

5 Year Strategic Plan 2015-2020

The Mission

To advocate for and promote the business interests of its retail, professional and community members.

The Vision

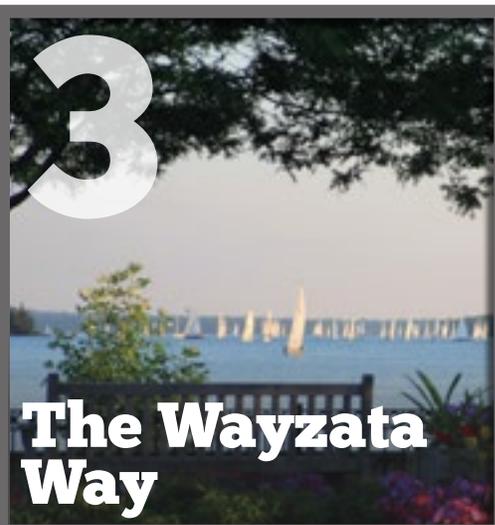
Welcome to Minnesota's destination embracing Lake Minnetonka where engaged businesses thrive in *the Wayzata Way*.



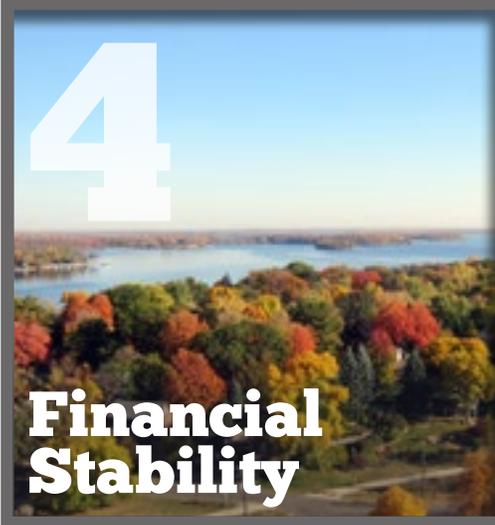
Member Engagement



Wayzata as a Destination



The Wayzata Way



Financial Stability



Organizational Excellence

Strategic Goal 1

Member Engagement

Improve the value of membership to encourage increased participation and engagement by members.

- '15 '16 '17 '18 '19
- • • • • 1a. Evaluate current membership and non-members to help define compelling membership value propositions.
- 1b. Create committee structures that encourage increased member engagement.
- 1c. Create marketing centered on the value propositions created to attract and retain members.
- 1d. Establish tools or criteria to evaluate adding new events and measuring the success of membership and community events.
- 1e. Create a mentorship or leadership development program.
- 1f. Establish an entity for retail and restaurant promotion within the Greater Wayzata Area.

Strategic Goal 2

Wayzata as a Destination

Become one of the top five destinations to visit in Minnesota.

- '15 '16 '17 '18 '19
- • 2a. Develop the package of Wayzata to include: accommodations, activities (year-round), shopping, entertainment and lakefront assets.
- • • • • 2b. Take an active role in bringing the ideal package to Wayzata.
- • 2c. Promote Wayzata as a destination.
- • 2d. Establish a Wayzata Visitors Center (interim and long-term).
- 2e. Explore creating a Lake Minnetonka Visitors Bureau.
- • 2f. Collaborate with the City to establish a welcoming Wayzata way-finding plan.

Strategic Goal 3

The Wayzata Way

Create a perception of the Wayzata Way that embraces its rich heritage, its active community and its exciting future.

- '15 '16 '17 '18 '19
- • • • • 3a. Develop a cost effective process for engaging marketing expertise to create the Wayzata brand position and five-year marketing plan.
- • • • • 3b. Ensure consistency of brand position throughout all goals and activities.
- • • • • 3c. Be strategic, aggressive and creative in communications via social media, blogs, advertising, and print to members and non-members in target markets.
- 3d. Establish best practices of “welcoming hospitality” within Minnesota.

