

STRATEGIC PLAN 2019-2020

MISSION

Enriching the Vibrancy of our Community

VISION

To be the Premier Small-Town Destination

WE WEAR TWO HATS

Chamber of Commerce & Destination Marketing Organization for Yountville

STRATEGIC INITIATIVES

1. Generate Positive Economic Impact for Yountville and Surrounding Community
2. Exceed Visitor Expectations
3. Nurture and Cultivate Productive, Mutually Beneficial Relationships with Stakeholders
4. Run an Effective and Sustainable Business
5. Influence the Long-term Direction of Yountville and its Brand

OUR FOUR KEY VALUES

**BUILDING
A THRIVING
COMMUNITY**

We believe in cultivating strong relationships between businesses and strong relationships between businesses and residents.

**DRIVING
COMMERCE**

We believe in improving the economic well-being and quality of life in our community.

**BEING
YOUR
CHAMPION**

We believe in providing the tools, resources and opportunities to help grow member businesses.

**PROMOTING
YOUNTVILLE**

We believe in marketing and promoting Yountville as the premier small-town destination.