

STRATEGIC PLAN 2019

Creating Connections and Value for Members

We bring measurable value to Chamber members through high-quality core services, responsive new services, and networking events.

- Our Membership Committee continues to explore new cost-saving discount programs on goods and services most useful and important to business owners in the region.
- Increase attendance at all Chamber events and member participation in all Chamber committees.
- Engage local chambers and business groups to better align our combined efforts and strengthen and articulate the Chamber “brand” to members and the public.
- Encourage member-to-member business as a way to keep money circulating through our local economy.

Advocating for a Stronger Business Community

We will build our influence to more effectively advocate for a business-friendly environment and prepared workforce

- Through our Public Policy and Advocacy Committee, we will expand our strategic alliances with the Delaware County Industrial Development Agency, members of the Board of Supervisors, and department heads to advance county-based issues.
- We cultivate professional and personal relationships with elected officials and their staffs, regional non-government organizations, and state and federal agencies.
- Increase our influence with regional groups to ensure that the perspectives and priorities of the business community are represented in advocacy efforts for the region.
- Focus on a core set of public policy issues with achievable, measurable, high-impact goals.
- Research and advocate for quality of life and business issues.

Engaging Our Communities

We build our communities by developing programs and initiatives that improve the quality of life through positive engagements.

- Connect regional government, education, business, and non-profit stakeholders to address the critical needs of Delaware County and promote a world-class rural quality of life in the Catskill Mountains.
- Develop the Chamber’s effectiveness as a partner in education and workforce initiatives in our region.
- Create Leadership opportunities that will motivate our neighbors to become involved in key community issues.
- Communicate the Chamber’s vital role in creating and promoting healthy, prosperous, and sustainable communities.
- Build on our successful tourism promotion effort to promote Delaware County as a place to live, develop careers and businesses, grow roots, and enjoy. We deliver targeted and highly impactful messages to high school and college students, educators, and young professional

people about the availability of local jobs.

- Identify appropriate emerging business opportunities and partner with regional training providers and mentors to offer classes, seminars, and workshops to develop the knowledge base and skill sets required for these new jobs and businesses.

Building Our Capacity to Serve

We strengthen our financial and organizational performance through best practices, innovation, and continuous improvement.

- Establish reliable non-dues revenue to support Chamber programs.
- Maintain clear policies and procedures that will ensure accountability to members, funding sources, and the public.
- Chamber directors and committee members are fully engaged with Chamber staff to operate an efficient and professional organization.

Our committees and roundtables offer members opportunities to contribute directly to the work of the Chamber and to interact with fellow Chamber Members who share common interests. Committee participation is a great way for members to network, share ideas and further the Chamber's objectives for businesses and the region through its promotion, support and advocacy initiatives.

The Chamber's task of working to improve the long-term economic vitality of its members and the community is accomplished through the ideas and projects that begin in committees of the Chamber.

Current Committees and Roundtables

Membership

The Membership Committee works to grow and retain Chamber members by reinforcing the value of Chamber membership, increasing awareness of programs, and encouraging positive communication between membership and the Chamber Board of Directors.

Chamber Ambassadors

Chamber Ambassadors are a voluntary group of members who work together to help retain and grow Chamber membership, educate members on Chamber benefits, and encourage participation in Chamber events and programs.

Public Policy and Advocacy

The Public Policy and Advocacy Committee advises the Chamber board on adopting public positions and assists the Chamber in developing and maintaining positive relationships with local, state, and federal officials.

Workforce Development Roundtable

The Workforce Development Roundtable promotes the regional growth of a skilled workforce in order to:

- Curb loss of population that threatens our economy, schools, and social network.
- Provide skilled workers to replace the retiring workforce.
- Promote local job availability to retain local graduates.

Community and Economic Development Committee

Through targeted Roundtables, the Community and Economic Development Committee works to improve Chamber services in economic development, workforce development, research, civic leadership, and community development.

Agriculture Roundtable

The Chamber recognizes the importance of agriculture in our community and works to promote agriculture as an integral ingredient of our local economy. Through our Agriculture Roundtable as part of our Economic and Community Development Committee, we support our agriculture producers by building the capacity and opportunities for agricultural entrepreneurs to welcome visitors to their farms, celebrate farming as a viable career path, and address current issues facing producers and growers.

Leadership Delaware Roundtable

Leadership Delaware is a comprehensive leadership development program designed to identify resources and educate individuals to assume leadership roles within our community.

Shop Local Roundtable

The Shop Local roundtable seeks to promote and support locally-owned, independent businesses. It increases public awareness about the value of shopping locally, including making consumer money go further, fueling the local economy, and helping to preserve the unique character of the communities in Delaware County.

Tourism Roundtable

The Tourism Roundtable advances and promotes tourism growth in Delaware County by encouraging broad base understanding and support of tourism within the community and working to improve overall visitor experience.