

**PLATTEVILLE AREA CHAMBER OF COMMERCE
STRATEGIC PLAN – 2012
(adopted 11/16/11)**

GOAL #1: ENCOURAGE NEW MEMBERS AND ENHANCE CURRENT MEMBER RETENTION

Objective #1: Continue aggressive membership campaign with the goal of increasing membership to 350 members.

Responsibility: Board of Directors, Ambassadors, Executive Director
Timeline: June 2012

Objective #2: Enforce and update website and social media network program for the Chamber.

Responsibility: Executive Director
Timeline: May 1, 2012

Objective #3: Review existing programs and services to determine viability and advantage to members.

Responsibility: Ambassador Committee, Board of Directors
Timeline: March 2012

Objective #4: Continue to build a regular schedule of educational workshops/seminars for members

Responsibility: Education Committee/Executive Director
Timeline: Ongoing

GOAL #2: GROW TOURISM

Objective #1: Maintain Chamber website, www.platteville.com, in an effort to be more interactive with visitors and potential new businesses.

Responsibility: Executive Director
Timeline: Ongoing

Objective #2: Continue to develop the partnership with the Wisconsin Department of Tourism with respect to our role of one of seven Travel Wisconsin Welcome Centers in the State.

Responsibility: Executive Director
Timeline: Ongoing

Objective #3: Remain active in Tri-State Tourism Council, Grant County Tourism Council and the Governor's Council on Tourism, to continue our regional marketing efforts. Continue to promote regional attractions such as the National Brewery Museum and Potosi Brewery, State historic sites, State parks and the Great River Road.

Responsibility: Executive Director, Tourism Committee
Timeline: Ongoing

Objective #4: Continue to utilize UW-Platteville's PAACE program to enlist an intern to assist with tourism promotion.

Responsibility: Executive Director
Timeline: June 2012

Objective #5: Raise awareness among our members about the impact of tourism on Platteville and the surrounding area.

Responsibility: Board of Directors, Executive Director
Timeline: Ongoing

GOAL #3: INCREASE FUNDRAISING POTENTIAL & CONTINUE TO REPLENISH RESERVES

- Objective #1: Continue to build participation in the new Sponsorship Program (Platinum/Gold/Silver/Bronze levels)
Responsibility: Executive Director, Executive Committee
Timeline: June 2012
- Objective #2: Continue to support fundraisers identified by Board of Directors that will create larger revenues for our budget.
Responsibility: Chamber Board, Executive Director
Timeline: Ongoing
- Objective #3: Make grant writing and other alternative revenue streams a priority.
Responsibility: Executive Director
Timeline: Ongoing