

**FAST  
FACTS**

# Strategic Plan

2015 - 2018



The Greater New Braunfels Chamber of Commerce’s strategic plan is a four-year initiative to promote our strengths, expand our existing businesses and business opportunities, and significantly improve the economic future for all who call New Braunfels home. For the 2015 – 2018 strategic plan to be successful, we need leadership as well as involvement from a broad base of community leaders. The Greater New Braunfels Chamber of Commerce will provide the staffing and overall management of this plan, but the execution of these priority goals and the opportunity to succeed relies on our volunteer leaders and the engagement of our members.

## Where We Are Going...

**Our priorities will focus on the following:**

- ✓ **Strengthen the Local Economy** – Support and enhance a flourishing economic environment in New Braunfels.
- ✓ **Be The Voice of Business** – Support an environment where business thrives.
- ✓ **Advance Community Excellence** – Promote New Braunfels as the premier community for businesses and residents to live, work and play.
- ✓ **Provide Value to Members** – Provide opportunities through education, support and inclusion.



(830) 625-2385  
(800) 572-2626

www.ChamberInNewBraunfels.com  
info@InNewBraunfels.com

### Vision Statement

The Chamber is known by New Braunfelsers as helping them achieve the American Dream.

### Mission Statement

The purpose of The Greater New Braunfels Chamber of Commerce, Inc. is to promote the civic and commercial progress of the area.

### Core Ideology

The Greater New Braunfels Chamber of Commerce’s core purpose is to advocate for initiatives that are in the best interest of the entire business community and to help each business define and achieve success.

### Core Values

#### Integrity

The character to be trustworthy and honest and the competence to deliver on our commitments.

#### Great Expectations

Exceed the expectations of our stakeholders (members, staff, customers and Board members) in everything we do today and in the future.

#### Focus

Stay on task and achieve the goals we set. The courage to say “No” when appropriate.

#### Innovation & Creativity

Be creative and inventive to solve problems and develop solutions to meet the needs of our stakeholders.

#### Enthusiasm

Have an environment that is fun and where the staff exhibit enthusiasm and motivation for their career.

#### Vision

Identify what we need to do today to preserve our community’s wealth and quality of life over the next 10 – 20 years.

# ...And **How** We Are Going To Get There



## Priority Area 1: Strengthen The Local Economy

Support and enhance a flourishing economic environment in New Braunfels

**Objective A:** Secure suitable building space to attract and retain primary employers consistent with the community's identified target industries.

**Objective B:** Attract premier businesses to the New Braunfels area.

**Objective C:** Strengthen existing businesses.

**Objective D:** Cultivate a quality and qualified workforce.

**Objective E:** Ensure that New Braunfels remains a viable tourist and cultural destination.



## Priority Area 2: Be The Voice of Business

Support an environment where business thrives

**Objective A:** Increase resources for infrastructure.

**Objective B:** Increase collaboration with local public servants.

**Objective C:** Influence local, state and national policy.



## Priority Area 3: Advance Community Excellence

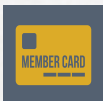
Promote New Braunfels as the premier community for businesses and residents to live, work and play

**Objective A:** Maintain the unique culture of New Braunfels.

**Objective B:** Improve housing opportunities in the community.

**Objective C:** Promote, develop and continue to offer leadership programs.

**Objective D:** Expand educational opportunities in the community.



## Priority Area 4: Provide Value to Members

Provide opportunities through education, support and inclusion

**Objective A:** Increase member engagement.

**Objective B:** Offer benefits that give members a competitive edge.

