



2021 PLAN OF WORK

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FEBRUARY 24, 2021

LAKE GUNTERSVILLE CHAMBER OF COMMERCE
200 Gunter Avenue, Guntersville, AL 35976



PLAN OF WORK 2021

STRATEGIC PLAN

Mission

The Lake Guntersville Chamber of Commerce serves as an organization to unite and support the citizens of the community in their endeavors to create a superior quality of life.

Vision

A vision of excellence through individuals committed to a better Guntersville.

Value Statement

Continue to develop an environment that embraces, inspires, and utilizes the valuable resources of our city and county to be the BEST of the BEST.

Community Relations

Engage + Connect

Promote

- I. **Membership:** Provide opportunities for members to enhance their success to maintain a strong base of investors.
 - a. **Promote** and expand networking, volunteer, and educational opportunities offered to members.
 - b. **Provide** diverse advertising/sponsorship opportunities to increase members' recognition and visibility.
 - c. **Communicate** effectively between members, chamber staff, and board of directors.
- II. **Community:** Be a leader in growing and maintaining a strong and sustainable economic community.
 - a. **Serve** as a resource partner with other local economic development entities.
 - b. **Collaborate** with educational institutions in developing programs and resources to ensure a strong workforce for the future.
 - c. **Connect** business, healthcare, educational, and local government leaders to enhance working relationship.
- III. **Branding:** Maintain a vital image through focused branding and interaction with the membership, businesses, and city.
 - a. **Market** Guntersville as a tourist, relocation, and retirement destination.
 - b. **Brand** community image through promotion of aesthetics, culture, and personality.
 - c. **Promote** programs and services offered to the community.
- IV. **Government:** Support government relations communications at all levels of city, county, and state to advance relationship-building.
 - a. **Encourage** an environment of focused communication with governments to improve ourselves and how we execute ideas and information.
 - b. **Recognize**, develop, and utilize valuable partners and resources for optimal results.
- V. **Finance & Administration:** Operate the Chamber with excellence, innovation, and efficiency.
 - a. **Position** the organization and staff for long term success.
 - b. **Ensure** the future financial stability of the Chamber because of conservative budgeting.
 - c. **Monitor** and determine appropriate operational expenditures, policies, and standard operational procedures to parallel comparable Chambers.
 - d. **Organize** and maintain the physical appearance and maintenance of the building and grounds.



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ENGAGE + CONNECT	Goals, Strategies, Actions	Target Date	Status
I. MEMBERSHIP Provide opportunities for members to enhance their success to maintain a strong base of investors.	Grow & maintain a strong membership. <ul style="list-style-type: none"> • Increase overall membership to 600 members. • Maintain a 90%+ retention rate. 		
A. Promote and expand networking, volunteer, and educational opportunities offered to members.	Networking – When appropriate, with social distancing, masks, and other recommendations, continue to offer networking events connecting members – Business After Hours and Good Morning Guntersville.	May	
	Business Mentoring Partnership	March 26	
	Recruit non-member businesses	Ongoing	
B. Provide diverse advertising and sponsorship opportunities to increase members recognition and visibility.	Business Hacks. Feature members offering advice from their specialty. Feature on social media.	April	
	Continue to offer a variety of event and publication sponsorships at all levels and pricing as a promotional option for members through TRC.	September	
	Full-page “Thank You” ad in The Advertiser-Gleam listing all members by category.	May & November	
	Promote and encourage members to utilize the Thursday emails to promote their events, promotions, activities, and the Job Posting Board.	Ongoing	
	Social Media Improvement – Promote members via social media.	Ongoing	
C. Communicate effectively between members, chamber staff, and board of directors.	Social Media Improvement -Feature a member benefit each week in member emails & social media.	Ongoing	
	Social Media Improvement - Share information on social media and emails regarding professional development and helpful business tips from reliable sources (US Chamber, Retail Association, etc.).	Ongoing	
	Send Thank You cards to all members.	November	
	Evaluation forms at all events	May	
	Business Focus group/L&L session	July	
	Survey Membership upon joining. Survey on Membership Application.	Ongoing	



