

2023 – 2026 STRATEGIC PLAN



Connect. Engage. Thrive.

MISSION: To be a catalyst that will actively promote and support responsible economic growth in the Carlisle region, while continuing to provide enhanced benefits for our membership and a vibrant quality of life for our community.

VISION: To be the recognized leader in fostering business development in the greater Carlisle area.



Membership

- Design dues' structure that provides the most member value
- Align program and service offerings (with the help of focus groups) to increase member engagement and non-dues revenue
- Explore new member onboarding processes.
- Create strategies to increase our member retention rate



Strategic Relationships

- Expand relationships with local school districts, CAEDC, United Way, and SCPa Works to promote workforce initiatives
- Strengthen relationships with DCA, CYP, Dickinson College, Penn State Law, the County, and USAWC to support the community
- Identify ways to grow Leadership Cumberland programs and revenue



Chamber Foundation

- Create a facilities management plan for the Chamber building
- Focus on grant writing and fundraising efforts to support the Foundation's mission
- Become EITC approved
- Research other Chamber Foundations for ideas and benchmarking



Governance

- Establish a board governance framework
- Evaluate existing committee structure
- Develop board succession plan



Marketing

- Increase the Chamber's presence in the area through community events and public advertising
- Create a multi-generational marketing strategy to increase member engagement
- Rebrand Chamber and Foundation as two separate entities
- Increase awareness and of member affinity programs



Metrics

- Total Number of Members
- Dues Revenue
- Member Retention Rate
- Member Engagement (how do we measure)
- Non-dues Revenue
- Market Saturation
- Board Diversity
- Social media/web presence

VALUES:

Community: Connecting members through collaborative programs and events empowers the construction of a vast and strong business community.

Partnership: We believe we are better together. Relationships are at the heart of everything we do. We work alongside our members and key partners to build and engage a robust network.

Integrity: As a trusted leader, the Chamber strives to hold itself to high standards of accountability. Through honesty and transparency, we aim to earn the loyalty of our members to help their businesses thrive.

Diversity, Equity, and Belonging: The Chamber is dedicated to providing development programs that promote and value diversity, equity, and belonging to attract a resilient workforce for our business community.