

Jackson Hole Chamber of Commerce

Board Strategic Overview
2019-2020



OUR STRATEGIC ANCHORS

OUR VISION: To provide leadership in improving the quality of life in our world-class destination renown for our vibrant, dynamic and welcoming community, and treasured environment.

OUR MISSION: To champion the interests of local businesses, enhance their prosperity, and strengthen the economic climate of Teton County.

WERIDE FOR THE BRAND

We are **Committed** **Experts** **Loyal Partners** **Advocates** **FUN**

MEMBERSHIP SURVEY RESULTS

NETWORKING



LEADERSHIP

OUR STRATEGIC IMPERATIVES

Must advocate for initiatives that are in the best interest of the entire business community and to help each business define and achieve success.

2019-2020 STRATEGIC PILLARS

Develop Sustainable Economy	Be The Voice of Economic Well-Being.	Deliver Value to Members	Advance Community Excellence
-----------------------------	--------------------------------------	--------------------------	------------------------------

2019-2020 KEY OBJECTIVES

<ul style="list-style-type: none"> Expand Community Funding Sources Increase Economic Activity in Spring, Fall and Winter. Protect and Share the Power of Place 	<ul style="list-style-type: none"> Informed membership and community on economic matters that impact them Represented and engaged membership and community on economic matters that impact them. 	<ul style="list-style-type: none"> Grow Membership Increased Membership Engagement Establish New Brand Identity 	<ul style="list-style-type: none"> Honor and Preserve unique community assets and heritage Ensure Jackson Hole retains quality of life for all who call JH Home
--	--	--	---

2019-2020 STRATEGIES

<ol style="list-style-type: none"> Explore new revenue producing channels for JHCC and the community Encourage local to local business Grow non-summer destination business Develop non-tourism deepened business base Expand our customer services outreach Create brand and identity for visitor services department Collaborate with public and private partners for a sustainable enviro. 	<ol style="list-style-type: none"> Educate members and the community on matters that impact the region's economic health Expand the role of the government and community affairs committee Foster relations with decisions makers, community influencers and stake holders' 	<ol style="list-style-type: none"> Build Recruitment Promote chamber value to community Simplify volunteerism Offer targeted benefits that meet different needs and interests Provide opportunities that give our members tools they need to succeed 	<ol style="list-style-type: none"> Celebrate the uniqueness of Jackson Hole Promote best practices through the business community Consistently demonstrate excellence in chamber practices Foster dialogue that engages all facets of the community Recognized leader in maintaining the balance of a sustainable community and natural environmental resources
--	--	---	--