
2008 Strategic Plan Summary

**Sumter County
Chamber of Commerce**

Your Gateway to Sumter County

The Sumter County Chamber of Commerce is a 300 member business organization that services the entire 546 square miles of Sumter County including the cities of Bushnell, Wildwood, Centerhill, Webster, Coleman and many unincorporated areas.

In fulfillment of its role as the only chamber in Sumter County, the Chamber serves as an advocate for business, provides support for local government priorities and is an economic development partner. In this capacity, we promote tourism and serve as a source of information to business, residents and visitors alike.

In March 2008, the SCCC Board of Directors instituted a strategic planning process in order to better serve our business members and the community at large while providing increased direction for the organization.

A summary of the results of the 2008 strategic planning session can be found in this brochure.



Chamber of Commerce

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PO. Box 100
Sumterville, FL 33585

Phone: 352-793-3099
Fax: 352-793-2120
E-mail: sumter-coc@sumterchamber.org



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*P.O. Box 100
Sumterville, FL 33585*

Phone: 352-793-3099
Fax: 352-793-2120
E-mail: sumter-coc@sumterchamber.org

**Time N Temp 352-568-8367
www.sumterchamber.org**



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Vision:

The Chamber of Commerce expects continued growth and prosperity of its members resulting from its efforts to support members and provide increased visibility, opportunities and networking throughout Sumter County. The Chamber is your advocate for local business, now and in the future.

Mission:

The Sumter County Chamber of Commerce is the gateway to the Sumter Community, providing an environment of increased visibility for our members while offering advocacy, networking and advertising opportunities and providing a continuous flow of information on all aspects of the county through established relationships with the government and education bodies throughout Sumter County.

Core Values

The SCCC has set the following as their core values:

- ◆ Quality leadership
- ◆ Fair business practices and ethics
- ◆ An improved quality of life in the community
- ◆ An education system that provides life and workforce opportunities
- ◆ A fair and impartial government representing the citizens equally.

2008 Strategic Plan

With its mission in mind, the Chamber develops a strategic plan for the year. The strategic plan is essentially a summary of the goals that we plan to accomplish over the upcoming year. It is developed using input from member survey information, annual Board of Directors Strategic Planning retreat and advice from our Executive Committee.

Strategic Goals:

The Strategic Goals of the SCCC are reflected in the programs and events in which the Chamber is involved. These are the goals that drive everything the Chamber does.

- ◆ To increase membership by demonstrating the value of the Chamber to the business community.
- ◆ To promote Sumter County tourism
- ◆ To serve as a conduit of information for all of Sumter County.
- ◆ To be the voice of business in public policy discussions
- ◆ To partner with businesses and education to deliver cost effective, applicable training and education programs that meet the needs of our members.
- ◆ To provide opportunities for our members to interact and share ideas and information.
- ◆ To promote and support planned economic growth
- ◆ To facilitate the growth and prosperity of Sumter County and the cities within its boundaries.

We will accomplish our goals as follows:

Increased Visibility: The Sumter Chamber will work for the creation or expansion of its advertising and marketing vehicles in order to strengthen our position as the voice of business and to provide additional

advertising opportunities for our members.

Leadership: The SCCC is committed to securing leadership that can carry out the vision and mission of the chamber both within its staff and on its Board of Directors.

Financial: The organization will maintain a strong and viable budget that will allow for growth, promotion of Sumter County and program expansion while providing a secure future for the organization.

Membership: We will build membership through the provision of better value including programs and events that will attract membership and leadership, expanded benefits, additional retention efforts, expanded advertising opportunities and opportunities for membership participation.

Voice of Business: We will strengthen and align partnerships between business, industry, education and government and work to understand and support city and county priorities in order to inform and serve as the voice of business.

Programs & Events: We create new programs and improve existing programs and events in order to benefit our membership, attract leadership and develop revenue opportunities.

Building & Facilities: The Sumter County Chamber of Commerce will establish a task force to evaluate the current facilities and investigate the feasibility of finding new facilities that will adequately meet the space and technological requirements of the Chamber.