

Green River Chamber of Commerce Strategic Plan • 2016-17

Vision: The Green River Chamber of Commerce is the top business resource.

Mission: The Green River Chamber of Commerce enhances the community through advocacy and partnerships.

Economic Development



Strategic Objectives

- Perform synchronist surveys.
- List available GR properties on Wyomingites.com.
- Offer business enhancement trainings.
- Chamber represented in Economic Development efforts.

Key Actions

- Complete synchronist surveys. (O1)
- Develop surveys to send to businesses and industries. (O3)
- Attend Economic Development Alliance Meetings. (O4)

Communication



Strategic Objectives

- Include Governmental Affairs topics in newsletter.
- Host “State of the City” luncheon.
- “Hole in the Wall Gang” visit new businesses with CEO.
- Increase networking opportunities for members.
- Market programs through different avenues.

Key Actions

- Planning with the City of Green River. (O2)
- Utilize calling tree. (O4)
- Advertise through radio, social media and digital sign. (O4)

Tourism Assets



Strategic Objectives

- Promote free activities.
- Promote tourism app.
- Diversify promotional efforts.
- Advocate for business involvement in tourism.
- Revive GR tourism committee.

Key Actions

- Encourage community partners to share event information with Chamber. (O1)
- Develop billboard marketing strategy. (O3)
- Distribute App window clings and encourage visitors to download. (O4)

Community Pride



Strategic Objectives

- Expand shop local campaign.
- Promote unique Green River assets.
- Advocate for community beautification.
- Increase GR event attendance.

Key Actions

- “Top 5 Places to Shop” campaign. (O1)
- Survey community members. (O2)
- Attendance incentives. (O4)

Financial Position



Strategic Objectives

- Increase membership and sustain retention rate.
- Increase sales for digital sign by 10%. Brainstorm new revenue generating events.
- Evaluate moderate price increase in programs.

Key Actions

- Assess sign benefits to date. (O2)
- Place an ad promoting advertising opportunities on the digital sign. (O3)
- Form a task force. (O3)