

# *Boone Area Chamber of Commerce* 2025-2030 Strategic Plan



## OPERATIONAL EXCELLENCE

Create operational excellence by maximizing our resources and evaluating procedures.

## COMMUNITY

Actively contribute to developing a vibrant, sustainable community in the High Country. Community development is business development.



## CONNECT

Enhance value to members by connecting them to the Chamber, to one another, and to the resources and opportunities that support their success.



## ADVOCATE

Serve as the regional voice for business advocacy by leading important conversations that will move the region forward.



## EDUCATE

Build on the success of providing excellent educational opportunities that will provide Chamber members with the knowledge, strategies, and tools to support their success.



*Boone Area Chamber of Commerce*

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## Organizational Excellence

*Staff, Board, Committees, Facilities, Finances*

- Evaluate and refine the [organizational structure and staff roles](#) to expand executive capacity, maximize skillsets, improve efficiency, and create opportunities for long-term growth and advancement.
- Formalize an internal communication plan that ensures consistent messaging by providing staff with clear talking points for member questions and concerns.
- Develop a plan for the use of technology in Chamber-managed facilities and prioritize the training of staff on all systems.
- Establish a defined recruitment strategy for board members and committee members.
- Ensure [committees](#) are a valuable asset to the Chamber and have goals and work plans rooted in the organization's strategic priorities.





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## Organizational Excellence

*Staff, Board, Committees, Facilities, Finances*

- Prioritize meaningful, professional development opportunities for Chamber staff and board members to foster growth, strengthen leadership, and enhance our organizational impact.
- Develop the [Boone Area Chamber of Commerce Foundation](#) as a reliable third revenue stream through donor relations and event creation, and by solidifying it as the front porch to the Chamber's economic development work within the region.
- Regularly assess and refine [member benefits](#) to ensure they remain relevant, valuable, and responsive to the evolving needs and priorities of the business community.
- Create a strategic and sustainable budgeting process with goals that balance dues and non-dues revenue streams.
- Emphasize Chamber board development – continue to evaluate clear roles and expectations for Chamber Board members.



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## Community

*Conversations, Partnerships, Storytelling, Events*

- Remain as the leading voice for [economic development](#) across the High Country, bringing visibility, alignment, and momentum to local and regional initiatives.
- Connect the business community with key partners in education, government, and healthcare to align efforts and maximize impact.
- Stay engaged in [conversations around critical issues](#) – workforce development, childcare, attainable housing, disaster recovery, and access to essential services.





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## Community

*Conversations, Partnerships, Storytelling, Events*

- Establish the [\*\*Boone Area Chamber of Commerce Foundation\*\*](#) as the secure funding mechanism for community development efforts that create lasting, measurable change.
- Continue to connect businesses, community, and partnerships through strategic communication, storytelling, and advocacy, serving as a voice for local businesses and sharing the stories that shape our community.
- Host intentional events and facilitate meaningful connections, ensuring members have access to timely, relevant information and opportunities to build lasting relationships.



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## Connect

*Convener, Relationships, Communication*

- Partnerships – define our role as a trusted convener that brings together key stakeholders for meaningful and impactful conversations.
- Foster alignment between members, community partners, and regional organizations by highlighting shared goals and encouraging collaborative strategies.
- Effectively communicate the value and [benefits of membership](#), telling the story of our organization, our members, and our business community. Enable our members to become our best advocates.
- Emphasize personal chamber/member relationships by identifying, maximizing, and increasing touchpoints.
- Continue to evaluate effective ways to onboard and orient new members.





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## Advocate

*Policy, Collaboration, Support, Voice*

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- Create a [board-approved public policy agenda](#), formulated with input from Chamber and community members, that is effectively communicated to both audiences.
  - Cultivate relationships with elected officials, candidates, and agency partners at all levels to advance a pro-business agenda and support policies that foster community and economic development.
  - Lead and engage in strategic partnerships with regional and statewide organizations to amplify the collective voice of business and advance shared priorities across the High Country and North Carolina.



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## Advocate

*Policy, Collaboration, Support, Voice*

- Convene and participate in conversations related to continued Helene recovery efforts.
- Work towards community-wide infrastructure improvements to cultivate business growth.
- Celebrate and encourage entrepreneurial efforts in the High Country by connecting resource partners with business growth opportunities.
- Support and guide the business community in their individual advocacy efforts.





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## Educate

*Learning, Workforce, Preparedness, Programs*

- Encourage community and local government officials to prioritize Watauga County as a leader in educational attainment, early childhood policy, and workforce-centered curriculum alignment.
- Regularly assess the evolving business and community landscape to identify and deliver the educational programming members need to adapt and thrive.
- Facilitate educational opportunities that build community resilience, including preparedness for economic disruption, natural disasters, and other critical events.
- Work with local education partners and utilize their expertise to enhance connections with the business community.



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## Educate

*Learning, Workforce, Preparedness, Programs*

- Collaborate with local education partners to enhance workforce development through work-based learning and stronger business-to-classroom connections.
- Promote [STABLE Workplaces](#) as a framework for creating supportive, resilient, and retention-focused workplace cultures. Use it as a resource to guide employer education, workforce development conversations, and community standards.
- Continuously evaluate and strengthen existing learning and engagement opportunities such as Watauga Leadership Institute, [High Country Young Professionals](#), [Watauga Women in Leadership](#), and other programmatic outreach, with the goal of migrating [Watauga Leadership Institute](#) to operate under the Boone Area Chamber of Commerce Foundation.

