



“Building community for business & family”

Our mission is to create a thriving business culture, making Callaway County a place where people choose to live, while creating and celebrating success.

Strategic Plan

2016 – 2019

Thank you to the board members, business members, and other community citizens and leaders who provided feedback and shaped this plan and the new mission and vision.

Without your input they could not accurately reflect who we are as a chamber and a community. This plan reflects a desire to create a positive image of a chamber that delivers value to its members and makes the chamber an essential part of doing business in Callaway County. THANK YOU!

Strategic Area #1 – Delivering Value to Our Members

Promote the value of membership to potential and current members so they have an edge on achieving positive pro-business outcomes:

- Improve prospective member packet
- Provide a new member packet
- Education classes on how to maximize member benefits for current and new members
- Access to Chamber tools to promote business
- Implementation of a new member reception
- Making retention visits to existing members to inform and obtain feedback
- Provide Networking Opportunities to promote business:
 - Business breakfast
 - Business Afterhours
 - Lunch and Learn
- Provide Leadership Callaway to inform and educate future leaders

Strategic Area #2 – Economic Development

Be a voice for economic development initiatives that includes new business development and support of existing business success and expansion:

- Serve as a resource for business inquiries
- Maintain available property inventory and details of said properties
- Support existing business by facilitating connection, providing education, and making known resources
- Collaborate with regional and state entities for new business development
- Collaborate with county municipalities
- Meet with exiting employers as an outreach and to obtain feedback related to business need
- Serve as the administering authority for the USDA loan fund.
- Provide Workforce development
- Collaborate with *Retail Coach*.
- Support and lead effort to SHOP LOCAL.
- Influence local, state, and national policy through participation and use of voice

Strategic Area # 3 – Advance Business Excellence Through Education

Provide education to the business community both existing and potential to maximize the business assets for the improvement of all:

- Educate and orient new members
- Hold business classes current topics
- Provide website design and analysis
- Offer individual education through mentoring and counseling
- Coordinate the Leadership Callaway experience
- Collaborate with Workforce Development initiatives
- Develop an initiative to target local school systems to educate students about the community and its business opportunities
- Educate and engage the entire community in the success of all businesses
- Educate the community by creating a more visible Chamber brand through:
 - Use of Ribbon Cuttings
 - Collaboration with the local newspaper
 - Strategic Use of other media

Strategic Area #4 – Support Entrepreneurs

Provide resources and support to entrepreneurs emphasizing retention of local talent as well as recruitment:

- Hold business classes geared towards starting a business
- Provide business counseling and coaching
- Partner with the Women’s Business Center for resources
- Connect to local school business organizations such as FBLA and FFA
- Offer a Callaway County Pitch Competition
- Assist entrepreneurs in gaining access to funding sources

Strategic Area # 5 – Financial Sustainability and Maximizing Operations

Maintain the financial health of the chamber through strategic decisions, providing value to members, listening to member feedback and always looking for ways to work smarter:

- Work to grow membership base through direct contact and providing value
- Grow non dues revenue by offering events, workshops and fundraisers that have value for members and that promote business
- Embrace technology for operating the office and communicating with the community
- Work Smarter
- Develop a dream team, having the right people and the right number
- Continue strategic leadership and decisions with an involved, passionate board of directors