



# **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.*



## 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

1. Representation and advocating at the local, state, and national levels representing members and their needs
2. Education of both visitors and residents on the importance of our events and programs
3. 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 Accreditation  
Prep

Improved Board  
Engagement/Committee  
System Improvement

SDMP/DSC  
Process/Economic  
Viability

Chamber of Commerce  
Financial Stability

Rethinking Departmental  
Operations