

VISION • COMMITMENT • UNITY

WYOMING COUNTY

CHAMBER of COMMERCE

6470 ROUTE 20A ♦ SUITE 6 ♦ PERRY, NY 14530

(585) 237-0230 EMAIL – INFO@WYCOCHAMBER.ORG

WWW.WYCOCHAMBER.ORG

Strategic Plan 2010

The Wyoming County Chamber of Commerce was incorporated as a chamber of commerce in 2000. At that time, the primary focus and function of the Chamber was economic development in the form of business retention, recruitment and expansion. The Chamber also took on traditional chamber activities and provided such services as educational seminars, recognition events, low cost health insurance, networking events, and business promotion through the Wyoming County business directory.

In 2006 the Wyoming County Business Center was established as a new entity to take on the lead role of economic development for the county, working closely with the Chamber, IDA and County Planning and Development Department. While its own separate legal entity with 501c3 non-profit status, the Business Center functioned as an affiliate of the Chamber of Commerce in that the two organizations shared staff and other office/administrative resources.

The end of 2009 saw a complete separation of the Chamber of Commerce and the Business Center, thus positioning the Chamber to take on new initiatives. In developing new initiatives and shaping the future of the Chamber of Commerce, we need to ensure from a strategic standpoint, that we are meeting the needs and desires of the business members of the Chamber, as well as the residents of Wyoming County.

This strategic plan was developed following several focus groups with member businesses, committee members, board members and staff to focus on existing service areas, as well as areas of potential new services. The resulting plan is designed to provide a strategic direction for the organization. We do however; recognize the need for flexibility and adaptability in the plan as opportunities and challenges arise. Therefore, the document will be reviewed by the board of directors on an annual basis at their January board meeting and amended as deemed necessary and appropriate. Additionally, each year, staff and committee members will develop a business plan with specific tactics and outcomes to advance the Strategic Priorities.

VISION • COMMITMENT • UNITY

WYOMING COUNTY

CHAMBER of COMMERCE

6470 ROUTE 20A ♦ SUITE 6 ♦ PERRY, NY 14530

(585) 237-0230 EMAIL – INFO@WYCOCHAMBER.ORG

WWW.WYCOCHAMBER.ORG

Strategic Plan 2010

Vision Statement

The Wyoming County Chamber of Commerce is the gateway for doing business in Wyoming County and the catalyst for growth, advocacy, and connection for our businesses and communities.

Mission Statement

Our mission is to create an environment that leads to the success and prosperity of business and community in Wyoming County by providing: educational seminars, leadership development, business assistance (guidance), cost saving opportunities, advocacy, recognition, connections, networking, advertising, exposure and promotion.



Strategic Priorities

Advocacy

Awareness & Delivery of Services

Community Development & Collaboration

Communication

Leadership Development



Strategic Priorities- Advocacy

Act as the voice of Wyoming County businesses to all levels of government

Action Items

Include representation from all business sectors on legislative committee

Increase advocacy posture

Be willing to take and voice active positions on business issues

Take member business issues and concerns directly to legislators

Be able to mobilize in a pro-active vs. re-active manner



Strategic Priority – Awareness & Delivery of Services

Ensure member businesses fully understand and access the benefits of their Chamber membership – thus resulting in a strong, stable membership base

Action Items

Develop and maintain a database of current usage

Create an orientation process for new members and a refresher process for existing members

Increase face-face interaction of staff and board of directors with membership

Identify and coordinate training sessions based on business and industry needs

Survey members on an annual basis to assist in development of annual benefits and services delivered

Examine current committee structure and alter as needed to provide the most beneficial direction for service and representation of membership needs



Strategic Priority – Community Development & Collaboration

Work together to enhance our county and individual communities in an efficient and productive manner

Action Items

Increase communication and interaction with local chambers of commerce to create efficiencies, avoid duplication of services, and identify unique offerings to best serve business and community

Initiate a community development committee that will focus on cross-community dialogue and promotion

Incorporate information on local chambers of commerce and localities in Chamber newsletter and on website

Facilitate and develop synergies between county Chamber of Commerce and county Tourism Department

Complete the coordination of the move of county Tourism Department to Chamber facility

Create a cross-functional Chamber and Tourism committee

Work with local communities to secure and administer grant funding or community development and enhancement in areas currently under served as to avoid duplication of efforts

VISION • COMMITMENT • UNITY

WYOMING COUNTY

CHAMBER of COMMERCE

Strategic Priority – Communication

Act as the conduit of information relevant to the business community and their ability to conduct business

Action Items

Increase e-marketing efforts as a distribution mechanism

Capitalize on the current website traffic as not only a communication tool, but also a member business marketing tool

Utilize expertise of board members to provide “tips” service to member businesses on a weekly or monthly basis

Establish a building committee to enhance communications between agencies to convey information and services to business community

Enhance building signage to best convey services available



Strategic Priority – Leadership Development

Identify, promote, educate and support current and future leaders of Wyoming County

Action Items

Establish Leadership Wyoming as a separate 501c3 entity

Expand leadership development and training opportunities beyond just the traditional Leadership Wyoming platform. Possibilities include a short-term, smaller scale leadership training program, as well as the potential for a broader GLOW leadership program

Secure funding, monitor finances and build a quasi-endowment to ensure the long term self-sustainability of the program

Fully utilize the program alumni as agents of change for the further advancement of Wyoming County

Continue best practices communication with other leadership programs