

## **Sumter County Chamber of Commerce 2010 Strategic Plan**

**Mission:** The Sumter County Chamber of Commerce is the gateway to the Sumter business community, providing an environment of increased visibility for our members while offering advocacy, networking and advertising opportunities and providing a continuous flow of information on all aspects of the county through established relationships with the government and education bodies throughout Sumter County,

**Vision:** The Chamber of Commerce promotes continued growth and prosperity of its members resulting from its efforts to support members and provide increased visibility, opportunities and networking throughout Sumter County. The Chamber is your advocate for local business, now and in the future.

### **Objectives:**

To develop, encourage, promote and protect the commercial, professional, financial, agricultural, general business interests of its members.

- Promote the prosperity and growth of our members and the community through fostering of partnerships between business, industry, education and government.
- Serve the needs of the members of the Chamber; as well as promote a healthy environment for the business community and a better quality of life for Sumter County.

### **Core Values:**

The SCCC has set the following as their core values:

- Quality leadership
- Fair business practices and ethics
- Business diversity and continued economic development
- An improved quality of life in the community
- An education system that provides life and workforce opportunities
- A fair and impartial government representing the citizens equally

## **Sumter County Chamber of Commerce Summary of Goal, Objectives & Strategies**

### **Goals:**

1. Strengthen financial plan and develop revenue generating events and programs.
2. Increase visibility
3. Retain, increase and engage membership through networking, marketing and provision of resources.
4. Continue partnerships with government

### **Objectives:**

1. Generate additional revenues through enhancement of revenue streams and lessen dependency on governmental contributions. Develop events and programs with an emphasis on revenue-generation and return-on-investment in terms of time and resources.
2. Further promote SCCC to the Sumter County community and enhance efforts to market Sumter County regionally, nationally and globally.
3. Develop programs and opportunities that result in member retention and increased new members.
4. Engage the legislative process at the local, regional, state and federal levels and continue to collaborate with economic development entities.

## **Strategies:**

1. Produce a projection of costs associated with accreditation.
2. Support staff training and participation in Chamber Institute.
3. Emphasize the professional certification of the executive director.
4. Enhance the database management capabilities of staff.
5. Strengthen committee support through training and empowerment of staff.
6. Expand existing revenue other than Governmental Funding streams by 20 percent.
7. Focus on fundraising efforts as an area of emphasis.
8. Capitalize on fundraising event opportunities with a demonstrated cost-benefit ratio.
9. Enhance revenues through the development of the passport program.
10. Annually evaluate dues structures to determine sufficiency and opportunities.
11. Evaluate revenue expansion since governmental contributions will be lessened in future fiscal years.
12. Utilize local and regional media including radio, TV and cable.
13. Build partnerships with print media, specifically with the Daily Commercial.
14. Evaluate and expand exposure through electronic media.
15. Utilize luncheon events as a means to expand visibility and word-of-mouth promotion.
16. Expand ambassador program with a goal of 20 volunteer ambassadors.
17. Achieve goal of 10 new members per month.
18. Utilize membership surveys to evaluate effectiveness of current programs and opportunities.
19. Develop a focus group program to derive more thorough information on member attitudes.
20. Conduct interviews of diverse members to gain additional insight.
21. Adopt a direct-contact approach for board members and ambassadors to outreach to membership.
22. Collaborate through defined roles among partners.
23. Monitor the items that come before municipal and county governments and provide input when pertinent.
24. At the local level, place an emphasis on monitoring the efforts of the Sumter County Board of County Commissioners and the Sumter County School Board.
25. Collaborate with regional governments such as the Lake~Sumter Metropolitan Planning Organization and the Withlacoochee Regional Planning Council.
26. Coordinate efforts with E5 Solutions, the county-funded economic development entity responsible for marketing, recruitment and retention.
27. Establish a Legislative Committee and establish a greater Sumter County interaction with the state legislative delegation and state legislature and with federal legislators.

