

Hampshire Area Chamber of Commerce Strategic Plan

Mission: Build a vibrant and prosperous community through business leadership and community partnerships

Membership Growth	Membership Development	Community & Governmental Affairs	Marketing, Communications & Chamber Strategy
<p>Advance membership and recruitment strategies in support of chamber initiatives and the local business community</p> <p>Current Initiatives</p> <ul style="list-style-type: none"> • New Member Recruitment • Ribbon Cuttings/Open Houses • Spring Event • End of Year Event <p>Future Initiatives</p> <ul style="list-style-type: none"> • Board Recruitment • Volunteer Recruitment • Special Member Rates 	<p>Provide opportunities for education, networking and support to retain membership and promote growth</p> <p>Current Initiatives</p> <ul style="list-style-type: none"> • Golf Outing • State of the Community • Speakers • Networking Opportunities <p>Future Initiatives</p> <ul style="list-style-type: none"> • Ambassador Program • Joint Chamber Events • Professional Development 	<p>Collaborate with and advocate for businesses and programs that are integral to the overall growth and success of the community</p> <p>Current Initiatives</p> <ul style="list-style-type: none"> • Farmers and Outdoor Market • Santa’s Mistletoe Market • Enhanced Community Collaborations <p>Future Initiatives</p> <ul style="list-style-type: none"> • Scholarships 	<p>Achieve maximum visibility through marketing and communication strategies that keep members informed and elevate the understanding of the chamber within the community</p> <p>Current Initiatives</p> <ul style="list-style-type: none"> • Area Guide • Summer on State • Chamber Marketing • Street Banners <p>Future Initiatives</p> <ul style="list-style-type: none"> • Member Spotlight • Enhanced Communication Strategy • Strategic Plan Education