

FINAL: June 18, 2024

**Yountville Chamber of Commerce
Strategic Initiatives 2024-2025 (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 and Engagement to Foster Positive Economic Impact for Yountville & Surrounding Community		
Strategy 1: Determine and Utilize Key Data Sources and Demographics to drive overall Strategies/Tactics for Long Term Viability	<ul style="list-style-type: none"> Gather data insights of visitor needs and expectations Compile Data Sources: VNV Report, SV Bank Report, Visitor Information, Tasting Room Information, Yountville.com traffic Repackage Yountville 101 Toolkit, with directions on how members can use it 	Goal 1: Data Project: Quarter 1: Identify Sources to gather data. Quarter 2: Complete Report. Quarter 3: Release Report to Members, Create Webpage. Complete Y/N
Strategy 2: Support Diversification of Guest Experiences	<ul style="list-style-type: none"> Wellness/Blue Zones (What does this mean) Develop curated experiences blogs of non-wine activities to showcase diversification of experiences Work with Town of Yountville to identify opportunities for the new school site Encourage diversifying business make up in Yountville (retail, wine, hotel, restaurants, attractions) 	Goal 2: 2 Blogs Per Quarter. Remaining Complete Y/N
Strategy 3: Digital and Print Marketing to raise Yountville brand Awareness	<ul style="list-style-type: none"> Advertising campaign to grow brand awareness (Digital, Print, Radio,TV) Grow Follower and Engagement on Social Media Channels Continue Event Based Marketing: NV Mustard Celebration, Yountville Mustard Celebration, Taste of Yountville, Yountville Pride Celebration, Holidays in Yountville Host 6-8 Journalist FAM Tours, Collaborate with Members on FAM Tours Execute DMO Emails, 2x Per Month Grow content on yountville.com; bi-annual update Bi-Annual Yountville Map Update Annual Printing of Yountville Visitors Guide Continue local targeted advertising Yountville Welcome Center: Annual Refresh of Content Annual Marketing Strategic Plan 	Goal 3: Targeting Messaging that is supported by data analytics. Grow overall engagement in digital presence across the board by 5%.
Objective 2: Connecting, Convening and Collaborating		
Strategy 1: Execute Chamber and Community Events and Programs for Members and Residents	<ul style="list-style-type: none"> Meet with town to decide if we are going to continue/cancel or change current events Continue to partner w/ Town of Yountville/community partners on Resident Events/Programs Execution of 4 Associate Member Happy Hours Execution of annual Yountville Town & Tree Lighting Execution of 10 Monthly Networking Mixers Execution of Wreaths Across America Event Execution of 20th Annual Celebrity Chef Veterans Day Luncheon Professional Development Webinars Bi-Annual Membership University 	Goal 1: When Possible, increase participation in events by 3%. Increase revenue of Taste of Yountville by \$5,000.
Strategy 2: Lead as the voice of Business for our Members in Yountville and Napa County	<ul style="list-style-type: none"> Participate in the Napa Valley Chamber Coalition Quarterly meetings with Town Council Members Bi-weekly meetings with Town Manager Attend public meetings, advocate for business-friendly environment in Yountville and NV Collaborate with Town staff on policy issues related to the business community Co-Chair Napa County Industry and Education Partnership Continue engaging in Countywide issues that deter economic success (workforce, traffic, housing) 	Goal 2: Complete Y/N

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Objective 3: Run an Effective, Sustainable and Engaging Chamber		
Strategy 1: Support Financial Stability through Diverse Revenue Sources	<ul style="list-style-type: none"> • Refine and execute membership strategy • Grow Associate Membership revenue • Grow Leadership Circle revenue • Review Business Membership tiers to grow revenue • Grow non-dues revenue • Successful renewal of NVTID - Yountville and Visit Napa Valley contracts • Budget annual revenue reserve 	Goal 1: Impliment Associate Member Dues Increase to \$125. Evaluate Membership Dues Tiers in Spring 2025. Evaluate Multi-Year Membership Contracts. Meet New Membership Sales goal: \$24,625.
Strategy 2: Optimize Allocation of Financial & Personnel Resources	<ul style="list-style-type: none"> • Streamline expenses • Continued Investment in Staff development • Annual update of job descriptions • Nominating Committee • Volunteer Retention + Recruitment • Update Operations Binder • Annual Start, Stop, Continue evaluation of Programs and Activities 	Goal 2: Complete Y/N
Objective 4: Enhance Member Resources		
Strategy 1: Refine & Improve Communication Plan to Better Serve Members	<ul style="list-style-type: none"> • Grow content on yountvillechamber.com; bi-annual update • Evaluate Chamber Facebook Page, still relevant? • Monthly update of resources at YountvilleChamber.com • Produce Annual Report (Community Impart Report) • Continue bi-weekly Enews • Evaluate & plan new communication strategy based on analytics • Weblink emails/drip campaign as determined by strategy above 	Goal 1: Complete Y/N - Really address when 3rd Team Member joins.
Strategy 2: Refine & Improve Value Proposition & Services to New & Existing Members	<ul style="list-style-type: none"> • Audit Member Benefits Annually (Leadership Circle, Business, Associate) • Continue to build reputation of being a trusted resource • Member Visits with staff, ambassadors, board • Convene members on relevant issues as needed • Connect with appropriate decision maker, multiple member contacts • Ambassador + board assist with member retention • Membership Database + Annual Member 2 Member List Update • Call for updates of member listings at renewal time • Activate benefits to members to increase engagement and value through services 	Goal 2: Complete Y/N
Parking Lot		