

Vision 2023 Strategic Plan

2021-2023

OUR MISSION:

Connecting, advocating for, and promoting businesses of all sizes in Western Lake County.

OUR VISION:

To foster a diverse environment where businesses and residents are proud to work, live, and play.

OUR VALUES

- *Valuing our businesses and community, supporting their needs and celebrating their success*
- *Developing relationships that make a positive difference in businesses and the community.*
- *Positively impacting the communities where we work and live.*
- *Defining a clear set of goals and outlining a strategy to achieve those goals in a dynamic business environment*
- *Adhering to high ethical standards and objectives, being transparent and welcoming*
- *Holding ourselves personally accountable for delivering on our commitments*

SUSTAINABILITY & GROWTH

- Serve and retain our members by offering solid programs, benefits and proving ROI
- Pursue new members to increase WWLCC's standing in the community, expand networking opportunities for current members and add stakeholders to our organization
- Increase visibility and knowledge of WWLCC by engaging young professionals to aid in building the next generation of business and community leaders

CONNECTING & NETWORKING

- Enhance member experience through various networking opportunities
- Provide connections that mutually benefit members, their employees and the community
- Highlight, celebrate and award outstanding achievements of businesses and the community
- Collaborate with other organizations to maximize member networking and experience

BENEFITS & RESOURCES

- Provide quality and engaging programs that address the interests, needs and challenges of our members
- Provide information on business loans and grants to our members
- Provide resources, webinars, and cost-saving opportunities
- Be the go-to resource for business-to-business communications, referral sources, job postings, ribbon cuttings events, coupon opportunities

SERVE & ADVOCATE

- Advocate on behalf of businesses with state, local and national governments
- Build an engaged and diverse board of directors responsible for strategy, policy and oversight
- Expand knowledge of diversity, equity and inclusion within the community
- Gauge the pulse of the business community via surveys, targeted outreach and email solicitation to assist with workforce development and recruitment