

# STRATEGIC PLAN



## MISSION

*Since 1978, our mission has been to promote an environment of goodwill and prosperity among businesses, residents and civic organizations in the greater Hewitt area. We strive to foster, protect and promote the commercial, industrial, civic, agricultural and general interests of the Hewitt community.*

# VISION

*To be one of the highest performing chambers in service and community development in the state of Texas by continuing to provide quality information to members, attract visitors to the area and maintaining positive rapport between the community and residents.*

*To consistently seek community needs and opportunities to excel while evaluating the chamber's services. The chamber connects our members to leaders and legislators for providing relevant and up-to-date information for small business operations. to utilize access for resources available through the largest business networks in the nation.*

# AREAS OF EXCELLENCE

*Business Referrals and Development*

*Visibility*

*Credibility*

*Community outreach*

*Membership Growth & Retention*

*Business Resources & Monthly Education*

*Affordable Advertising*

*Shop Local Campaigns*

*Scholarship Awards: \$110,000 since 2008*

*Business & Community Partner Collaboration*

*National Rankings: Places to Live, Affordability, Schools*

# SHORT-TERM GOALS & OBJECTIVES

## ***Maintain Hewitt's reputation as a desirable city to live and visit***

- *Staff and Board visible in the community*
- *Enhance quality of life for businesses and residents in the community*
- *Provide up to date resources*
- *Continue highlighting community benefits, amenities and accolades*
- *Review membership and residential growth/stats monthly*
- *Showcase district education and leadership awards*
- *Continue to celebrate and publish business membership milestones*
- *Maintain local, state and regional relationships*

## ***Manage specific Executive Committee member roles***

- *Review Executive activity, Bylaws and responsibilities quarterly*
- *Review Committee Chair performances*
- *Quarterly visits with tourism partners*
- *Quarterly staff performance reviews*

## ***Continue execution of Operation Thank You***

- *Provide a small gift at annual membership banquet*
- *Recruit sufficient number of volunteers to visit membership*
- *Family appreciation event*
- *Social media posts and member showcase*

## ***Increase Membership Retention to 99% and Growth to 12%***

- *Continue proper membership processing & benefits awareness*
- *Continue to quickly encourage new member engagement*
- *Continue to host complimentary Happy Hour with the President*
- *Continue to host complimentary Coffee with the President*
- *Continue to host complimentary Membership Orientation*

# SHORT-TERM GOALS & OBJECTIVES

## ***Refine Ambassador Training & Engagement***

- *Follow application/approval procedures*
- *Communications via e-mail, social media & quarterly meetings*
- *Implement Appreciation Mixers*
- *Track volunteer and committee service/sales activity*
- *Updated training video to website*
- *Continue encouraging regular support opportunities*
- *Implement brief educational pieces before quarterly meetings*

## ***Promote scholarship donations year-round***

- *Announce opportunity to donate at all regular events*
- *Print QR code on signage and monthly event surveys*
- *Include donation opportunity and link on the chamber's homepage and weekly e-bulletin*
- *Post to social media on a monthly basis*
- *Capture past- awardees testimonials*
- *Continue to utilize media relationships for occasional public mentions*
- *Increase annual donation amount by 25% by 2024 banquet*

# LONG-TERM GOALS & OBJECTIVES

## ***Effectively Manage & Build Resources***

- *Be aware of business challenges*
- *Identify key industry leaders and establish understandings for supporting their goals and initiatives*
- *Continue serving and building small business services (88% of membership)*
- *Present corporate sponsorship/benefit packages*
- *Maximize annual membership growth goals*
- *Industry-specific surveys*

## ***Building Fund***

- *Outgrowing space and need a facility to host events/meetings*
- *Establish a committee to research plans to purchase or build*
- *Set a financial goal to be funded by a specific time*
- *Add \$5,000 to fund annually*
- *Increase membership*
- *Add Signature event and maximize event profits*

## ***Establish a Scholarship Endowment Program***

- *Establish a sub-committee of the scholarship committee to establish ROI*
- *Establish deposit plans and goals by Q2 2023*
- *Set a financial goal to be funded by a specific time*
- *Launch program by Q4 2023 and reach \$20,000 goal by Dec. 31, 2028*
- *Increase membership by 12% reaching 675 members by Dec. 31, 2026*
- *Maintain 99% membership retention rate*
- *Establish finance committee to set a % increase of revenue targets each year*

# LONG-TERM GOALS & OBJECTIVES

## ***Strengthen City of Hewitt Relationship***

- *Arrange meetings with key leaders to build rapport*
- *Provide brief reports to the board*
- *Include more structure to the relationship*
- *Continue offering State of the City Luncheon update event annually*
- *Continue to provide resources to Hewitt Public Library (Volunteers/sponsorship and vendor support)*
- *Continue to provide resources to Hewitt Police/Fire Departments (Volunteers/sponsorship and vendor support)*
- *Continue to host civilian emergency / educational programming annually with Hewitt's Police/Fire departments*

## ***Maintain and Grow Chamber Staff***

- *Arrange interview or meetings to learn what's important to them besides salary*
- *Establish the benefits of Greater Hewitt Chamber Staff Members*
- *Discuss key values as a board and review*
- *Establish additional benefits*
- *Provide opportunities for trainings and conferences*
- *Include more structure to the relationship*

*The above Strategic Plan sections were established by the GHCOB Board of Directors on November 4, 2022. A review of activity and measurement of progress shall take place during September's 2023 board meeting.*