



2024-2028 Strategic Plan

Mission: To be a positive force in our communities; connecting, promoting and supporting our members

Vision: Where business and community thrive together

Values: Excellence, Resilience, Prosperity, Fun

Our member-focused strategic plan strives to accomplish these four goals propelling our Chamber of Commerce towards sustained success, community impact, and enhanced collaboration for the prosperity of all stakeholders.



Dynamic Growth

Membership

- Design programming based on consistent input and feedback, that elevates our members' experience and delivers timely, relevant information
- Monitor and analyze trends to implement innovative and relevant benefits that meet our members' evolving needs

Community Festivals

- Enhance existing events occurring in the City of Wayzata and explore opportunities within the broader Chamber service area

Communications

- Maximize communications, utilizing targeted outreach, strategic partnerships, data-driven insights, storytelling, member engagement, and brand building



Established Identity

Focus & Service Area

- Define and build awareness and recognition that the Greater Wayzata Area Chamber of Commerce is the preferred local chamber serving surrounding communities
- Identify and evaluate the destination promotion-focused activities (CVB) the Chamber is currently performing

Branding & Messaging

- Explore and refresh name/brand enhancements and develop concise, consistent, and compelling messaging that articulates the Chamber's vision, mission, audiences, services and strategic priorities



Strong Partnerships

Partnerships

- Formalize a process to define the meaning of partnerships
- Assess existing partnerships (cities, members, sponsors, volunteers, schools, etc)
- Identify opportunities to strengthen/build existing relationships and evaluate future opportunities

Engagement

- Review and assess our member touch points and identify areas to increase or enhance stakeholder experiences
- Create new and nurture existing target groups and committees
- Reinforce and communicate our value proposition to stakeholders



Organizational Excellence

Technology & Systems

- Improve all online user experiences
- Increase staff productivity through enhanced systems and tools

Financial Stability

- Review and update internal controls
- Manage and minimize risk
- Diversify revenue streams

Productivity & Sustainability

- Strengthen governance and roles
- Analyze existing recruitment and succession planning processes (board/staff/committees)

Greater Wayzata Area Chamber of Commerce

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