Strategic Goal 4

Financial Stability

Create a plan to fund the Chamber’s current and future needs (following the Five-Year Strategic Plan).

- '15 '16 '17 '18 '19
- • • • • 4a. Create and maintain an annual balanced budget.
- • • • • 4b. Establish and maintain six month operating expense in reserve.
- • • 4c. Create alternative revenue opportunities other than event sponsorship and membership dues to diminish the risk related to event revenue.
- • 4d. Establish a committee to explore and create funding for \$100,000 or more of the five-year strategic plan.

Strategic Goal 5

Organizational Excellence

Build an effective, sustainable organization to execute the Five-Year Strategic Plan.

- '15 '16 '17 '18 '19
- 5a. Formalize strategies to maximize board participation in committees, task forces and other Chamber activities.
- 5b. Develop a staff management plan with a Staff Policy & Procedure Manual, job descriptions, formal evaluation process with goals and development planning.
- 5c. Create a written volunteer program that ensures adequate recruitment, training, and acknowledgement of volunteers and results in maximizing resources.

Plan Background

The Strategic Planning Task Force was created in August 2014 to develop a five-year strategic plan for the Greater Wayzata Area Chamber of Commerce. The Chamber's plan is to build upon its Vision Statement in collaboration with the City of Wayzata.

The following were identified as essential to the Chamber's five-year strategic plan:

Assets

- engaged membership
- welcoming business and member community
- diverse mix of businesses

Values

- accessible for all
- lively but not rowdy
- thoughtful economic growth
- environmental and historical stewardship
- engaged community

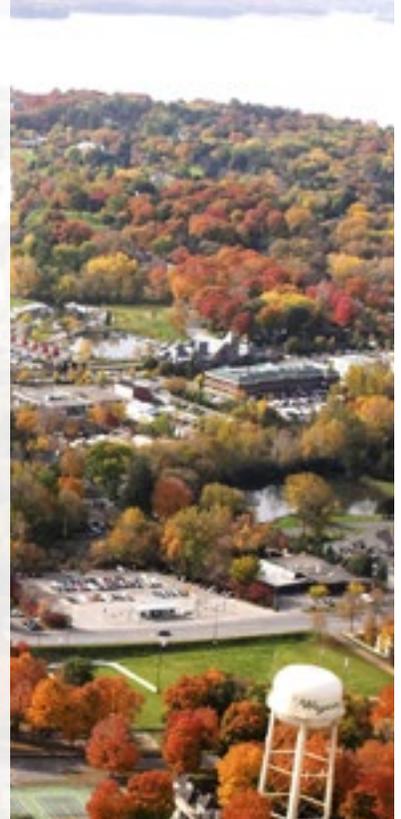


What's the Wayzata Way?

It's rubbing shoulders as you find your way through our vibrant hub to join active residents for a memorable meal. You see your neighbors enjoying coffee as they register for a community event right here in our own backyard. Friends catch up, sharing stories of their weekend (enjoying the lake, biking our trails or their numerous sporting activities) and new friendships emerge. You hear the excitement of our young adults who are home on break planning local internships bringing a new generation of business and community leaders to our area. *The Wayzata Way.*

What's Your Wayzata Way?

This *Wayzata Way* was imagined by the Vision Committee in July 2014



Strategic Planning Task Force

Members: Bob Carlson (Minneapolis Design Company), Peter Hitch (Data Doctors), Steve Langsdale (Mohawk Moving & Storage, Inc.), Brian Larson (Fernhill Wealth Managements Group), Jim and Robin McWethy (Sun & Slope Clothing Outfitters), Peter Sellwood (Morgan Stanely), Allison Shaw (Waterstone Mortgage), Ellen Timmerman-Borer (Hammer Residences)

Facilitator: Cindy Leines (C.E.L. Public Relations)

Staff: Brooke Beyer, Becky Pierson, Nancy Pilhofer, Julia Warfield