

WAYZATA AREA CHAMBER

STRATEGIC PLAN 2020-2023

MISSION

We are a positive force in our community; promoting, connecting and supporting our members.

VISION

Elevate the experience of the Wayzata area, a charming destination embracing Lake Minnetonka where our businesses and community thrive together.

GOALS + STRATEGIES

ORGANIZATIONAL EXCELLENCE

1. Be a positive force | Don't act like a traditional chamber
2. Improve efficiency, effectiveness, and engagement | Nail the three E's
3. Explore new initiatives & create an evaluation for determining their potential

MEMBERSHIP

1. Understand and maintain the course of a member to focus on the engagement, retention and growth of membership.
2. Focus on non-event value for members
3. Establish strategy to work with city/property owners to promote the Chamber to new businesses.
4. Refine the sponsor "approach". Clarify the direction and strategy the Chamber staff, committees, and board should implement to *engage more member businesses and target major sponsors.*

PROMOTE WAYZATA AREA

1. Utilize outside expertise to assess, develop & execute a cohesive and collaborative marketing and communication plan.
2. Become our own media outlet/be center of influence for the Wayzata area by increased use of content curation across social media and our website.
3. Determine the best course for increasing the contribution for marketing dollars (ex. CVB) and Welcoming resources.

COMMUNITY EVENTS

1. Activate systems and resources that allow our festivals to scale up year after year reaching new levels of achievement.
2. Consider new opportunities to collaborate for a full year of seasonal experiences to offer visitors and the community
3. Work with City to develop and invest in areas needed for visitors and event goers (ex. Public restrooms, directional signage, visitor center, ADA compliance, valet)
4. Refine the sponsor "approach". Clarify the direction and strategy the Chamber staff, committees, and board should implement to elevate the sponsor experience.