

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.



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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

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- 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

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- 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

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- 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.

