

DRAFT: July 20, 2021

**Yountville Chamber of Commerce
Strategic Initiatives 2021-2022 (Year 1 of 3)**

Q1: Jul. - Sept. Q2: Oct. - Dec. Q3: Jan. - Mar. Q4: Apr. - Jun.	Tactics (staff driven)	Goals
Objective 1: Focus on Visitor Promotion to Foster Positive Economic Impact for Yountville and Surrounding Community		
Strategy 1: Focus on Destination Marketing to Increase Visitation (External Visitor Promotion)	<ul style="list-style-type: none"> • Increase content promoted by VNV • Focused PR efforts, increase of DEI (Influencers, Journalists, FAM Tours) • Focused advertising campaign in Northern California (Digital, Print, Radio,TV) • Grow content on yountville.com; bi-annual update • Grow Social Media following/engagement of destination • Holidays in Yountville • Monthly DMO Email Campaigns 	Goal 1: • Grow Social Media followers and engagement by 20% across all channels. • Ensure DEI is represented with 5 journalists for FAM Tours • 11 DMO Email Campaigns in FY
Strategy 2: Leverage Welcome Center and Volunteers for in Market Visitor Promotion (Volunteers/Welcome Center)	<ul style="list-style-type: none"> • Expand digital offerings and promotion of Yountville Welcome Center • Continue to enhance volunteer training tools • Volunteer Training and Strategy • Member of the Month in Welcome Center • Volunteer Education & FAM Tours • Adapting to visitor expectations, fostering an environment that meets these changing needs 	Goal 2: • Complete Y/N
Strategy 3: Lead and Convene on the Issue of Economic Development and Workforce Development	<ul style="list-style-type: none"> • Facilitate and Lead Napa Hospitality Industry Partnership (Napa HIP) • Identify Countywide organizations to collaborate with around economic issues • Research strategies around employee retention and regional employee sharing • Yountville Locals Day • Support diversifying business make up in Yountville (retail, wine, hotel, restaurants, attractions) 	Goal 3: • Complete Y/N
Objective 2: Connecting and Convening		
Strategy 1: Enhance Member and Community Engagement	<ul style="list-style-type: none"> • Survey Membership: Annual Membership Survey, Monthly or Quarterly Surveys on Issues • Continue to partner w/ Town of Yountville/community partners on Resident programs/events • Focus on Committee participation in order to groom members for Board of Directors • Associate Member Happy Hours • Execution of 5th Annual Membership Jubilee • Execution of annual Yountville Town & Tree Lighting • Execution of 8 Monthly Networking Mixers 	Goal 1: • Grow business and resident engagement of chamber events and committees by 10%
Strategy 2: Lead as the Voice of Business at Town and County Levels (Advocacy + Public Policy)	<ul style="list-style-type: none"> • Participate and assist in leading the Napa Valley Chamber Coalition • Quarterly meetings with Town Council Members and Town Manager • Advocate for a business friendly environment in Yountville and Napa County • Increase business engagement on issues relevant to their success • Continue engaging in Countywide issues that deter economic success (workforce, traffic, housing) • Collaborate with Town staff on business permit communication 	Goal 2: • Complete Y/N
Strategy 3: Stake Leadership Position in Yountville and Napa County (External)	<ul style="list-style-type: none"> • Quarterly Meetings with Visit Napa Valley President & CEO and appropriate staff • Facilitate 17th Annual Celebrity Chef Veterans Day Luncheon • Retain NVTA Chamber designated seat • Retain Yountville Community Foundation designated seat • What other boards or commissions exists that we should be on? • Participate in the Guest Information Network • Support cohesive relationships between locals and businesses 	Goal 3: • Complete Y/N

DRAFT: July 20, 2021

**Yountville Chamber of Commerce
Strategic Initiatives 2021-2022 (Year 1 of 3)**

Q1: Jul. - Sept. Q2: Oct. - Dec. Q3: Jan. - Mar. Q4: Apr. - Jun.	Tactics (staff driven)	Goals
Objective 3: Run an Effective and Sustainable Business		
Strategy 1: Membership: Build relationships and revenue, retention	<ul style="list-style-type: none"> • Continue to target the appropriate prospects, rather than trying to be all things to all people • Continue to grow non-dues revenue opportunities • Grow Associate Membership Revenue • Grow Leadership Circle Revenue • Grow Business Membership Revenue • Connecting with correct contact at business, decision makers • Build and execute membership sales strategy, including pipeline • Creating weblink drip communication strategy and campaign to support member retention • Updating Retention Program • Continue to improve and grow the Ambassador Committee 	Goal 1: • Total new membership goal, including all three categories; \$34,580 or 43 new members. Please see chamber budget for full breakdown. • Remaining items Complete Y/N
Strategy 2: Ensure Financial Stability and Plan for the Future	<ul style="list-style-type: none"> • Streamline expenses • Renewal of NVTID - Yountville and Visit Napa Valley contracts • Increase marketing dollars from NVTID-Yountville • Increase savings/rainy day fund 	Goal 2: • Complete Y/N
Strategy 3: Ensure Optimal Org. Structure and Staffing (board, staff, committee, volunteers)	<ul style="list-style-type: none"> • Annual Marketing Strategic Plan for destination and for the chamber • Bi-Annual update of Operations Binder • Invest in staff professional development • Creation of Policy and Procedures Manual (includes public policy positions) • Annual Update of Job Descriptions • Maintain and update a robust membership database 	Goal 3: • Complete Y/N
Objective 4: Enhance Member Resources		
Strategy 1: Ensure Robust Member Value Proposition	<ul style="list-style-type: none"> • Annual Educational seminars/workshops for Membership • Promote Yountville Toolkit, update and share monthly to members for greater utilization • Audit Member Benefits Annually (Leadership Circle, Business, Associate) • Refine member programming based on Annual Membership Survey 	Goal 1: • Complete Y/N
Strategy 2: Optimize Communication Tools with Members	<ul style="list-style-type: none"> • Grow content on yountvillechamber.com; bi-annual update • Grow Chamber Facebook following/engagement • Be seen as a trusted resource • Create Disaster Resources and help to be featured on chamber website • Continue Virtual All Member Meetings • Continue bi-weekly Enews • Member Visits with staff, ambassadors, board 	Goal 2: • Complete Y/N
Parking Lot		
	<ul style="list-style-type: none"> • Study Mission • Explore Yountville Community Foundation for Non-Profit Partnership 	