



# GWA Chamber of Commerce, Inc.

Proudly serving our members and communities in the  
**Gateway to the Genesee Country**

Scottsville – Mumford – Caledonia

## *Strategic Plan 2023 - 2026*

### Vision

“The GWA Chamber of Commerce is the preeminent place for supporting local businesses and professionals in the Towns of Wheatland, Caledonia and surrounding areas, while also inspiring inclusive community engagement. Local businesses receive significant economic value in return for their membership in the Chamber, stimulating the desire for active participation and community contribution. The region served by the Chamber views the organization as a cornerstone asset providing leadership acting as a catalyst for local economic and community vitality and long term sustainability.”

### Mission

“The GWA Chamber of Commerce is dedicated to serving the Towns of Wheatland, Caledonia and surrounding areas by facilitating a prosperous business climate and high quality of life for the region served, through sponsorship of programs, events and activities which promote, and stimulate economic development, civic participation, business advocacy, and education.”

### 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
<b>Business Success</b>	<ol style="list-style-type: none"> <li>1. Positive business climate</li> <li>2. Local economic vitality</li> <li>3. Recognizable community brand</li> </ol>	<ol style="list-style-type: none"> <li>1. Define a clear value business support ecosystem (i.e., resources, education), develop and execute an implementation plan.</li> <li>2. Actively participate in economic development opportunities (i.e. Trail Town Program); help educate the community about economic development opportunities.</li> <li>3. Develop and promulgate a regional brand that offers a cohesive image and identify for the community, which markets the community as a destination for locals, visitors and tourists.</li> </ol>
<b>Connectivity</b>	<ol style="list-style-type: none"> <li>1. Member networking</li> <li>2. Conduit to local and regional entities, resources.</li> <li>3. Development of local leaders</li> </ol>	<ol style="list-style-type: none"> <li>1. Create opportunities for member interactions, testimonials, idea development and education; recognize and celebrate member businesses.</li> <li>2. Establish and nurture formal relationships, collaborative partnerships; share information; facilitate collective thought leadership on emerging business and community issues.</li> <li>3. Engage members in Committee leadership and external organization liaison opportunities.</li> </ol>
<b>Advocacy</b>	<ol style="list-style-type: none"> <li>1. Recognizable “Voice of Business” in the community</li> </ol>	<ol style="list-style-type: none"> <li>1. Influence public policy to address business concerns with local, regional entities to promote business sustainment and growth.</li> </ol>
<b>Organization Effectiveness</b>	<ol style="list-style-type: none"> <li>1. Robust Chamber membership</li> <li>2. Organizational transformation</li> <li>3. Consistent financial performance</li> <li>4. Operational excellence</li> </ol>	<ol style="list-style-type: none"> <li>1. Deliver and communicate recognizable member value; proactive member outreach; develop broad friends membership.</li> <li>2. Continue formalization and developing depth of organization capabilities includes: IRS 501(c)(6) income tax exempt determination; redevelop Chamber brand for greater reach.</li> <li>3. Continue to refine formal not-for-profit financial management process (including budgeting); diversify revenue streams to support organizational and capability growth.</li> <li>4. Review performance; identify organizational improvement and efficiency opportunities, develop and execute improvement plans.</li> </ol>