28. Monitor and communicate the legislative actions of other chambers of commerce, of the Florida Chamber of Commerce and of the U.S. Chamber of Commerce.
29. Board of directors annually evaluates events and programs to determine effectiveness in terms of profit versus loss.
30. Finance Committee provides input on the fiscal aspects of existing or proposed events and programs.
31. Events Committee brings forward recommendations on new events or improvements to existing events, with an emphasis on revenue generation.
32. Establish a formal value of volunteer time utilizing a method of calculation based on widely-accepted chamber standards.
33. Make financial and in-kind investment decisions based on the projected return on investment with a goal of expanding the scale of revenue-generating events and programs.
34. Develop a 10-year Facilities Plan that addresses capital facility needs and identifies fiscal strategies to fund projects.
35. Develop a five-year plan to address technology needs and identify fiscal strategies to fund hardware/software/technology upgrades.
36. Outreach to major employers to promote member business opportunities.

## 2010 SCCC Strategic Plan – Goals, Objectives & Strategies

### **Goal 1: Strengthen financial plan and develop revenue generating events and programs.**

Objective: Generate additional revenues through enhancement of revenue streams and lessen dependency on governmental contributions.

Strategies:

- Expand existing non-governmental revenue streams by 20 percent.
- Focus on fundraising efforts as an area of emphasis.
- Capitalize on fundraising event opportunities with a demonstrated cost-benefit ratio.
- Enhance revenues through the development of the passport program.
- Annually evaluate dues structures to determine sufficiency and opportunities.
- Evaluate revenue expansion since governmental contributions will be lessened in future fiscal years.
- Board of directors annually evaluates events and programs to determine effectiveness in terms of profit versus loss.
- Finance Committee provides input on the fiscal aspects of existing or proposed events and programs.
- Events Committee brings forward recommendations on new events or improvements to existing events, with an emphasis on revenue generation.
- Establish a formal value of volunteer time utilizing a method of calculation based on widely-accepted chamber standards.
- Make financial and in-kind investment decisions based on the projected return on investment with a goal of expanding the scale of revenue-generating events and programs.

### **Goal 2: Increase visibility**

Objective: Further promote SCCC to the Sumter County community and enhance efforts to market Sumter County regionally, nationally and globally.

Strategies:

- Utilize local and regional media including radio, TV and cable.
- Build partnerships with print media, specifically with the Daily Commercial.
- Evaluate and expand exposure through electronic media.
- Utilize luncheon events as a means to expand visibility and word-of-mouth promotion.
- Expand ambassador program with a goal of 20 volunteer ambassadors.

**Goal 3: Retain, increase and engage membership through networking, marketing and provision of resources.**

Objective: Develop programs and opportunities that result in member retention and increased new members.

Strategies:

- Achieve goal of 10 new members per month.
- Utilize membership surveys to evaluate effectiveness of current programs and opportunities.
- Develop a focus group program to derive more thorough information on member attitudes.
- Conduct interviews of diverse members to gain additional insight.
- Adopt a direct-contact approach for board members and ambassadors to outreach to membership.

**Goal 4: Continue partnerships with local government**

Objective: Engage the legislative process at the local, regional, state and federal levels and continue to collaborate with economic development entities.

Strategies:

- Collaborate through defined roles among partners.
- Monitor the items that come before municipal and county governments and provide input when pertinent.
- At the local level, place an emphasis on monitoring the efforts of the Sumter County Board of County Commissioners and the Sumter County School Board.
- Collaborate with regional governments such as the Lake~Sumter Metropolitan Planning Organization and the Withlacoochee Regional Planning Council.
- Coordinate efforts with E5 Solutions, the county-funded economic development entity responsible for marketing, recruitment and retention.
- Establish a Legislative Committee and establish a greater Sumter County interaction with the state legislative delegation and state legislature and with federal legislators.
- Enhance communications with CSX Transportation. (?)
- Monitor and communicate the legislative actions of other chambers of commerce, of the Florida Chamber of Commerce and of the U.S. Chamber of Commerce.