

## West Orange Chamber Strategic Plan 2018-2020

<p><b><u>Vision</u></b></p> <p>Build partnerships, strong businesses and commitment to the community by serving as the leading business advocate in Central Florida</p>	<p><b><u>Purpose</u></b></p> <p>Exists to serve by Facilitating Opportunity</p>	<p><b><u>Values</u></b></p> <p>Integrity Effectiveness Quality Accountability Fun</p>				
<p><b>Market Differentiators</b>      Three Time Chamber of the Year, Industry Certified and Largest business association in West Orange</p>						
<b>Goals</b>	<i>Identify and Address Quality Workforce/ Talent Gap</i>	<i>Foster Innovation and Entrepreneurialism</i>	<i>Enhance Climate and Competitiveness of the Business Community</i>	<i>Lead on Issues of Governmental and Civic Relevance</i>	<i>Address Quality of Life Issues That Identify West Orange as the "BEST" Place</i>	<i>Facilitate Infrastructure/ Growth for WOCC (Internal Focus)</i>
<b>Objectives</b>	Facilitate youth to work opportunities	Educate and provide members with information of regional business support services	Market/highlight opportunities for business growth and advancement	Capture and address pertinent pro-business issues for assessment of action steps, reporting progress and successes	Foster expansion of trail connections	Increase opportunities for new and renewal revenue, at all levels
	Grow professional opportunities – for employees to better themselves as an asset to their employer	Identify business challenges that need innovative approach	Raise the profile of economic development drivers	Become indispensable to West Orange businesses and local governments	Promote health and wellness	Stay connected and increase visibility in emerging markets, i.e. Horizon West, Millennials and Women
		Create/enhance opportunities to foster member interactions to facilitate partnerships/collaborations	Promote business recruitment & grow economic development	Through WOPA, identify pro-business candidates to further WOCC agenda	Support the creation of sense of place through the arts, Eco, Agri, Heritage and Cultural assets and tourism	Grow non-dues revenue through affinity/royalty programs, sponsorships, & effective, quality events
		Facilitate ways to open communication between members at events/instructional opportunities	Foster best practice principles/training and professional development for business owners and leaders			Increase awareness of purpose of WOCC and communicate efforts
						Redefine board structure, roles and responsibilities to align with Strategic Plan