

The Jackson Hole Chamber of Commerce Strategic Plan

2023 - 25

The Jackson Hole Chamber of Commerce is a catalyst for positive change, Convener of Leaders and Influencers, and Champion for the Business Community

Our Compass

Mission

To champion the interests of local business, enhance their prosperity, and strengthen the economic climate of Teton County.

Vision

To provide leadership in improving the quality of life in our world class destination, renowned for our vibrant, dynamic, and welcoming community, and treasured environment.

• The Chamber understands the importance of collborating and building coalitions. By working together, we can build a better tomorrow

• We are unwavering in our commitment to improving the health of the business community and the community, and we see the two are

inextrivably linked

• We have dedicated our lives and work to acheiving great things, understanding this requires a very practical and pragmatic approach to this work

• We bring unparralelled experience and insight to everything we do, and we are a trusted guide for those working to make our communities stronger

• The Chamber excels at bringing together leaders and influencers from throughout the community to build the teams that make things happen

• Creating new solutions and powering positive change for everyone in our community requires that we seek out new paths and new partnerships wherever we can

• We enjoy a well-deserved reputation as a trusted pillar in the community, earned through years of consistent and reliable professional performace

Credibility

• For all the Chamber has accomplished in the past, our sole focus is on creating new opportunities for success today and a bright future tomorrow

• We stand up for what we believe in, are willing to fight for what's right, so our businesses can grow, and our community can thrive

• We are devoted to making our community a great place to live, work, and raise families. Everything we are and every thing we do is in the service of a stronger community

• The Chamber does not tolerate racism, discrimination, or hatred and we will take proactive steps to make sure we are leading by example. Our business members and their employees come from all walks of life. The Chamber has a culture of inclusion, which empowers our members to connect, belong, and grow together

Our Actions

Maintain Sustainable Economy

- 1. Follow through with SDMP/DSC process to ensure Economic Viability
- 2. Conduct chamber committee annual reviews for best representation of members.
- 3. Continue to update events for relevance, success, and the goals of supporting and promoting business.
- 4. Increase our financial viability to support our membership

Deliver Value to Members

- 1. Explore membership models that best reflect our organization, our community, and its economic needs
- 2. Improved board meetings & governance structure
- 3. New website capacities through platforms, investments, & functionality
- 4. Activate surveys and communications that engage membership and help us be accountable for ever changing environments
- 5. Attending Travel & trade shows that highlight the values of our community, environment, and economy

Be the Voice of Economic Well-Being

- Representation and advocating at the local, state, and national levels representing members and their needs
- Education of both visitors and residents on the importance of our events and programs
- Operate our Visitor Services Department in locations that give us the best opportunities to engage
- 4. Improved communication of the tangible outcomes of what we do as an organization to fulfill our mission, based upon the needs of our members and community

Advance Community Excellence

- 1. Begin communication campaign to highlight the importance of business contributions to the fabric of our community
- 2. Maintain "Best certification"
- 3. Work with our Strategic Partners across the valley to maintain recognition as one of the most attractive destinations in the world
- 4. Maintain a strong position with the DCS/SDMP and related partners to build awareness with our visitors, businesses, and residents to connect and educate our community efforts in resource protection. This will be paramount with an Economic Viability objective that will create action items related to maintaining economic viability
- 5. Creation of Finance/Governance Committee to prepare the application to the US Chamber of Commerce Accreditation Program and successful implementation of its objectives

Fiscal Year 2023 – 24 Highlights

US Chamber of Commerce Accredidation Prep Improved Board Engagement/Committee System Improvement SDMP/DSC Process/Economic Viability

Chamber of Commerce Financial Stability Rethinking Departmental Operations