



Welcome

Burgaw Area Chamber of Commerce
Annual Meeting and Banquet



BURGAW AREA CHAMBER OF COMMERCE

Strategic Plan



*Greater Burgaw Area Chamber of
Commerce* **MISSION STATEMENT**

***To be the leading advocate of
business and industry, unified to
promote and enhance economic
growth in Pender County and the
surrounding region.***



VISION 2012

- To develop a marketing plan that promotes the greater Burgaw Area.
- To engage in an active campaign that promotes member business through referrals.
- To create opportunities to become more involved in the area
- Promote and educate business community on current issues through business training.
- To be a active advocacy for member business.
- To have a fulltime staff.



GOALS THAT IMPLEMENT THE VISION

- Increase Chamber value to business/community
 - Develop value of membership
 - Encourage development of large assembly venue
 - Promote members by development of a member guide of service for new comer packet.
 - Visibility in community as a leader agency
 - Focus on accomplishment of mission expectation



GOALS THAT IMPLEMENT THE VISION (Continued)

- EDUCATION

- Quarterly seminars of value to business
- Annual scholarship
- Activity in community
- Promote inter-chamber relationships in region
- Provide new board orientation



GOALS THAT IMPLEMENT THE VISION (Continued)

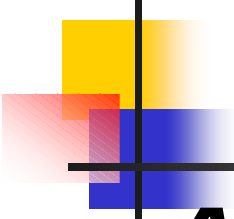
- INVOLVEMENT

- Build enthusiasm for chamber
- Recruit new members
- Active participation
- Community leader and supporter
- Stimulate pride in affiliation



GOALS THAT IMPLEMENT THE VISION (Continued)

- Organization
 - Establish committees to address issues
 - Develop scope of work
 - Develop full understanding of what chamber is/does



An organization is only as effective as the members want it to be. Active involvement is the key to opening the door of success for any activity.