

CHAMBER VISION 2009 *A STRATEGIC BEGINNING*

WHAT GUIDES US?

The VISION

By 2009, The Front Royal-Warren County Chamber will be recognized as a strategic force bringing economic visibility and profitability to the greater Front Royal, Warren County and Shenandoah Valley region.

The MISSION

The mission of The Front Royal-Warren County Chamber is to strengthen, stimulate and develop the visibility and prosperity for our Front Royal, Warren County and Shenandoah Valley members.

STRATEGIC GOALS

I. To assess the needs of businesses, industries and organizations operating in The Front Royal-Warren County Chamber's region.

- 1) Assess and address the business needs of The Front Royal-Warren County Chamber membership
- 2) Provide leadership in strengthening, stimulating and developing The Chamber membership
- 3) Strengthen relationships across the regional communities through consistent and regular interaction

II. To effectively express the views of the business community to appropriate levels of Town and County governments (and beyond) on matters of relevance to members.

- 1) Establish The Front Royal-Warren County Chamber as an effective advocate for Local, State and Federal programs and investments that support The Chamber membership 's interests
- 2) Weave strategies of separate groups (i.e. EDA, etc.) into a cohesive agenda for The Chamber to advocate

III. To provide information and services to The Front Royal-Warren County Chamber members justifying their commitment to The Chamber, making them advocates for others to become members and to expand the network and resource base.

- 1) Become the network hub linking information/activities for The Chamber region (i.e. utilize and promote existing service industry expertise such as "community bankers")
- 2) Develop a marketing campaign to include effective website "connections," ads, publications and recruitment materials to enhance the image of The Chamber. (Develop an appropriate logo)
- 3) Evaluate interaction and services semi-annually through phone, person-to-person and web-based surveys

CHAMBER VISION 2009 *A STRATEGIC BEGINNING*

IV. To develop strategies to put Front Royal as the anchor for the Shenandoah Valley - Washington, D.C. I-66 Corridor as a means to increase travel trade, tourism and a destination as a regional recreation center.

- 1) Apply and integrate strategies III-1 from the regional host perspective.
- 2) Apply and integrate strategies III-2 from the regional host perspective.
- 3) Utilize local and other Front Royal, Warren County and Shenandoah Valley events (i.e. Wine & Craft Festival, Valley of Festivals) to draw traffic through the Gateway.

V. To provide training and education activities/forums/platforms enhancing the necessary skills needed to ensure quality services and successful operations of The Front Royal-Warren County Chamber members.

- 1) Assess and deliver, in partnership with educational/training providers, programs requested by members
- 2) Continue to facilitate the Business-After-Hours, Leadership Academy, Trade Fest, Job Fairs, Annual Dinner, etc.

VI. To support the appropriate management structure within The Front Royal-Warren County Chamber and develop the management skills of a strong working Board of Directors.

- 1) Evaluate the staffing structure semi-annually to ensure work and processes add value to Greater Chamber activities
- 2) Evaluate Board of Director's policies and procedures annually
- 3) Develop a board development plan to include self-evaluations annually
- 4) Conduct a review of the strategic plan with board members (and other interested parties) semi-annually

VII. To maintain and grow The Chamber's financial well-being necessary to accomplish its goals and objectives.

- 1) Annually: Generate financial resources to fund the operating budget of The Chamber through new member sales, retention of existing membership accounts, and a wide variety of the Chamber-related activities and events.