

2016 Strategic Business Plan



The Chamber will:

1. Implement and maintain internal and external communications programs of excellence.

- Assure that the Chamber's programs, services and its positions on public policy issues are communicated to the membership, business community, elected officials and the general public.
- Establish and maintain positive relationships with area news media. Use a diverse variety of traditional and digital media sources to build awareness of Chamber goals, activities and the benefits of membership.

2. Seek to broaden our economic base by fostering a healthy business climate.

- Work aggressively to help existing Carteret County businesses grow and prosper as well as those that may seek to locate here.
- Work for improvements to area highways serving Carteret County.
- Work for improved/expanded infrastructure in our communities (water, sewer, utilities, etc.).
- Work to attract more tourism, conference and meeting business to Carteret County.
- Support actions to retain and recognize local military bases and installations that employ Carteret County citizens.
- Promote workforce development initiatives to support the employment needs of area businesses.
- Identify areas of opportunity to attract entrepreneurs, home-based businesses, retirees and second home owners to Carteret County and extend a "hand of hospitality" to welcome these target audiences.

3. Actively participate in enhancing the quality of education in Carteret County.

- Promote stronger linkages between educational institutions and employers.
- Encourage expanded partnerships between business leaders and educators.

- Support strong school-to-work programs to assure that young people have the marketable skills that will enable them to develop to their fullest potential.
- Support the emphasis on continuous education and lifelong learning that is embodied in the mission of Carteret Community College.

4. Encourage consumers to “Shop Carteret First.”

- Promote the advantages of shopping locally and regionally, and seek to differentiate the uniqueness of Carteret County as a shopping destination.
- Aggressively market the scope of services and products available in Carteret County.
- Help local businesses to attract tourists, visitors and seasonal residents as customers.

5. Forge strong relationships with elected and appointed officials.

- Serve as the “voice of business” by advocating a pro-business legislative agenda that details the Chamber’s positions on local, state and federal issues that affect Carteret County businesses and citizens.
- Serve as a clearinghouse for information pertaining to public policy issues. Coordinate a grass roots response network.
- Promote the formation of action-oriented public/private partnerships and alliances that benefit the quality of life in Carteret County.
- Work to support cooperation and coordination among the local government entities serving the citizens of Carteret County.
- Provide opportunities for Chamber members to interact with government officials at all levels.

6. Maximize the return on investment for all Chamber members.

- Sponsor and promote programming that helps Chamber members to improve customer service, become more profitable, expand their network of business contacts, achieve competitive marketing advantages and become more responsive to consumer needs.
- Continue to create and promote tangible benefits and advantages for members that add value.

- Position the Chamber as the region's leading and most relevant business association.
- Provide community and leadership training for new and emerging business leaders.
- Continue to participate as an active member of the Carteret County Small Business Resource Alliance along with the Carteret Community College Small Business Center, the Carteret County Economic Development Council, the SCORE Coastal Carolina Chapter, the Carteret County NCWorks Career Center and the North Carolina Military Business Center. Promote programming that is targeted toward helping small businesses become more successful.

7. Recruit new members and retain existing members through increased participation and involvement in Chamber programs, events, committees and task forces.

- Increase volunteer participation in the membership recruitment and retention processes.
- Identify and implement new programming to enhance member satisfaction and increase non-dues revenue.
- Implement “best practices” used by targeted Chambers.
- Increase volunteer participation in the various Chamber committees and task forces.