



Strategic Plan

Adopted November 27, 2018

Revised October 17, 2020

2nd Revision November 12, 2021

3rd Revision October 27, 2022

Mission Statement

The Crested Butte/ Mt. Crested Butte Chamber of Commerce and Visitor Centers provide communication, event, and advocacy services for our members, our community, and our visitors.

Vision Statement

The Crested Butte/Mt. Crested Butte Chamber of Commerce and Visitor Centers lead mountain resort communities in visitor engagement and member business prosperity.

Strategic Priorities

Growth and Change
Representation and Relationships
Infrastructure and Resources
Tourism Economy

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 October 2023, 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 50 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 February 2023, The Chamber will have partnered with various entities in our community to better provide resources for those looking for employment.

By February 2023, The Chamber will have developed an information hub to assist in the onboarding process for local employers including collective information about our community, housing information, and opportunities around the valley.

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 January 2023, A representative from the Chamber of Commerce will be present at 90% of the Town of Mt. Crested Butte Town Council meetings and the Town of Crested Butte Town Council meetings to represent the interests of our members. A monthly report of said meetings will be provided to the Board of Directors at each monthly BOD meeting.

By January 2023, advocate for businesses by being open and available to help solve the problems and challenges they face in a small, rural, seasonal, cyclical, tourism-based economy.

Strategic Result #2: Membership (*Income*) Growth

By April 20, 2023, Chamber members will experience a growing and stable membership through community engagement as evidenced by 420 members. The Chamber will also have a new membership tier in addition to the currently existing ones.

Strategic Result #3: Valuable Business Communication

By April 20, 2023, the Chamber will have two separate email newsletters, one for members and one for the community.

Strategic Result #4: Membership Communication

By January 2023, the Chamber will survey its membership about Chamber performance satisfaction no less than quarterly by December 31, 2023.

Strategic Priority #3: Stewardship

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: Sustainable Events

By January 2023, all Chamber of Commerce events will align with each town's sustainable event practices and suggestions.

Strategic Result #2: Stewardship Campaign

By March 2023, partner with STOR, TAPP, CB Land Trust and CBMBA/CBCC to support a stewardship campaign to intercept visitors with stewardship messaging prior to reaching a trailhead, river put-in or accessing public and private preserved lands.

Strategic Result #3: Visitor Centers Rebrand

By Spring of 2024, The chamber will partner with local entities to rebrand the Visitor Centers to provide new educational materials and programming to better educate our visitors on sustainable tourism, local rules, and member offerings.

Strategic Result #4: Increase Visitor Center Traffic and Engagement

By January 2023, improve the visitor section Chamber website to include a robust FAQ section addressing the most common visitor center questions with detailed responses that cannot easily be found elsewhere.

By June 2023, Install Starlink internet at the Crested Butte Visitor Center so that visitors can enjoy reliable internet access particularly when visitorship overwhelms traditional broadband service. Include an informational 15-sec. video pre-roll that must be viewed to connect.

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: Visitor Education

By 2024, 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).