

Strategic Plan



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2020-2025

February 19, 2020

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Seneca Falls, NY

Preface

The Seneca County Chamber Board of Directors (Board) met on February 29, 2020 for the purpose of drafting a strategic plan. It will serve as the roadmap to best position the organization, its business membership and county partners for success over the next 5 years.

When shared with the Chamber community and key stakeholders, the plan should inform of the Chamber's priorities. The leadership was visionary in taking a regional approach to building relationships and adding value for the benefit of business.

The Seneca County Chamber of Commerce (SCCC) was founded in 1968. There are nearly 350 members. The chamber is recognized by the IRS as a 501(c)(6) organization, exempt from federal income tax.

Mission and Vision Statements

The mission statement is the organization's purpose for existence. The vision is a statement describing and successful outcomes.

The mission was amended to include regional influence and leadership. The vision has been changed to emphasize value and relationships for members and Seneca County.

	Amended
Mission Statement	The Seneca County Chamber of Commerce is the leading advocate for business in the Finger Lakes Region.
Vision Statement	Building value and relationships for the Region.

Goals

Goals are the core competencies of the Chamber; areas where the Board is committed to allocating time and resources (committees, staff, funding, etc.)

The Board set four goals for 2020+. This plan will influence SCCC for many years.

- I. **Member Value and Business Resources** - Providing the opportunity for growing business.
- II. **Tourism and Promotion** - Increasing tourism and serving as the respected source of information.
- III. **Public Policy and Advocacy** - Recognized as the voice for business in Seneca County and the Region.
- IV. **Building Economic & Environmental Sustainability** - Recognized for leadership in advancing the welfare and prosperity of our community's future.



Strategies

Strategies are innovative and continued ‘best-practice’ approaches to strengthen the Chamber and best serve its membership. Rather than setting performance measures for each strategy it was suggested that staff recommends performance measures to the Board (i.e. timeline, metrics and assignments.)

To align with the plan’s strategies, the committees should be renamed and re-aligned with the goals so they can better reflect and champion elements of the plan.

- i. **Member Value and Business Resources** - Providing the opportunity for growing business.
 - a. **Member Relations** – Identify important services to members by being aware of their unique needs; incorporate technology; conduct member visits; and, provide member recognition.
 - b. **Regional Approach** – Grow Chamber network in order to build a coalition force of like-minded entities across the greater Finger Lakes area to help advance the region as a better place to live, work and do business.
- ii. **Tourism and Promotion** - Increasing tourism and serving as the respected source of information.
 - a. **Tourism Contract** - Continue implementation of the tourism contract with Seneca County and position the organization for long-term relationship.
 - b. **Media Relations** - Enhance media relations and the resulting PR/impressions for the benefit of Seneca County and member businesses.
- iii. **Public Policy and Advocacy** - Recognized as the voice for business in Seneca County and the Region.

- a. **Chamber Platform** - Be proactive in identifying the issues/process to advocate on behalf of business; collaborate on a regional basis; and maintain influential relations with officials at the local, state and national levels.
 - b. **Economic Development** - Promote economic development through collaborative leadership with Seneca County, the Industrial Development Authority and related organizations in the community.
- iv. **Building Economic & Environmental Sustainability** - Recognized for leadership in advancing the welfare and prosperity of our community's future.
 - a. **Infrastructure Needs** – Identify and support the infrastructure necessary for quality and sustainable growth.
 - b. **Resource Management** – Be excellent stewards of the Chamber community's natural resources; support initiatives that protect our future viability.