



Charlevoix
— CHAMBER —

Strategic Plan

2024-2026

CREATED BY THE BOARD OF DIRECTORS & CHAMBER STAFF

The Charlevoix Area Chamber of Commerce represents the **business community** of the Charlevoix area through its membership. As a Chamber of Commerce, we are uniquely qualified to be a **collaborator**, **convener**, and **catalyst** for a strong business environment and prosperous community.

The organization has identified the overall strategic vision to **continue making the Charlevoix area a successful place for our members to conduct business and for our community to thrive**. This will be done by following selected **priority areas** outlined within our Strategic Plan.

OUR MISSION

To support commerce and provide leadership to enhance the quality of life in the Charlevoix area.

OUR CORE VALUES

Resourceful - Engaged - Accessible - Committed - Collaborative - Accountable

ORGANIZATIONAL SNAPSHOT

MEMBERSHIP: 408

RETENTION RATE: 93%

OPERATING BUDGET: \$381,700

BOARD MEMBERS: 12

STAFF: 3

Current Scope of Work

MEMBERSHIP

- Online Directory/Website
- Area Guide Publication
- Biz Blast Newsletter
- Social Media Promotions
- Member-Direct Newsletter
- Member Monthly News Spread
- Chamber Check Program

EVENTS

- Annual Meeting & Awards
- Business Expo & Taste of Charlevoix
- Golf Outing
- State of the Community
- Business After Hours
- Art Festivals & Apple Fest
- Downtown Promotions
- Educational Forums/Seminars

PROJECTS

- Chamber Alliance
- Gov. Relations Committee
- Ambassador Committee
- Housing & Business Park Initiative
- Main Street Partnership
- Chamber Scholarship
- The Vault CoWorking Space

2024-2026 Priority Areas

MEMBERSHIP DEVELOPMENT & ENGAGEMENT

Promote new Chamber brand - Enhance value messaging strategy - Recruit sustainable and intentional members
Offer programming that is essential to the business community - Educate the next generation of members

STRATEGIC PARTNERSHIPS

Be a key resource on community issues - Collaborate with partners to enhance economic development
Use collective voice to enact positive economic change - Help attract, develop, and retain well-trained workforce

ESSENTIAL PROGRAMMING & EVENT DEVELOPMENT

Focus on mission-driven events - Educate the community on Chamber programs & events

STRATEGIC ORGANIZATIONAL FUNDING

Diversify revenue - Continue value development in membership tiers - Grow use of The Vault
Research a Chamber 501c3 Foundation - Plan for future human capacity and financial resources