



HUNTERDON COUNTY CHAMBER OF COMMERCE

...in the business of promoting business

2010 Strategic Plan

Mission Statement

To create an economic climate that enhances growth, prosperity and the quality of life for all who live, work and visit Hunterdon County.

Vision Statement

The Hunterdon County Chamber of Commerce will be the leading voice of business and the catalyst that drives the success of the business community.

Core Values

- Integrity
- Professionalism
- Partnerships
- Diversity
- Inclusiveness

Advocacy

Goal:

To provide a voice on behalf of the Chamber membership and business community on various public policies and economic issues.

Advocacy Objectives

- Build and strengthen Chamber awareness in community and with Government entities.
- Promote and be a positive influence for member success.
- Help create the opportunity for strategic alliances and partnerships between member companies.
- Endorse legislation that supports the business community.
- Be an indispensable resource of information for all entities doing business in Hunterdon County.
- Conduct annual strategy session on forming a legislative agenda on both State & Federal issues.
- Develop annual pro business policy positions.
- Explore ways the Chamber could better participate on the annual Walk to Washington program run by NJ Chamber.
- Conduct U.S. Chamber Business & Government Committee training.
- Establish regular communication with members, community and press on legislative Issues that impact the Business Community in Hunterdon.
- Increase participation by members of the Hunterdon County Chamber testifying before various legislative committees in Trenton.

Tourism

Goal:

To promote Hunterdon County as a Tourism Destination, targeting the following audiences; residents, visitors, tourists, leisure travelers, sportsmen, recreational seekers and shoppers.

Tourism Objectives

- Establish a formal Tourism Board.
- Develop and publicize a program designed to enhance the opportunities for specific industries intended to bring together travel and tourism industry buyers, sellers, service providers and companies that support the travel and tourism industry.
- Develop a 3-year marketing plan for Tourism.
- Develop a long term funding plan for Tourism.
- Conduct an economic impact study on Tourism.
- Establish stronger ties to the Agricultural-Tourism industry in Hunterdon.
- Establish stronger ties to the Equestrian Community in Hunterdon.
- Be the recognized leader for Tourism in Hunterdon County.
- Hold an annual Summit on Tourism.
- Establish an inventory of Tourism Assets.

Economic Development

Goal:

Be a catalyst and leader in the region to bolster economic development, alliances, partnerships and collaboration for the common goal of making the region the best place to live, work and visit.

Economic Development Objectives

- Be a source for information related to Chamber members' effectiveness and assist member organizations in enhancing their long-term economic security.
- Continue to renew, maintain and develop a business friendly environment that meets the Chamber's mission.
- Identify businesses that are contemplating making a move into the region.
- Create a welcome package to introduce the services that the Chamber & Government offer to businesses moving into the region.
- Establish a countywide data base of Commercial Office Space – occupied and available.
- Study the feasibility of the Chamber establishing Downtown Revitalization programs for Hunterdon County municipalities.
- Establish baseline metrics on the current economic state of Hunterdon County.
- Study and determine workforce development needs of Hunterdon County.
- Explore a long-term community visioning study for Hunterdon County.

Membership

Goal:

- Continue to build and strengthen the Chambers' membership.
- Provide opportunities for every member to achieve the success they anticipated when joining the Chamber.
- Ensure that Chamber events and programs provide valuable networking opportunities.

Membership Objectives

- Increase & retain membership.
- Evaluate Affinity programs and/or explore the offering of additional membership benefits that have tangible merit.
- Coordinate yearly calendar for the organization that reflects a balance in both the number and types of offerings the Chamber sponsors.
- Explore and establish strategic alliances with Chambers, businesses and other organizations that share the common goal of promoting Hunterdon County.
- Educate members and the business community on the benefits of Chamber membership.
- Establish a Membership Handbook and re-evaluate the orientation process for new and current members.
- Explore the accreditation process from the United States Chamber of Commerce.
- Develop and implement a comprehensive Marketing Plan for the Chamber that addresses both external and internal communications.

Operations

Goal:

Ensure that the Hunterdon County Chamber of Commerce is reviewing and adhering to best practices in the following areas: Board, Finances and Human Resources.

Operations Objectives

- Create a formal Board manual.
- Ensure that the Chamber has adequate financial policies for sound fiscal practice.
- Create a technology policy for data and systems management.
- Review existing personnel policies for completeness and compliance with existing laws.

Programs & Events

Goal:

- Provide quality programs.
- Chamber events should be seen as innovative and cutting edge.
- Position programs that help members attain their goals through participation.

Programs & Events Objectives

- Enhance networking opportunities through Chamber events and programs for all types of industries.
- Increase membership participation while maintaining or increasing revenue.
- Engage younger members to retain and explore avenues that support the community and professional growth.
- Create opportunities for members with common problems to meet in an environment that promotes a healthy exchange of information to explore solutions.
- Continue annual review of program schedule to accommodate chamber members needs.

Shared Services

Goal:

The Hunterdon County Shared Services Council is a public/private partnership, comprised of county, municipal, business and education representatives that serves to implement shared services among and between governmental agencies, schools and the larger business community.

Shared Services Objectives

- Reduce the cost of government.
- Provide taxpayer savings.
- Eliminate redundancy and inefficiencies.
- Strengthen the quality of services.
- Protect the environment.