



# 2023 STRATEGIC PLAN SUMMARY

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## 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 resources to members and businesses, 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 to improve 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.*

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# AREAS OF EXCELLENCE

*Affordable Advertising*

*Business Referrals and Development*

*Visibility*

*Credibility*

*Community Outreach*

*Community Needs Support*

*Local, State, Regional & National Connections*

*Membership Growth & Retention*

*Publicity & Promotions Reach*

*Business Resources & Monthly Education*

*Scholarships*

*Shop Local Campaigns*

*Business & Community Partner Collaboration*

# SHORT-TERM GOALS & OBJECTIVES

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

- *Staff and Board visible in the community*
- *Enhance quality of life for businesses and residents in the community*
- *Provide professional 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*
- *Showcase Hewitt's rankings*
- *Maintain local, state and regional relationships*
- *Consistent resident outreach efforts*
- *Consistent regional marketing efforts*

## ***Manage Effective Communications & Accountability***

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

## ***Continue execution of Comprehensive New Member Onboarding***

- *Outline expectations and benefit in new member video and initial communications*
- *Effective communications via multiple channels*
- *Outline opportunities to remain active*
- *Track Involvement and orientation completion*

# SHORT-TERM GOALS & OBJECTIVES

## ***Increase Ambassador Activity & Small Business Development***

- *Consistent Communication with Ambassador Chair*
- *Appointment of Ambassador Captains*
- *Ambassador Training, Mixer and Application Review (bi-annual)*
- *Small Business Education presentations*
- *Consistent recruitment for signature event volunteer support*

## ***Events Committee Formation***

- *Establish Committee*
- *Create jobs/roles for each sub-committee*
- *Define Expectations*
- *Establish SOP for all signature events*
- *Track and measure event and committee activity*
- *Create logistics team*

## ***Mid-Year Strategic Course check and Strategy Meeting***

- *Designate date*
- *2.5 hour to ensure accountability*
- *Communicate with Facilitator for guidance*
- *Review progress/track activity*

## ***Industry Relations Committee***

- *Identify key leaders*
- *Annual Key partnership meetings*
- *Review/edit Corporate Presentation Packet*
- *Define and revisit goals*
- *Track and measure event and committee activity*

# LONG-TERM GOALS & OBJECTIVES

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

- *Be aware of business challenges*
- *Be aware of community challenges*
- *Continue to grow small business grants*
- *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*
- *Continue to build and offer small business grants*

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

- *Arrange meetings with key leaders to build rapport*
- *Provide brief reports to the council and attend meetings regularly*
- *Increase 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*
- *Continue to promote Hewitt amenities, hotels, parks and demographics*

# LONG-TERM GOALS & OBJECTIVES

## ***Building Fund / Meeting Space***

- *Outgrowing space and need a facility to host events/meetings in Hewitt*
- *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 % increase of revenue each year*

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

- *Arrange 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 GHCOC Board of Directors on November 16, 2023. A mid-year review of activity and measurement of progress shall take place before May 31, 2024.*