



2025 Annual Strategic Plan Review Form

Mission	Our mission is to advance the common interest of our membership, stimulate the expanding regional economy, and enhance the quality of life for all.
Vision	Our vision is to be the best investment businesses will make to help them succeed and achieve their goals.
Purpose	Our Chamber works to cultivate and support business and industry in Chattooga County.

Community Transformation Strategies

Be Valuable

Be Relevant

Be Vital

Be Essential

The Chattooga Chamber has a passion for community.
That's why it seems we're into everything.
Look to us for the local, current, real info you need for stuff & fixes you need.
We will help connect you to the product, to the service, to the person.

Google isn't *really* HERE, but the Chattooga Chamber is.

Top Priorities for 2025

Status			Goals & Tasks
<u>Achieved</u>	<u>In Progress</u>	<u>Stalled</u>	<p>BE A MARKETING RESOURCE FOR OUR MEMBERS--- <i>Promote our business members and the work they do and how they help the community by improving quality of life, adding to sustainability, and/or being a homegrown asset.</i></p>
			Member of the Week Campaign
			Update Business Directory
			Marketing Services for Members
<u>Achieved</u>	<u>In Progress</u>	<u>Stalled</u>	<p>BE AN ADVOCATE FOR OUR MEMBERS--- <i>Be a presence in public meetings, development groups, and social conversations</i></p>
			Develop Engaging Luncheon Format
			Attend Public Meetings
			Host Business Strategy Sessions
<u>Achieved</u>	<u>In Progress</u>	<u>Stalled</u>	<p>BE A RELIABLE SOURCE FOR INFORMATION--- <i>Distribute, promote & update business & community information</i></p>
			Maintain Website with Updated/Relevant Info
			Distribute Printed Materials
			Participate in Trade Shows & Community Events
<u>Achieved</u>	<u>In Progress</u>	<u>Stalled</u>	<p>BE INTENTIONAL ON COLLABORATING--- <i>Partner with civic clubs, governmental agencies and non-profit organizations</i></p>
			Give Back with time
			Give Back with experience & knowledge
			Give Back with influence