

STRATEGIC PLAN 2023-2025



BUSINESS & EDUCATION COLLABORATION

To build strong relationships between businesses and our education systems and to promote and support public and private schools as well as higher education.



INFLUENCE & ADVOCACY

To build and promote strong relationships with city, county, state and federal representatives.



LEADERSHIP DEVELOPMENT & CULTIVATION

To encourage and foster the development of community and student leaders through a formalized study program.



PROMOTE & SUPPORT LOCAL BUSINESS

Promote, train, and offer relationship building opportunities to the member businesses to maximize their business exposure and growth.



ORGANIZATION EXCELLENCE

To be the best Chamber of Commerce by developing staff, financial stability and connections between the chamber and the business community.

Mission: To build relationships, promote a strong business environment and enhance the quality of life in Walton County.

We are a catalyst for business growth, a convener of leaders and influencers and a champion for a stronger community. We help you build relationships that last a lifetime.

2024 ANNUAL BUSINESS PLAN



BUSINESS & EDUCATION COLLABORATION

Career Awareness Expo
 Principal for the Day
 Reality Check
 STAR Banquet
 Walton Proud



INFLUENCE & ADVOCACY

Eggs & Issues Series
 Membership Luncheons
 City & County Support
 Relationship Building with Elected Officials
 Legislative Agenda & Policy
 Presidential & Chairman's Club Investors



LEADERSHIP DEVELOPMENT & CULTIVATION

Adult Leadership Walton
 Youth Leadership Walton
 Leadership Walton Alumni
 Business Membership Training
 Beyond Youth Leadership



PROMOTE & SUPPORT LOCAL BUSINESS

Annual Business Summit
 Business to Business Connections
 Business Promotions
 Minority Business Council
 Women in Business



ORGANIZATION EXCELLENCE

Member Events
 Personal Member Connections
 New Member Connections
 Online Presence
 Staffing & Financial Stability

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2024 ANNUAL PLAN

BUSINESS & EDUCATION COLLABORATION

CAREER AWARENESS

Host Annual Career Awareness Expo including business exhibits and Athens Technical College exhibits - Invite Juniors and Seniors to participate and include pre and post event videos to schools

Research connecting students to entrepreneurial careers

PRINCIPAL FOR THE DAY

Invite Key Stakeholders to participate and serve as Principal for the Day at one of the public or private schools in our county - to include a kick-off and wrap up meeting

REALITY CHECK

“Game of Life” activity for 8th graders at public and private schools

Research possibility to provide for high school students prior to the Career Awareness Expo

Research opportunity to include soft skills training

STAR BANQUET

Recognition banquet for Senior at each school with the highest SAT Score and his/her selected STAR teacher

Invite members to attend and show support

WALTON PROUD

Initiative and collaboration between public and private schools, the Walton Chamber and Business Community to promote A+ Education in Walton County

School contests and Marketing Promotions

Business & Education Collaboration:

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2024 ANNUAL PLAN

INFLUENCE & ADVOCACY

EGGS & ISSUES AND LUNCHEON SERIES

State of the County

State of the Cities

State of Healthcare

Post Legislative Update

DC Update

Education Summit

CITY AND COUNTY SUPPORT

Host Political Candidate Forums for Primary and General Elections in 2024

Promotions of all local events and ribbon cuttings for cities and county

Manage an educational campaign for SPLOST, TSPLOST & ELOST

RELATIONSHIP BUILDING WITH ELECTED OFFICIALS

Host a Reception and Q & A session with elected officials for board members and key stakeholders

Research options for an Elected Officials for the day shadow program

LEGISLATIVE AGENDA & POLICY

Adopt a business friendly supported Legislative Policy Agenda

Notify members of state legislation updates during session

PRESIDENTIAL & CHAIRMAN'S CLUB INVESTORS

Host quarterly CEO roundtable meetings

Host annual reception with Board of Directors

Logo presence on Chamber Connection Emails and Travel Banners

Influence & Advocacy:

To build and promote strong relationships with city, county, state and federal representatives.

2024 ANNUAL PLAN LEADERSHIP DEVELOPMENT & CULTIVATION

ADULT LEADERSHIP WALTON PROGRAM

Manage annual adult Leadership Walton program with a goal of 20 participants and program format to include retreat, leadership training, community awareness and a class project.

YOUTH LEADERSHIP WALTON PROGRAM

Manage Junior and Senior youth Leadership Walton programs with representation from public and private schools and UGA JW Fanning Leadership Curriculum in Junior year and community awareness in Senior Year.

LEADERSHIP WALTON ALUMNI

Manage an active adult Leadership Walton Alumni Program to include additional leadership training, involvement with adult and youth leadership programs and social events.

BUSINESS MEMBERSHIP TRAINING

Host a Gallup Clifton Strengths Workshop for Chamber Members.

Research Lunch & Learn Opportunities

BEYOND YOUTH LEADERSHIP

Identify options for youth leadership students to share with their peers or middle school students.

Host a Youth Leadership Alumni Reception

Leadership Development & Cultivation:
To encourage and foster the development of community and student leaders through a formalized study program.

2024 ANNUAL PLAN

PROMOTE & SUPPORT LOCAL BUSINESS

ANNUAL BUSINESS SUMMIT

Annual day summit to include keynote speakers, networking opportunities, personal and leadership development, and Meta social media training.

BUSINESS TO BUSINESS CONNECTIONS

Hosting and growing our three Referral Groups

Coffee & Connections

Business After Hours

Chamber Meetings & Events

BUSINESS PROMOTIONS

Social Media and Email Promotions

Restaurant Week

Buy Local Promotions

Existing Industry Spotlights

Business of the Quarter & Year

MINORITY BUSINESS COUNCIL

Identify Minority owned/operated chamber member businesses and schedule a meeting to establish a plan of action to more actively engage this group.

WOMEN IN BUSINESS

To engage, elevate and empower women in our community.

Women in Business Conference and additional meetings, trainings and events to provide leadership and personal growth opportunities.

Promote & Support Local Business:

Promote, train, and offer relationship building opportunities to the member businesses to maximize their business exposure and growth.

2024 ANNUAL PLAN

ORGANIZATION EXCELLENCE

MEMBER EVENTS	PERSONAL MEMBER CONNECTIONS	NEW MEMBER CONNECTIONS	ONLINE PRESENCE	STAFFING & FINANCIAL STABILITY
Annual Banquet	Ambassadors and staff to make calls to chamber members	Set up a new member email series	Update and maintain the chamber website including option to add a resource portal	Adequate staffing with competitive salaries and benefits
Chamber Challenge Golf Tournament	Set up an email series to go to current members	Set up a digital program for New Member Orientation	Upgrade social media presence to include all chamber programs and highlights	Staff Development and Training
Bourbon & BBQ	Facebook Members Only Group	Host in-person New Member Orientations Quarterly	Set up metrics and provide quarterly reporting	Boost TRC Campaign
Battle of the Burgers	Member Appreciation Event			CPA Engagement for Financial Oversight
Harmony Half & 5K				

Organization Excellence:

To be the best Chamber of Commerce by developing staff, financial stability and connections between the chamber and the business community.