

**\*\* PRESS RELEASE \*\***

March 8, 2017

**Contact:** Brittany Gibson  
Tourism & Marketing Manager  
brittany@watkinsglenchamber.com  
Phone: (607) 535-4300



### **A Path for the Future: Watkins Glen Area Chamber of Commerce Unveils Strategic Plan**

Watkins Glen, NY – The Watkins Glen Area Chamber of Commerce is pleased to announce the availability of its 2017 – 2018 Strategic Plan. This document outlines many of the priorities and activities that the Chamber will pursue over the next two years.

Board Chair Anne Welliver Hartsing shares, "After months of discussion, planning, and revision by the planning committee, we are pleased to share the final 2017 – 2018 Strategic Plan. It is designed as a framework to both codify and focus our efforts, while still allowing the flexibility to pursue untapped opportunities relative to our mission." The plan, which incorporates valuable input from the planning committee, highlights the objectives listed below, and contains specific implementation strategies for each objective. The complete plan is available on the Chamber website.

- Strategic Goal #1 – Creation of a Strategic Declaration: Create a strategic declaration that sets identity, intentions, and boundaries. Review and modify the Chamber's Mission, Vision, and Values to reflect a more focused and impactful Chamber.
- Strategic Goal #2 – Chambers Headquarters Facility: Evaluate the possible options for Chamber Headquarters Facility to maximize services offered to members, capitalize on space utilization, and be cost effective.
- Strategic Goal #3 – Chamber Ambassador Program: Evaluate and modify the Chamber's Ambassador Program to increase engagement with members and to provide a lasting connection between members and staff.
- Strategic Goal #4 – Watkins Glen Community Culture: Provide tools for the community to encourage and assist business owners and staff with creating a more open, inclusive, and welcoming culture to visitors.
- Strategic Goal #5 – State Park Satellite Location: Develop comprehensive programs to provide services at the Park Satellite Location in support of domestic and international visitors.

Chamber President and CEO, Rebekah Carroll shares, "This new Strategic Plan is an ambitious roadmap for the next two years, and the Chamber Team is ready to tackle it, full-force. With specific goals, action items, and benchmarking, it will serve as a wonderful litmus test against which to measure our organization and its efforts as we move forward over the next two years. We have already begun work in accordance with the plan and we are ready to continue those efforts in furtherance of our objectives."

The Watkins Glen Area Chamber of Commerce serves over 450 members from Schuyler County and the surrounding region. From business support to marketing help; business referrals to networking events; leadership development to volunteerism; educational opportunities to tourism promotion; the Watkins Glen Area Chamber of Commerce is dedicated to meeting the needs and exceeding the expectations of its members. To learn more about the Chamber, please visit: [www.watkinsglenchamber.com](http://www.watkinsglenchamber.com).

###