



Pike County Chamber of Commerce

Strategic Plan

Mission: The mission of the Pike County Chamber of Commerce is to promote and improve the business environment, stimulate a vibrant local economy and produce a cooperative effort to enhance the overall quality of life in Pike County to its highest potential.

Vision: Working for a better Pike County

Core Values: We achieve results through:

Member involvement (Contribute to the wellbeing of the Chamber and the community)

Leadership (Clear in our vision with the ability to communicate and garner support)

Integrity (Honesty and ethics to warrant the trust of the community)

Partnerships (Maximize resources, provide assistance and create opportunities)

Community Inclusiveness (Respect and honor diversity of all)

Fiscal Responsibility (Transparent and sound business practices)

Goals & Objectives:

1. To represent business in promoting economic development while preserving and enhancing our community's quality of life.
 - a. Foster a supportive operating environment that nurtures the growth and development of Pike County's existing, start-up, and relocating businesses by promoting the area's livability and quality of life.
 - b. Market Pike County to benefit members and to enhance the entrepreneurial climate of the region.
2. To position the Chamber as an organization that benefits its members.
 - a. Provide value-added programs and benefits to help members achieve success.
3. To position the Chamber so that it maintains membership and revenue levels that sustain its budgetary requirements.
 - a. Develop a marketing plan to attract new members and retain existing members.
 - b. Create a plan to encourage and develop financial support for the Chamber.
4. To build partnerships and coalitions for business to effectively work with community, government and educational organizations.
 - a. Promote partnerships with organizations with similar goals.
 - b. Shape public policy by educating and influencing government about the needs of local business, and encouraging participation and support through the development of consistent and credible business agendas.

Action Plans:

1. To represent business in promoting economic development while preserving and enhancing our community's quality of life.
 - A. Foster a supportive operating environment that nurtures the growth and development of Pike County's exiting, start-up, and relocating businesses by promoting the area's livability and quality of life.

1. Cooperate with other entities in utilizing needs assessments to help define the labor market and available workforce in order to support the retention and growth of businesses in the region.

2. Cooperate with other entities in strengthening awareness of demographics as a major resource for attracting and enhancing business.

3. Create and support cultural and community events.

4. Maintain a website that informs the community.

B. To market Pike County to benefit members and to enhance the entrepreneurial climate of the region.

1. Maintain a public relations/advertising campaign that projects Pike County's image as a progressive and dynamic place to visit, live and conduct business.

a. Create opportunities for cooperative advertising among our members.

b. Create and maintain an informational packet about Pike County.

c. Cultivate the media outside Pike County to encourage positive feature articles about Pike County.

d. Employ a part-time Marketing Coordinator to support the work of the Marketing Committee as needed.

2. To position the Chamber as an organization that benefits its members.

A. Provide value-added programs and benefits to help members achieve success.

1. Provide educational opportunities for our membership to help them succeed in their business.

2. Provide grand openings.

3. Provide networking opportunities such as card exchanges.

4. Provide group insurance (health, dental, workman's compensation, general liability).

5. Develop publications as needed.

6. Provide Internet presence through a website.

7. Provide referral services.

8. Support area business councils.
 9. Participate in regional workforce development efforts.
 10. Promote job fairs and business expos.
 11. Promote joint advertising opportunities.
3. To position the Chamber so it maintains membership and revenue levels that sustain its budgetary requirements.
- A. Develop a marketing plan to attract new members and retain existing members.
 1. Maintain and update new member packet.
 2. Create a plan to encourage and develop financial support for the Chamber.
 - a. Develop an annual calendar of fundraising events and sponsorship opportunities.
 - b. Build and maintain alternative funding sources.
4. To build partnerships and coalitions for business to effectively work with community, government and educational organizations.
- A. Promote partnerships with organizations with similar goals including, but not limited to:
 1. Delaware Valley School District
 2. Other Area Chambers of Commerce
 3. Area nonprofit organizations
 - B. Shape public policy by educating and influencing government about the needs of local business.
 1. Outreach to local and statewide elected officials and community leaders.

Implementation of Action Plans:

1. To represent business in promoting economic development while preserving and enhancing our community's quality of life.

A. Foster a supportive operating environment that nurtures the growth and development of Pike County's exiting, start-up and relocating businesses by promoting the area's livability and quality of life.

1. Cooperate with other entities in utilizing needs assessments to help define the labor market and available workforce in order to support the retention and growth of businesses in the region.

