Mission Statement

Promoting business and unifying efforts to enhance economic and community development.

Vision Statement

Influencing the direction and future of a community where (our) businesses flourish, residents thrive, and visitors are inspired by our exceptional quality of life.

Values

Integrity – Adhering to the highest ethical standards; being fair and honoring our commitments.

Excellence – Meeting the highest expectations of our members and the community.

Leadership - Providing leadership that transcends our membership and impacts the direction of the community.

Connection – Connecting people, community, resources, and commerce.

Collaborations – Valuing relationships with our business community and encouraging inclusion and collaboration.

Vision (or Focus) – Identifying actions needed to grow our community's wealth and quality of life for the future generations.

==Goal #1: Provide value to Chamber members through education, support, and inclusion.==

Barriers: Awareness of chamber benefits, effective communication, identifying member needs, proper management of member data

Measures of success: Membership growth, renewal rates, stakeholder feedback, event attendance

Objective A: Increase membership and member engagement
- Develop membership/membership outreach committee to increase member participation
- Annual membership drive
- Develop better onboarding process/orientation for new members
- Collect and use testimonials from members on the value of Chamber benefits
- Conduct outreach to non-engaged members
- Better communication with members via constant contact and new chamber software

Objective B: Offer benefits that give members a competitive edge
- Continue to offer Hour of Power
- Continue Business After Hours
- Collaborate on events with other local organizations
- Establish benefits committee to explore possible new benefits and enhance existing benefits

==Goal #2: Promote positive public awareness and attitude toward business and community.==

Barriers: Negative perspective in the community in general, lack of knowledge of local resources (things to do, events and other things happening.)

Measures of success: Partnerships/collaborations, project collaboration, number of presentations/advertisements/outreach activities promoting positive image.

Objective A: Economic/Community Development
- Strengthen relationships with local economic development officials (county and city)
- Develop database (SSU) and analytics that provide data based on decision making

Objective B: Promote positive thinking/image of community
- Work with local media to promote positivity
- Utilize social media to promote positivity

Barriers: Generational differences in the way information is received, other organization competing for visibility

Measures of success: Social media hits, newspaper articles, radio news features, public and member feedback

Objective A: Establish an aggressive communication and marketing plan.
- "Toot our own horn" more to elevate the understanding of the value of the Chamber and its activities
- Establish "I'm Here" campaign featuring business size cards that say "I patronized your business today because you are a member of the Portsmouth Area Chamber of Commerce.. please share with your manager"

Goals #4: Improve effectiveness and efficiency in carrying out Chamber business.

Barriers: Lack of volunteers and lack of effective committees

Measures of success: New committees, Committee charges, completion of tasks.

Objective A: Establish a committee structure

- Executive Committee consisting of President (committee chair), Vice President, Past President and two board members appointed by the President.
- Finance/Budget Committee consisting of Vice President (committee chair) and two board members appointed by the Executive Committee.
- Nomination Committee consisting of Past President (committee chair), Executive Director and two board members appointed by the President.
- Public Relations/Special Events Committee to serve as a connection with the community and other non-profits.
- Membership Committee to assist in member recruitment, retention and involvement.
- Social Media Committee to assist with posting and monitoring social media activity.
- Education/Leadership Portsmouth to assist with Leadership Portsmouth and the Student Leadership in conjunction with CAO

Objective B: Implement new Chamber software to better manage tracking and communication with members.

- Explore calendar feature of software chosen to better inform the community of area/member events.