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COMMUNITY RELATIONS	Goals, Strategies, Actions	Target Date	Status
II.COMMUNITY ADVANCEMENT Be a leader in growing and maintaining a strong and sustainable economic community.	Partner with a variety of organizations to create a plan for sustainable growth and maintain a strong economy. Look for ways to assist in business retention, recruitment of needed businesses, and overall excellence in quality of life for the community.		
A. Serve as a resource partner with local economic development entities.	Offer grants to Chamber member businesses when available.	Ongoing	
	Work with City on projects and communicating City projects.	Ongoing	
	Continue with employment listings on website and weekly email.	Ongoing	
	Continue to serve as the premier information resource of the community.	Ongoing	
	Work with City & CVB on Hydrofest	June	
	Partner with Merchants and others on “goodwill” events.	December & Upon Request	
B. Collaborate with educational institutions in developing programs and resources to ensure a strong workforce for the future.	Partner with the Guntersville School system on projects. Continue with Partners in Education and Good Morning Guntersville with School System.	TBD	
	Partner with economic development agencies in the region to develop a workforce development plan.	TBD	
	Continue providing a Scholarship to a graduating Guntersville High School senior.	May	
C. Connect business, healthcare, educational, and local government leaders to enhance working relationship.	Connect through the Chambers Business & Breakfast series – SOC, Healthcare Breakfast, and Partners in Education	August September TBD	
	Keep lines of communication open and partner on special projects.	Ongoing	



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PROMOTE	Goals, Strategies, Actions	Target Date	Status
III. BRANDING & COMMUNICATION Maintain a vital image through focused branding and interaction with the membership, businesses, and city.	Improve branding and continue to promote a positive image for the Chamber and the City of Guntersville to encourage positive growth for the Chamber and community.		
A. Market Guntersville as a tourist, relocation, and retirement destination.	Produce Full-color magazine	2Q	
	Unveil new website	1Q	
	Advertise in targeted print media campaigns. Currently working with Alabama Magazine on a year-long ad campaign.	Ongoing	
B. Brand community image through promotion of aesthetics, culture, and personality.	Social Media Campaign - Produce short videos to utilize on social media and website to target people outside of the local market.	Ongoing	
	Produce quality promotional materials and print advertising.	Ongoing	
C. Promote programs and services offered to the community.	Social Media Improvement - Promote and highlight Chamber success more and better.	Ongoing	
	Social Media Improvement - Promote the benefits of Chamber through social media and local media – The Advertiser Gleam and Radio Update.	Ongoing	



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GOVERNMENT & ADMINISTRATION	Goals, Strategies, Actions	Target Date	Status
IV. GOVERNMENT Support government relations communications at all levels of city, county, and state to advance relationship-building.	Develop relationships with elected officials to partner in creating opportunities for positive community growth.		
A. Encourage an environment of focused communication with governments to improve ourselves and how we execute ideas and information.	Work to build relationships with elected officials at all levels of government. Plan visits with elected officials in Montgomery and DC.	Ongoing	
	Work closely with the Mayor and Council to move the city forward. Continue to work together on special projects as needed.	Ongoing	
B. Recognize, develop, and utilize valuable partners and resources for optimal results.	State of the City	August	
	Yancy to continue serving on the Business Council of Alabama Board of Directors and attending events and participating in conference calls as needed.	August	
V. FINANCE & ADMINISTRATION Operate the Chamber with excellence, innovation, and efficiency.	Excellent staff and an engaged board looking forward for continuous improvement and positive financial outcomes.		
A. Position the organization and staff for long-term success.	<ul style="list-style-type: none"> Continue to conduct annual board and staff retreat to determine and set long and short-term goals. Report on the progress of the approved Plan of Work 	January & Monthly	
	Continue to engage staff in Professional Development.	Ongoing	
	Yancy to teach at IOM.	November	
B. Ensure the future financial stability of the Chamber because of conservative budgeting.	<ul style="list-style-type: none"> Research new revenue opportunities. Assist in bringing in new businesses which will directly and indirectly impact the Chamber's annual revenue. 	Ongoing	
C. Monitor and determine appropriate operational expenditures, policies, and standard operational procedures to parallel comparable Chambers.	Review bylaws and policy & procedures.	Ongoing	
D. Organize and maintain the physical appearance and maintenance of the building and grounds.	Facility Improvements and upkeep – New roof, meeting room, kitchen, lobby, and sign.	Dec 31	