



GWA Chamber of Commerce, Inc.

Proudly serving our members and communities in the

Gateway to the Genesee Country

Scottsville – Mumford – Caledonia

Strategic Plan 2024 - 2027

Vision

“The GWA Chamber of Commerce is the preeminent place for supporting the common interests of all businesses and professionals in the Towns of Wheatland, Caledonia and surrounding areas, while also helping to inspire community engagement. The businesses and communities served by the Chamber receive recognizable value provided by the organization, stimulating the desire for active participation and positive contribution. The region served by the Chamber **views the organization as a cornerstone asset for the community, providing leadership that serves as a catalyst for achievable and sustainable business and economic improvement along with helping to promote civic vitality.**”

Mission

“The GWA Chamber of Commerce, as a New York State nonprofit corporation, is dedicated to serving the Towns of Wheatland, Caledonia and surrounding areas by helping to facilitate a prosperous business climate through common business interests and a suitable quality of life for the region served. The Chamber engages in activities directed at general business and economic improvement across the region.”

Core Values

- Outstanding Stakeholder Relations: Operate with the highest integrity and ethics at all times, consistently treating all Chamber stakeholders fairly, with courtesy and respect. Chamber stakeholders include: members, area residents, area non-member businesses, out-of-area suppliers, visitors, local municipal Governments and other relevant organizations.
- Safety: Promote a safe and productive community environment by instituting and enforcing essential safety related practices for all Chamber sponsored programs, events and activities.
- Sense of Community: Encourage business and individual community engagement and service by actively promoting a spirit of volunteerism for charitable, educational or other worthwhile activities in the region served by the Chamber.
- Collaboration: Cooperate effectively with all stakeholders, working together as true partners towards the common best interest of Chamber Members and the communities served.
- Fiscal Responsibility: Be responsible and accountable for the financial well-being of the Chamber today and into the future, transparently aligning member needs with provided services, consistently delivering high quality at a reasonable cost.
- Preservation: Promotion and careful stewardship of the region’s distinctive heritage, natural environment and prominent amenities.

Goals	Objectives	Strategic Initiatives
Business Success	<ol style="list-style-type: none"> 1. Positive business climate 2. Local economic vitality 3. Marketing and Promotion 	<ol style="list-style-type: none"> 1. Define a business support ecosystem with resources, such as education, guest speakers, seminars; perform a needs assessment as basis for an ecosystem development plan. 2. Identify, promote and actively participate in business and economic improvement opportunities; help educate businesses and communities about economic improvement. 3. Promulgate the regional brand for cohesive promotion and marketing of the region as a destination for locals, visitors and tourists. Redevelop Chamber social media approach and grow marketing impact of this channel.
Connectivity	<ol style="list-style-type: none"> 1. Networking 2. Conduit to local and regional entities, resources. 3. Development of local leaders 	<ol style="list-style-type: none"> 1. Create added opportunities for business and community interactions including: testimonials, idea development and education; recognize and celebrate area businesses. 2. Establish and nurture formal relationships, collaborative partnerships; share information; facilitate collective thought leadership with local municipal and school system leaders. 3. Leverage Committee leadership and external organization liaison opportunities.
Advocacy	<ol style="list-style-type: none"> 1. Recognizable “Voice of Business” in the community 	<ol style="list-style-type: none"> 1. Influence public policy to address general business concerns with local, regional entities to promote business sustainment and growth. Continue to support community and regional initiatives with letters of support.
Organization Effectiveness	<ol style="list-style-type: none"> 1. Robust Chamber membership 2. Organizational transformation 3. Consistent financial performance 4. Operational excellence 	<ol style="list-style-type: none"> 1. Deliver and communicate recognizable member value; proactive member outreach; develop broad friends membership. 2. Complete formalization and depth of organization capabilities with IRS 501(c)(6) income tax exempt determination. 3. Identify methods and opportunities to diversify revenue streams for business and community initiatives in the context of a trade association. 4. Review organizational performance; identify improvement opportunities, execute improvement plans.