



STRATEGIC PLAN

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 and Credibility**
- **Membership Growth & Retention**
- **Business Resources & Education; Affordable Advertising**
- **Scholarship Awards: \$120,000 since 2008**
- **Business & Community Partner Collaboration**
- **National Rankings: Places to Live, Affordability, Schools**

GOALS & BOARD SUMMARIES

- ***GOAL MANAGEMENT AND REPORTING***

- Currently including on agenda
- Improve accountability and initial to note board member has read the update (Jan 15, 2026)

- ***INDUSTRY RELATIONS***

- Assign specific members by q1 2026 to strengthen relations and determine business needs

- ***GROW CHAMBER STAFF***

- Define growth:
 - adding a person
 - understanding staff efficiencies
- Determine what we need to determine
- Staff to provide initial needs and job descriptions by November board meeting

- ***BUILDING FUND***

- Committee to meet Q4 2025
- 1% of net profits
- ED updated notes in committee google drive

- ***AMBASSADORS***

- *Recognize an* Ambassador of the month beginning in January 2026
- Ambassador captains review activity and vote

GOALS & BOARD SUMMARIES

- ***BOARD RECRUITMENT***

- Ambassadors in pipeline
- Communicate/educate for future opportunities
- Number of members to recruit?
- More communication than ED report of quarterly meeting with city - what is discussed?

- ***STRENGTHEN RELATIONSHIP WITH CITY OF HEWITT***

- Increase communication with full board of actions taken
- Establish to measure effectiveness
- ED to request a list of Hewitt Businesses from Community Services and Permits by Nov. 3

- ***NEW MEMBER ONBOARDING***

- Establish retention measurements
- New member engagement: 67%
- Determine first year membership retention rate (ED to provide by 2025 November board meeting)

- ***SCHOLARSHIP ENDOWMENT***

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All group reports requested to be sent to Executive Director by 10.31.25.