

STRATEGIC PLAN 2021 - 2022

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. Focus on Visitor Promotion to Foster Positive Economic Impact for Yountville and Surrounding Community
2. Connect and Convene our Members
3. Run an Effective and Sustainable Business
4. Enhance Member Resources

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.