

# PRIORITIES FOR ACTION 2021



The Delaware County Chamber of Commerce believes that healthy communities begin with healthy businesses. By focusing on key areas--community and economic development, advocacy, tourism promotion, and business engagement--we partner with municipal leaders, community organizations, and local companies to present a unified voice of business for the improvement of our communities.

*The Chamber's Priorities for Action is our strategic plan approved by the Chamber's Board of Directors. These priorities are the results of interviews with dozens of business owners and managers, conversations with elected officials, and informal surveys of business members. This "road map" keeps everyone focused on the economic and community needs of our region that are consistent with the mission of the Chamber.*

## Advocating for Policies to Build and Grow Business

We will effectively advocate for a business-friendly regulatory environment, prosperous communities, and increased economic opportunities.



- **COVID-19 Business Recovery.** Defend small businesses from consequences of State and Federal emergency actions, including experience ratings, "good faith" liability, and programs to help small businesses recoup COVID-19 capital costs
- **Short Term Rentals.** Advocate for consistent county-wide standards for all short-term rentals and visitor lodging
- **Engage Elected Officials.** Connect our member business owners with Washington, Albany, and Delhi
- **Housing.** Encourage efforts to increase affordable and appropriate housing options
- **Cellular.** Support expanded cellular service
- **Lodging.** Build support for new lodging initiatives essential for a growing tourism industry

## Community and Economic Development

As the unifying force for community vitality and economic prosperity, the Chamber will connect regional government, education, business, and non-profit stakeholders to address critical county needs and promote our world-class, rural quality of life.

- **Tourism Promotion.** Centered on GreatWesternCatskills.com, we encourage industry participation, by creating new tools and initiatives to increase economic activity, tax revenues, and visitor spending.
- **Shop Local.** Expand our "I Pledge" campaign with cooperative local print ads, branded radio announcements, and social media posts.
- **Leaderful Delaware.** Preparing the next generation of civic leaders who can drive community change, our 2021 program starts in March and concludes in November.
- **Information Resource and Facilitation.** Create a user-friendly print and online business resource guide. We will facilitate discussions to establish new funding tools with regional partners.

## Business Training, Mentoring, and Counseling

We will leverage our relationships GrowthWheel International, Inc., DCMO BOCES, and other training providers to bring high-quality relevant training and business counseling to aspiring entrepreneurs, business owners, non-profit leaders, and others.



- **Training.** In-person, online, remote, and on-demand.
- **Special Events.** One-day skill building programs.
- **One-on-One Assistance.** Business mentoring and ongoing business counseling.
- **Create Local Resources.** We will spotlight our members and elevate them as local experts.

## Live, Work, Thrive in Delaware County

This new digital initiative will usher new residents and recent graduates into passionate, involved, activated, and committed members of a thriving business community with the goal to reverse the trend of population decline.

- **Re-launch DelawareCounty.org** as a showcase of the quality of life available in Delaware County and the businesses that are making our area such a rich and rewarding place to live.
- **Focus on relocation.** A helpful resource for those who have moved or considering relocating.
- **Go-To Business Resource.** Provide business owners with everything they need to start, expand, and flourish. Include job posts, training and networking events, links to partner organizations, more.
- **Marketing Campaign.** Includes a unified social media plan and small media buys to push website content to target audiences.

## Creating Connections and Value for Members

We bring measurable value to Chamber members through high-quality core services, business promotion and recognition, and networking events.

- **Member Services and Cost Saving Discounts.** The Chamber offers many valuable benefits to our members that may be extended to member employees, aiding in staff retention.
- **Virtual Events.** Member engagement and networking opportunities.
- **Networking and Recognition Events.** The Chamber hosts dozens of events during the year, including monthly breakfasts, Delaware County Business Awards, golf tournaments, and evening receptions.
- **Communicating Our Message.** We will continue to promote Chamber positions, events, promotions, and work through print and digital newsletters, radio, television, and online programs, Facebook, Instagram, and YouTube channels, and websites.



***Join the movement to support business! Contact us.***



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***"We're Stronger Together"***