



# Greater Key West Chamber of Commerce Strategic Plan 2021-2022

## Building Reputation

Working to be more collaborative, supportive and cooperative by:

- Surveying our members on major issues
- Conducting analysis of community and business needs
- Collaborating with City Government

## Working with the City

Strengthening our relationship with the City by:

- Regular Meetings with the City
- Seeking Opportunities to support businesses of all kinds
- Informing members of City initiatives

## Supporting Businesses

Support our business community by:

- Distributing a "Business Resource List" for local businesses
- Forging partnerships with other business organizations

## Growing our Network

Building our network for new innovations and connections for our members by:

- Outreach to small and new businesses
- Revitalizing our luncheons, afterhours, and social networking events

## Marketing our Members

Elevate our members in the public eye by:

- Organize a "Blow Your Mind Business Idea" series
- Ramping up our social media support for members
- Providing tools to our members to help them market themselves

## Supporting our Community

Advocating, donating to and supporting our community by:

- Working on Affordable Housing
- Polling members on large issues and working with the results
- Continuing our great work in our schools

"The mission of the Greater Key West Chamber of Commerce is to serve its members and maintain and promote a viable economy for the businesses and working people of Key West."