



2021-2024 Strategic Plan

Chamber Vision: Making our lake community a destination for work, home, and play.

Chamber Mission: Creating prosperity and a vibrant community.

Strategic Theme	Strategic Objective	Defined Goals	Responsibility	Due	Done!
Member Engagement and Recruitment	Develop Clear Chamber Value Proposition for Different Audiences	Implement member outreach efforts to determine needs and priorities of chamber members (surveys, focus groups)	Membership Task Force	12/31/2021	
		Develop value proposition and elevator pitch for targeted business sectors (manufacturing, retail, service, professional, etc.)	Membership Task Force	3/31/2022	
		Clarify Chamber mission and values to differentiate from service groups	Board of Directors	2/28/2022	
	Recruit New Members	Identify business sectors underrepresented in chamber and recruit using newly created value proposition, elevator speech, and member services	Membership Growth Committee	6/30/2022	
	Share Chamber Success Stories	Share chamber achievements and goals with members through published Annual Report and news blasts – include member testimonials	Chamber Staff	1/31/2022 Forward	
Business Promotion	Promote Local Businesses to Encourage Local Support and Business Sustainability	Create Business of the Month Spotlight highlighting small business	Small Business Council	1/1/2022 Forward	
		Develop Shop Local and Buy Chamber promotions to keep business local	Small Business Council	3/31/2022	
		Increase online presence through website enhancements and mobile app creation, with focus on promoting [community] businesses	Website Task Force	9/1/2022	
Workforce Shortages	Develop Strategies to Address Workforce Shortage and Recruitment Challenges	Expand school partnership (Connect Academy) to incorporate more technical training, career exploration, and workforce experience at the high school level	Education & Mentoring Committee	6/30/2022	
		Identify existing workforce programs and create webpage/document to inform the business community of options	Workforce Shortage Task Force	2/28/2022	
		Leverage chamber website and social media to share member job postings within the community at large (not just chamber members)	Chamber Staff	12/31/2021 Forward	
Focus On Business	Focus Efforts on Programs and Events which Businesses Appreciate	Evaluate current events and prioritize those supporting local business	Event Strike Force	11/30/2021	
		Create business-focused programs based on member survey results	Business Growth Task Force	6/30/2022	
		Develop Roundtable Discussion program to provide business owners with opportunity to share challenges and suggestions in a confidential setting		9/30/2022	
Economic Development	Actively Support City Economic Development Efforts	Work with Muskego Economic Development to identify areas in which Chamber could be a valuable partner in achieving community goals	Economic Development Committee	12/31/2022	
		Identify and leverage opportunities to promote [community] externally		12/31/2022 on	
Chamber Sustainability	Structure Chamber/Board Operations to Achieve Identified Goals	Develop follow up plan to ensure strategic plan is executed	Board of Directors	9/30/2021	
		Develop committee structure to support chamber goals	Committee Strike Force	12/31/2021	
		Seek mutually beneficial, business-focused opportunities to collaborate with other organizations	Board, Staff	Ongoing	
		Update policies and procedures to reflect best practices to protect chamber	Policies Task Force	12/31/2022	

Strike Force: one meeting to define problem, one meeting to discuss possible solutions, one meeting to finalize recommendation (for focused issues, might be able to accomplish in one session)

Task Force: formed around defined goals, disbands when those goals are accomplished