



# **BBW Chamber of Commerce Strategic Plan**

**The Brentwood Baldwin Whitehall Chamber of Commerce  
created a 3-year strategic plan rolling out on  
July 1, 2023 through June 30, 2026.**



# OUR MISSION

**The mission of the Brentwood Baldwin Whitehall Chamber of Commerce is to promote business and professional growth through a favorable business climate, to keep members informed on vital issues, and to make our community a better place to live, shop and do business.**



# IDENTIFYING THE PILLARS



# Defining Roles and Responsibilities for Board Members and Administrative Support Staff



- Establish committees to provide the best support for the organization's needs. Each committee will draft a written description of their charge and associated duties and responsibilities.
- Develop written job descriptions with associated duties and responsibilities for board officers and administrative support staff to best ensure operational flow and accountability.
- Develop a process to assess and regularly review and update, if necessary, job descriptions for board members and administrative support staff to ensure alignment with organizational goals.



# Growing and Retaining Membership through Engagement

- Conduct periodic surveys or other feedback mechanisms of current members to assess collective needs and preferences and take appropriate organizational action, if necessary.
- Develop and implement a strategy to reach out to new businesses in the community and encourage their participation in the Chamber.
- Establish and implement a welcoming process for new members to ensure they feel valued and supported. In addition, develop a formal process for contacting businesses who were once active but have since lapsed.





# Providing Learning and Development Experiences for Membership



- Host business education and other relevant events focused on topical issues to provide members with information and skills.
- Develop partnerships with other organizations and individuals to offer additional learning opportunities for members.
- Provide mentorship and coaching opportunities to help members grow personally and professionally.



# Supporting a Strong and Vibrant Community that is Attractive to Businesses and Residents



- Develop intentional outreach efforts to engage with diverse populations in the area to better foster inclusivity.
- Participate and promote community and service events to demonstrate the organization's commitment to the community.
- Develop relationships with local municipalities and government officials to advocate for the needs and interests of the organization and its members.