

# **CHARTING OUR COURSE TO PROSPERITY**

Pamlico County Chamber of Commerce  
Strategic Plan 2005-2010

## **VISION**

The Pamlico County Chamber of Commerce will become the premier coalition builder bringing about partnerships that result in a strong and vibrant business and community environment

## **MISSION**

The Chamber of Commerce is a membership organization that develops and supports an economic, political, and social climate favorable for businesses and community growth

## **STRATEGIC AREAS OF FOCUS**

- This strategic plan is designed to be a guiding document for the Pamlico County Chamber of Commerce for the next five years.
- It is a fluid guide that may be altered, as deemed necessary, to most effectively meet the needs of a growing and changing county.

## **THIS PLAN FOCUSES OF FOUR STRATEGIC AREAS TO INCLUDE:**

- BUSINESS GROWTH AND DEVELOPMENT
- MEMBERSHIP GROWTH AND DEVELOPMENT
- MARKETING AND PROMOTION
- ADMINISTRATION AND FINANCE

## **BUSINESS GROWTH AND DEVELOPMENT**

The Chamber will energetically provide business owners the opportunities to build and strengthen their businesses in order to foster economic growth

- Represent the consensus of businesses on important issues of public policy.
- Analyze small business needs and identify appropriate resources
- Host annual Business Fair
- Support business development seminars
- Inventory consumer needs and seek to attract new businesses to the county
- Maintain a robust website to better serve business requirements
- Assist in developing cooperative small business programs
- Lead initiatives to determine future business and service needs

## **MEMBERSHIP GROWTH AND DEVELOPMENT**

The Chamber will strengthen communications with membership and actively engage them to promote maximum participation. Member satisfaction and retention is imperative!

- Coordinate business solutions, technology, networking, and program information
- Devise multiple methods to improve communications and enhance business awareness
- Expand membership benefits
- Fully develop an interactive Chamber Website
- Maintain maps and directories and serve as a resource center for the distribution of business advertising materials
- Continual improvement and expansion of the Chamber Newsletter
- Develop robust Quarterly Business Meetings and Community Forums
- Solicit sponsors for a Pamlico County Quarterly “Businesswise” publication
- Encourage business showcase events and ribbon cuttings
- Conduct an annual survey to advise the Board of Directors on needed Chamber program changes

## **MARKETING AND PROMOTION**

The Chamber will work enthusiastically to ensure that Pamlico County remains the premier coastal Carolina area for continued business development and growth as well a community PRIDE

- Sponsor Pamlico Paddle and NC Bigsweep
- Participation in community festivals and special events
- Explore opportunities for marketing Pamlico County in a wide variety of publications
- Develop a county-wide master calendar of events on the Chamber Website
- Sponsor a holiday toy drive for school children in need
- Develop a Chamber-hosted annual event to attract tourism
- Coordinate and host annual Pamlico County “Updates” to address the state of education, the state of the County, the state of property development and financing, and the state of County natural resources

## **ADMINISTRATION AND FINANCE**

The Chamber must have adequate human and financial resources to effectively achieve it’s goals

- Develop a robust budgeting process
- Ensure sufficient fundraising events
- Define Chamber staff requirements and job descriptions
- Explore grant opportunities
- Remain proactive on Pamlico County Historical Association Board
- Partner aggressively with the committee of 100
- Keep office technology current