



STRATEGIC PLAN

2023-2025



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Vision

To promote, support and guide the businesses and civic communities we serve.

Mission Statement

The Eastern Lake County Chamber of Commerce exists to promote, support, and guide the business and civic communities of which we serve.

Serving:

Concord Township
Madison Township
Fairport Harbor
Madison Village

Grand River
Perry Township
Leroy Township
Perry Village

Painesville City
North Perry Village
Painesville Township

Leadership Teams

Executive Team

President Joshua Strickland, Dworken & Bernstein Co. LPA

1st VP Jeffrey Hyrne, Lake County Nursery

2nd VP Beth Debevc, Debonne Vineyards

Past President, Thomas Mitchell The Marshfield Group

Treasurer Chris Bartlett, Rea & Associates

Leadership Team

Tina Delligatti, Eckart America Corp.

Tamera Ferry, Venture Environmental Contracting

Bob Fratino, Deepwood Industries

Anna Galipo, Lake Erie Council, Boy Scouts of America

Bob Kehres, Federal Hose

Jordan Levy, Zajon Inc

Mabel Mankas, Morris Chiropractic

Chris Brill-Packard, UH Madison Health Center

Stephanie Parker, Parker & Towner Advisors, LLC

Pete Richmond, Richmond & Richmond Insurance Agency

Zachary Williams, Marcum Wealth

Nancy Zangerle, Global Real Estate Advisors, Inc.

Legal Liaison

Neil Conway, Conway Land Title

Staff

Kelly Donahue, Executive Director

Katrina March, Membership Manager

Marilyn Hahn, Member Services Associate

GOAL #1

Networking



Enhance and optimize networking opportunities for all members.





GOAL #1

Networking

- Objective # 1** | Create additional networking events at different times of the day and different days of the week to ensure maximum opportunities to participate.
- Objective # 2** | Consider creating a schedule of tours for members to share and promote their businesses or organizations.

GOAL #2

Educational Programming



Advance growth and knowledge of business or organizational best practices for all members.





GOAL #2

Networking and Educational Programming

Objective # 1

Create monthly webinars or in person series to provide educational opportunities in the following areas; consider making this a benefit of sponsorship.

- Leadership and management
- Business 101: Launching a business from loans to groundbreaking
- Principles of entrepreneurship
- Employee/Labor relations
- How to create a positive and engaging culture

For consideration: Have current or prospective Chamber members associated with webinar topics provide guidance or presentations; record webinars and post to the Chamber website for anyone to view at a later date.

Objective # 2

Create marketing materials and online resources that align with and promote the webinar series.

GOAL #3

Communication and Community Engagement



Effectively communicate the value proposition the Eastern Lake County Chamber of Commerce provides to the greater community.





GOAL #3

Communication and Community Engagement

- Objective # 1** | **(External)** Establish a comprehensive communication plan to communicate the Chamber's value proposition; continue to enhance and promote the Chamber through targeted social media presence with possible spotlights on current members; consider making this a benefit of sponsorship. (Chamber Tip of the Week)
- For consideration: Understand and utilize current digital marketing strategies to enhance the Chamber's value proposition to its current and prospective members.*
- For consideration: Create a Chamber Tip of the Week and post it to social media.*
- Objective # 2** | **(External)** Create a primary messaging strategy that focuses on relationship building and networking to enhance and potentially increase membership; establish consistent brand standards and messaging strategies to reinforce further the mission, vision and identity of Eastern Lake County Chamber of Commerce.
- Objective # 3** | **(Internal)** Define and develop clear expectations and practices for all forms of internal communication; enhance methods and frequency of internal communications to ensure all employees and board members are knowledgeable and informed; ensure consistency of communication protocols and expectations and apply these in all internal communications.
- Objective # 4** | Create events and opportunities for Chamber members or prospective members to participate in various community service activities. As our members want their participation to be known, the Chamber will share the work being done through our social media accounts and website.

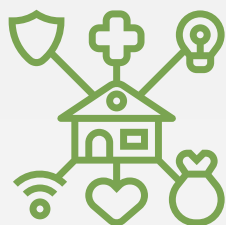
GOAL #4

Business Operations and Member Support



With the limited human resources available, continue to identify and enhance procedures and processes to most effectively and efficiently run the Chamber's daily operations and maximize member support.





GOAL #4

Business Operations and Member Support

- Objective # 1** | Based on the current ranking of member benefits, create marketing strategies to ensure current or prospective members have a clear understanding of the benefits or services offered. (For marketing purposes, the primary benefit is networking, and secondary benefits are group health care, energy savings program and workers' compensation)
- Objective # 2** | Examine and build upon existing operating processes and procedures to most effectively and efficiently manage the daily operations of the Chamber office.

GOAL #5

Collaboration



Continue to identify and develop opportunities to collaborate with all targeted businesses, organizations and other entities in Lake County to provide maximum value for our membership.





GOAL #5

Collaboration

- Objective # 1** | In collaboration with the United Way of Lake County Emerging Leaders group, consider the creation of a young professionals branch to the Chamber to embrace the next generation of young adults looking for connections, relationships and the ability to make an impact in their community.
- Objective # 2** | Continue to engage in multi-chamber events to further promote collaboration throughout the entire county.



easternlakecountychamber.org

**77 N St Clair, Suite 103
Painesville, Ohio 44077**

Phone: 440.357.7572

easternlakecountychamber.org

