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2014-2019 Strategic Plan
Mission Statement: To promote and develop the economic prosperity of the Outer Banks business community through leadership, education, advocacy, relationship development, and innovation.

Vision Statement: To be the leader in providing comprehensive resources for the Outer Banks business community.

Values: The Outer Banks Chamber of Commerce will adhere to these values as a means to establish trust and ensure a positive reputation as an organization that is working to help our members and the communities we serve.

Leadership and Advocacy – We are dedicated to the growth and success of our business community and the local economy.

Focus - Driven by Member Needs – We are focused on member needs and the success of the Outer Banks business community.

Empowerment – By encouraging our members’ personal and professional growth through resources and educational opportunities.

Stewardship – Protecting the vital resources valued by the business community and tourism industry.

Collaboration – We value the diversity of our business community and encourage participation, inclusion, and collaboration.

Connection – We connect people, community, resources, and commerce.

Innovation and tradition – We are a proactive and forward-thinking organization that provides opportunities for our members while preserving and honoring the organization’s strong history.
EXECUTIVE SUMMARY:

The Outer Banks Chamber of Commerce recently engaged in a discussion on long-range planning, sustainability of the organization, and where the future will take as an organization. In that regard a Strategic Planning Task Force was appointed with the task of determining the most important items for the Chamber to consider as we move into the future.

The Task Force recommended a series of key issues and strategic goals that they felt would best position the Outer Banks Chamber of Commerce as the leading business organization in the region.

The following goals and action steps are the result of this endeavor and received approval of the full board on May 28, 2014.

Now the hard work begins. This document will be reviewed periodically over the next five years to confirm its continued relevance and the relevance of the goals that are outlined. In some cases the goals will need to be tweaked to better fit the status of the chamber at the time. The board, staff, and membership need to work together and stay motivated to achieve these eight (8) goals in the next five years.
THE PLAN

Key Issue: Operational Excellence

STRATEGIC GOAL 1: Be a Chamber of Excellence and the Leader in the Region

- Rebrand the OBCC as a regional entity/consistency in brand representation
- Evaluate and determine impact and contribution of US chamber accreditation program
- Develop a business continuation plan for the Chamber
- Identify and adopt programs/services that support a positive climate for business growth and retention leading to business success in the region

STRATEGIC GOAL 2: Build Sustainability Through Fiscal Responsibility

- Develop a reserve fund policy
- Evaluate membership dues structure

STRATEGIC GOAL 3: Develop Plan for Staff Development Funding Including Certifications

- Establish staffing plan to include training opportunities and expectations
- Determine funding plan for staff training and development opportunities

Key Issue: Government Affairs

STRATEGIC GOAL 1: Be the Regional Business Community’s Recognized Voice as an Advocate for Critical Issues Affecting Positive Change in Order to Support Success in Our Area

- Drive attention to and discussion on issues of importance to the region; utilize VoterVoice
- Work with NC Chamber and US chamber on issues of importance to coastal region
- Engage with elected officials including Town, County, State, and Federal
Key Issue: Economic Development

**STRATEGIC GOAL 1: MAXIMIZE PARTNERSHIPS TO ENHANCE AND ENCOURAGE YEAR-ROUND BUSINESS FOR MEANINGFUL ECONOMIC GROWTH**

- Determine our role in the county’s economic development plans including participating in county strategic plan for economic development
- Champion our resource partners as allies in economic development

Key Issue: Member Services

**STRATEGIC GOAL 1: DEEPEN THE BRAND AND DELIVER VALUE TO MEMBERS THROUGH PRODUCTIVITY, EFFICIENCY AND EFFECTIVENESS**

- New or refreshed website
- Professional image for all marketing materials

**STRATEGIC GOAL 2: DEVELOP AN OUTSTANDING VALUE FOR MEMBERS TO ESTABLISH THE MOST ACTIVE AND ENGAGED MEMBERSHIP IN THE REGION**

- Increase participation at events, on committees and the board
- Evaluate awards and recognition opportunities
- Annual membership survey

Key Issue: Special Events and Programs

**STRATEGIC GOAL 1: OFFER PROGRAMS AND EVENTS THAT ENGAGE MEMBERS AND IMPROVE THE OVERALL BOTTOM-LINE OF THE ORGANIZATION**

- Evaluate new and existing programs and events and determine effectiveness both financially/revenue generating and member interest/engagement. Keep events new and fresh; be innovative and visionary.