service (a new business/employee information panel)
- An on-boarding entity for young professionals
- A player in the workforce challenge