



**Crested Butte/Mt. Crested Butte Chamber of Commerce:
Strategic Plan**

Adopted November 27, 2018

Revised October 17, 2020

Revisions notated by asterisk or strikethrough

[Mission Statement](#)

The mission of the Crested Butte/Mt. Crested Butte Chamber of Commerce is to provide communication, event and advocacy services to our members, so they can successfully operate their businesses.

[Strategic Priorities](#)

Growth and Change

Representation and Relationships

Infrastructure and Resources

Tourism Economy

Diversity & Equity

Strategic Priority #1: Growth and Change

The Crested Butte/Mt. Crested Butte Chamber of Commerce (The Chamber) Board of Directors understands that our community is facing many challenges as the community changes with the growth we are experiencing and will continue to see in the foreseeable future. The Board further understands that the Chamber can assist in business growth needs of its members.

Strategic Result #1: Benefits/Insurance Program

~~By January 2020, the Chamber members will have the opportunity to participate in a chamber sponsored Benefit/Insurance Program for themselves and their employees.~~

*Goal Accomplished

*By January 2022, Chamber members will be further educated on the available healthcare program and the benefits available to them and their employees as evident by enrollment of 25 or more individuals or households.

Strategic Result #2: Hiring Program

By January 2023, 25% of the Chamber membership will have utilized the chamber's hiring programs to fill their employee position needs.

*By January 2021, The Chamber will have partnered with various entities in our community to better identify potential housing opportunities to be utilized as part of the hiring program.

*By March 2021, The Chamber will have created a recruitment program, for jobs and internships, including an online job board with housing and member connection opportunities to be promoted to target audiences.

*By May 2021: The Chamber will have developed a training program to assist in the onboarding process for local employers including collective information about our community.

Strategic Priority #2: Representation and Relationships

Good governance is measured by the community's understanding and appreciation of the services provided by an organization and the results that are achieved by providing these services. The board understands that growing and strengthening the relationships with the business community and with elected leaders will strengthen the community as a whole.

Strategic Result #1: Business Advocates

~~By April 20, 2019,~~ By April 20, 2022, the Chamber's members will have a voice on

business related local political issues through the chamber's conduit as evidenced by >40% participation on monthly Chamber surveys*.

Strategic Result #2: Membership Growth

By April 20, 2023, Chamber members will experience a growing and stable membership through community engagement as evidenced by 420 members.

Strategic Result #3: Valuable Education Business Communication

*By April 20, 2021, 75% of members surveyed indicate they have received valuable business communication from the Chamber.

Strategic Priority #3: Infrastructure and Resources

The Board of Directors understands the relationship and balance between tourism and the natural resources that drive the industry. Further we understand that tourism cannot be fully realized without adequate infrastructure in place. The protection of our resources will enable our guests to have a better experience in our community.

Strategic Result #1: Green Business Initiative

* By January 2022, a green business program will be defined.

By ~~December 31, 2021~~ By June 2022, 50% of members will participate in a green business initiative program sponsored by the Chamber.

Strategic Result #2: Resource Management

The Chamber will continue to participate in and partner with other entities in the valley for backcountry resource management and sustainability. *Educational resources will be provided through the Visitor Centers.

Strategic Priority #4: Tourism Economy

The Board of Directors understands that Crested Butte/Mt. Crested Butte's economy is a tourism-based economy. This type of an economy has highs and lows and is extremely seasonal. They further understand that diversifying the economic base and building on some of the seasons with growth opportunities can assist in stabilizing the highs and lows.

Strategic Result #1: Resource Hub

By December 31, 2019, the Chamber will be identified as the resource hub for business information for re-location, start-up and growth of businesses.

Strategic Result #2: ~~Winter Visitor Growth~~ Visitor Education

By 2023, the Chamber members will realize an increase in winter visitors as evidenced by 100% increase in visitors center visits and chamber contacts between December and March (as compared to 2017-2018 numbers).

*By June 2021, the Visitor Centers will provide new materials and programming to better educate our visitors on member offerings, sustainable tourism, and town rules.

***Strategic Priority #5: Diversity and Equity**

The Board of Directors understands that diversity and equity are good for business and have been proven to yield financial gains for businesses who implement JEDI (justice, equality, diversity and inclusion) practices.

Strategic Result #1: Business Education

By December 2020, Chamber members will have access to a valuable resource hub for them to implement their own JEDI policies and procedures from.