

**Mission:** To be a positive force in our communities; connecting, promoting and supporting our members

**Vision:** Where business and community thrive together

**Values:** Excellence, Resilience, Prosperity, Fun

**Our member-focused strategic plan strives to accomplish these four goals propelling our Chamber towards sustained success, community impact, and enhanced collaboration for the prosperity of all stakeholders.**



## Dynamic Growth

### Membership

- Design programming based on consistent input and feedback, that elevates our members' experience and delivers timely, relevant information
- Monitor and analyze trends to implement innovative and relevant benefits that meet our members' evolving needs

### Community Festivals

- Enhance existing events occurring in the City of Wayzata and explore opportunities within the broader Chamber service area

### Communications

- Maximize communications, utilizing targeted outreach, strategic partnerships, data-driven insights, storytelling, member engagement, and brand building



## Established Identity

### Focus & Service Area

- Define and build awareness and recognition that the Greater Wayzata Area Chamber of Commerce is the preferred local chamber serving surrounding communities
- Identify and evaluate the destination promotion-focused activities (CVB) the Chamber is currently performing

### Branding & Messaging

- Explore and refresh name/brand enhancements and develop concise, consistent, and compelling messaging that articulates the Chamber's vision, mission, audiences, services and strategic priorities



## Strong Partnerships

### Partnerships

- Formalize a process to define the meaning of partnerships
- Assess existing partnerships (cities, members, sponsors, volunteers, schools, etc)
- Identify opportunities to strengthen/build existing relationships and evaluate future opportunities

### Engagement

- Review and assess our member touch points and identify areas to increase or enhance stakeholder experiences
- Create new and nurture existing target groups and committees
- Reinforce and communicate our value proposition to stakeholders



## Organizational Excellence

### Technology & Systems

- Improve all online user experiences
- Increase staff productivity through enhanced systems and tools

### Financial Stability

- Review and update internal controls
- Manage and minimize risk
- Diversify revenue streams

### Productivity & Sustainability

- Strengthen governance and roles
- Analyze existing recruitment and succession planning processes (board/staff/committees)