HOW: Consult with EDA and other county departments for the purpose of maintaining accurate and current demographic information.

WHO: Chamber Board, County Officials, EDA Executive Director

WHEN: On-going

2. Cooperate with EDA and other entities in strengthening awareness of demographics as a major resource for attracting and enhancing business.

HOW: Publish information and promote it outside of Pike County. Link to EDA website.

WHO: Marketing/Internet Committee

WHEN: On-going

3. Create and support cultural and community events.

HOW: Continue support for existing programs, create new events, look for co-sponsoring activities.

WHO: Chamber Committees, Board of Directors, Office

WHEN: On-going

4. Maintain a website that informs the community.

HOW: Publish Chamber related calendars on the website and in Chamber publications and other appropriate media.

WHO: Board of Directors and Office

WHEN: On-going

5. Promote the high standards of local academic and co-curricular school districts.

HOW: Publish on Chamber website, Chamber publications and other appropriate media.

WHO: Chamber Committees, Board of Directors, Office

WHEN: On-going

B. To Market Pike County to benefit members and to enhance the entrepreneurial climate of the region.

1. Maintain a public relations/advertising campaign that projects Pike County's image as a progressive and dynamic place to visit, live and conduct business.
 - a. Create opportunities for cooperative advertising among our members.
 - b. Create and maintain an informational packet about Pike County.
 - c. Cultivate the media outside Pike County to encourage positive feature articles about Pike County.
 - d. Employ a part-time Marketing Coordinator to support the work of the Marketing Committee as needed.

HOW: Look for opportunities for members to participate in joint advertising programs through event sponsorships, website, business card exchanges, seminars, presentations. Create and maintain a kit about Pike County in cooperation with EDA, local schools, health care providers and other relevant entities to promote Pike County. Cultivate the media outside Pike County to encourage positive feature articles about Pike County. Work with organizations such as WVIA to promote business climate and quality of life in Pike County.

WHO: Marketing Committee

WHEN: On-going

2. To position the Chamber as an organization that benefits its members.

- A. Provide value-added programs and benefits to help members achieve success.

HOW: Provide educational opportunities for our membership to help them succeed in their business.

WHO: Business Education Committee

WHEN: On-going

HOW: Provide grand openings.

WHO: Office

WHEN: On-going

HOW: Provide networking opportunities such as card exchanges.

WHO: Committees, Office

WHEN: On-going

HOW: Provide group insurance (health, dental, workman's compensation, general liability).

WHO: Office

WHEN: On-going

HOW: Develop publications such as membership directories, visitors guide and monthly newsletter.

WHO: Marketing Committee, Office

WHEN: On-going

HOW: Provide an Internet presence through a website.

WHO: Marketing Committee

WHEN: On-going

HOW: Provide referral services.

WHO: Office

WHEN: On-going

HOW: Support area business councils.

WHO: Office, Board of Directors

WHEN: On-going

HOW: Participate in regional workforce development efforts.

WHO: Office, Board of Directors

WHEN: On-going

HOW: Promote job fairs and business expos.

WHO: Committees, Office

WHEN: On-going

HOW: Promote joint advertising opportunities.

WHO: Marketing Committee

WHEN: On-going

3. To position the Chamber so that it maintains membership and revenue levels that sustain its budgetary requirement.

A. Develop a marketing plan to attract new members and retain existing members.

HOW: Maintain and update new member packet.

WHO: Membership Committee, Office

WHEN: On-going

B. Create a plan to encourage and develop financial support for the Chamber.

HOW: Develop an annual calendar of fundraising events and sponsorship opportunities.

WHO: Committees, Office

WHEN: On-going

HOW: Build and maintain alternative funding sources.

WHO: Board of Directors, Office

WHEN: On-going

4. To build partnerships and coalitions for business to effectively work with community, government and educational organizations.

A. Promote partnerships with organizations with similar goals.

HOW: Reach out to local and statewide elected officials and community leaders including, but not limited to: Delaware Valley School District, Other Area Chambers of Commerce and Area nonprofit organizations.

WHO: Executive Director, Board of Directors, Office

WHEN: On-going

B. Shape policy by educating and influencing government about the needs of local businesses.

HOW: Communicate with local and statewide elected officials and community leaders including, but not limited to: Pike County Government, Pennsylvania State Government, EDA, National Park Service, National Forest Service and the Pocono Mountain Vacation Bureau.

WHO: Executive Director, Board of Directors, Office

WHEN: On-going