

3-Year Strategic Plan 2023-2025

Updated 2/03/23



NORTH TAMPA BAY
CHAMBER

Vision: To be the trusted leader and driving force for the growth and success of our business community.

Mission: To provide valuable services to our member, advocate for a positive business community and sustain and further develop a thriving economy for the North Tampa Bay Region.

Core Values: Integrity | Collaboration | Inclusivity | Innovation

Goal 1

Visionary Leadership

Develop human capital and partnership skills to solve business challenges

1.1 Develop Board/Staff Professional Skills

Ensure a qualified, diverse leadership team

- With ongoing professional development
- Review and refine governing documents annually
- Review and refine position descriptions for staff annually
- Strengthen board and staff relationship
- Develop Executive Succession Plan

1.2 Develop Volunteer Leadership

Recruit and develop volunteers as civic leaders, committee leaders and program volunteers

- Provide formal volunteer training
- Develop committee leadership succession and pipeline
- Attract, train, and retain volunteers
- Develop a more robust volunteer recognition and reward program

1.3 Serve as a Thought Leader on Critical Issues

- Develop Policy Council
- Develop partnerships with local, state, and federal stakeholders to resolve critical issues
- Engage subject matter experts on regional issues
- Engage and educate members about initiatives related to critical issues

Goal 2

Quality Programs & Services

Maximize business development growth of the community

2.1 Increase Community Impact

Provide leadership on regional issues that impact the business community

- Expand advocacy on local, state and federal issues
- Design and develop collaborative initiatives
- Apply for US Chamber Accreditation by 2020
- 2020 Apply for FACP Chamber of Year
- 2021 Re- Apply for FACP Certification+

2.2 Enhance Programs and Services

Deliver Meaningful education and information

- Consistently survey segments of membership to continually evaluate member needs
- Establish mentorship and internship programs
- Develop programs based on member segmentations
- Provide programming for a skilled workforce
- Offer new technologies and services to engage members

2.3 Develop Member Value

Clearly define return on investment for all members

- Develop initiatives to promote member businesses
- Create “New” opportunities for connecting
- Develop initiatives to promote member businesses
- Communicate member value and ROI

Goal 3

Operational Excellence

Advance technology and infrastructure to support innovative program delivery

3.1 Establish Program Standards and Procedures

Utilizing best practices to effectively deliver programs, products and services

- Identify and improve core business processes
- Establish an annual program review and reporting process to keep board informed
- Create an administrative program calendar

3.2 Market North Tampa Bay’s community and chamber through multiple channels and market segment.

Develop and Implement:

- Communications Plan
- Marketing Plan
- Social Media Plan
- Public Relations Plan

3.3 Create a culture of innovation and maximize the use of technology in member engagement.

- Utilize the database to effectively engage all members
- Assess current and future technology needs
- Create technology plan

Goal 4

Sustainable Funding

Maintain financial integrity and achieve long-term sustainability

4.1 Diversify revenue with an emphasis on increasing non-dues revenue

- Grow sources of revenue
- Develop new ideas to increase non- dues revenue (sponsorship, fee-based services)

4.2 Continue applying best practices to strengthen financial stewardship:

- Annually review and refine financial policies and procedures
- Annually review and refine investment portfolio
- Meet or exceed all ACCE benchmarks

4.3 Establish policy and practices of budgeting for future development

- Create strategies and activities to grow funding for emerging needs
- Develop multi-year partnerships to meet ongoing strategic needs