

**Yellow Springs Chamber of Commerce
Strategic Plan Executive Summary
May 1, 2006**

Mission Statement

The mission of the Yellow Springs Chamber of Commerce is *to promote economic development and maintain and improve the prosperity of its member businesses and organizations, thereby improving the quality of life in the Yellow Springs area community.*

Guiding Principles

The guiding principles serve many functions. An important function is to inform decisions made by the Board of Directors.

- Support business development
- Maintain and improve the prosperity of Chamber members
- Support local buying of goods and services
- Promote good business practices
- Serve as a source for local and visitor information
- Conduct Chamber business professionally
- Operate a fiscally sound organization

Strategic Issues

The Chamber must successfully address three strategic needs in the Yellow Springs area to fulfill its role in providing business development support. These needs are:

1. To coordinate information and maximize networking
2. To support business development and serve as an advocate for positively impacting business development
3. To be a strong organization with a highly visible and effective presence to promote member welfare and create an effective communications link for business support and development

Goals

The Chamber will undertake the following goals to address these strategic issues.

1. Strengthen The Yellow Springs Chamber Of Commerce Organization.
2. Provide Information Services And Develop A Marketing Strategy.
3. Promote And Develop Business Support Networks.
4. Establish Long Range Economic Development Initiatives.

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Guiding Principles

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Core Values

- The Chamber and the community value the downtown business district as the central location for retail business in the community
- The Chamber recognizes and supports the objective of representing and servicing the full spectrum of local businesses, organizations and institutions which contribute to the economic base of the community.
- The Chamber recognizes and supports the need for local businesses, organizations, institutions and government to work together for the benefit of the entire community.
- The Chamber recognizes the value of effective partnerships which have mutual benefit and will work with appropriate agencies whenever doing so clearly helps to further our Mission.
- The Chamber values and supports cooperative and self-help efforts among and between its members and will help promote these by facilitating their cooperative relationships and initiatives.
- The Chamber values and supports efforts to continue to help raise the level of professionalism in its member organizations.
- The Chamber recognizes the value of reliable information relative to the business/economic health of its members and will work with them to gather, preserve and make available such information.
- The community and the Chamber value diversity and we will work to build and sustain a diverse economic climate for the community.
- The Chamber recognizes the need for a central information function for visitors and residents and will maintain a data base of events, businesses, organizations and activities that contribute to the quality of life and experience in Yellow Springs.

Purposes

- Promote
 - Improve business conditions in Yellow Springs generally, by promoting the common economic interests of all Yellow Springs commercial enterprises
 - Promote and support local commerce
 - Enhance economic vitality
 - Promote businesses that are Chamber members
- Retain, Expand, Attract Business
 - Invite new businesses
 - Grow current businesses
 - Retain all businesses
 - Assist existing businesses that are expanding
 - Support local businesses and merchants
- Cooperate, Prosper
 - Serve our business community members and help them to be prosperous
 - Create a healthy business environment
 - Increase membership
 - Measure the Return on Investment of being a Chamber member
- Inform
 - Provide and develop economic information
 - Implement tactical responses to business needs
 - Provide visitor information
 - Facilitate information sharing throughout the Village
 - Direct business to resources
- Coordinate
 - To develop a better understanding between business and community
 - Network people and activities/events together
 - Be the central point for economic information

Impacts/Results

- Yellow Springs is a vibrant community
- Experiences for visitors to the Village are enjoyable
- The community is knowledgeable about arts, entertainment, and events
- Residents, businesses and visitors know how to obtain needed information
- The Chamber is a powerhouse of resources and knowledge
- The Chamber is a community partner in furthering business interests
- Positive economic development is stimulated
- Our member businesses are prosperous and healthy

Strategic Issues

The Chamber must successfully address three strategic needs in the Yellow Springs area to fulfill its mission. These needs are:

Strategic Issue 1: To coordinate information and maximize networking.

Networking should lead to greater synergy as organizations working on similar initiatives are connected with each other in mutually beneficial ways.

Strategic Issue 2: To support business development and serve as an advocate for positively impacting business development.

Business development support is an essential function of the Chamber.

The Chamber shall develop and make available the full continuum of business development support services, initiatives, and strategies to its member businesses and organizations.

Strategic Issue 3: To be a strong organization with a highly visible and effective presence in order to promote member welfare and create an effective communications link for business support and development.

Goals and Objectives

The following goals for the Chamber of Commerce of Yellow Springs have been identified to address the stated Strategic Issues:

Goal 1: Strengthen the Yellow Springs Chamber of Commerce organization

Goal 2: Provide Information Services and Develop a Marketing Strategy

Goal 3: Promote and Develop Business Support Networks

Goal 4: Establish Long-Range Economic Development Initiatives