



# Strategic Planning 2018-2020

*Homewood is one of the state's leading municipal brands. Its location adjacent to Birmingham, combined with excellent local schools, premier homes and a high quality of life, make it an ideal community in which to live, play and work.*

The Homewood Chamber has adopted this set of goals and objectives to guide it through the year 2020. These goals constitute the Chamber's promise to its members and the community to achieve its mission:

**GOAL**  
Support Economic Development

The Chamber will provide significant support to the City of Homewood in its economic development efforts.

**Objectives:**

- Partner with the City of Homewood in support of the Daniel Communities 5-year economic growth proposal and planning process.
- Support the city's economic development recruitment activities.
- Develop and maintain programs to support existing businesses.
- Involve the Chamber in support of the Downtown Redevelopment Plan.

**GOAL**  
Market Homewood

Homewood will enjoy an outstanding reputation and will be highly desirable as a community of choice for business success, residential living and quality of life.

**Objectives:**

- Proactively create high awareness and positive positioning for Homewood as a "top choice" community in which to work, live and play.
- Promote the significant attributes and accomplishments of Homewood businesses and business leaders.
- Promote the significant attributes and accomplishments of Homewood nonprofit organizations and nonprofit leaders.
- Partner with the Homewood Board of Education to promote the high quality of education in Homewood.
- Promote Homewood's unique shopping opportunities and products.
- Promote the unique accomplishments of Homewood's residents and city leaders.

**GOAL**  
Be a Liaison Between Businesses and the City

The Chamber will have excellent relationships with elected officials and key staff in the City of Homewood, giving Chamber members an effective voice in their government.

**Objectives:**

- Develop and maintain effective communications with the city.
- Position the Chamber to effectively manage specific issues on behalf of Chamber-member businesses.
- Monitor closely matters of general business policy and, when appropriate, advocate "voice of business" positions.

**GOAL**  
Connect Members Through Networking and Events

A wide variety of networking programs and signature events will result in significant growth for Chamber-member businesses.

**Objectives:**

- Implement "Networking with a Purpose" program to increase the number and effectiveness of networking offerings to Chamber members.
- Evaluate the effectiveness of all current Chamber programs and activities and modify them accordingly.