



Vision Statement

The vision of the Halifax County Chamber of Commerce is to be a proactive business organization with an influential voice dedicated to economic success and quality of life.

Mission Statement

The mission of the Halifax County Chamber of Commerce is to serve the interest of its members by providing products, programs and services that are of direct benefit to the members, and by influencing issues that affect the economic vitality of our community.

Core Values

By providing fair and balanced representation of our members...OUR Chamber is the Premier Business Organization.

By focusing on programs and services that contribute to our members' success...OUR Chamber is a Member Driven Organization.

By providing an effective return on members' investment of resources, time and participation...OUR Chamber Understands Value.

By welcoming all opportunities for cooperation and inspiring a community vision...OUR Chamber is a Collaborator.






By being the united voice of the business community...OUR Chamber is THE Business Advocate.

By monitoring membership and community trends...OUR Chamber is Visionary.

By facilitating leadership...OUR Chamber is Considered the Business Community's Leadership Training Ground.

By supporting a strong, dynamic, educated and healthy community...OUR Chamber Contributes to the Quality of Life.

2009-2010 Strategic Priorities

-  Sustainable Economy
-  Education & Workforce Development
-  Infrastructure Development & Land Use Coordination
-  Leadership & Vision
-  Quality of Life

Business Retention & Growth

Action Items

- 🌐 Offer member-to-member networking events and discount programs that will enhance member sales opportunities.
- 🌐 Provide an event for members to showcase their products and services to other businesses and citizens of Halifax County.
- 🌐 Provide members and their employees cost saving benefits and programs.
- 🌐 Offer community leadership and informational programs for Chamber members.
- 🌐 Compile and publish data and information that are important to members' understanding of community issues and/or business trends.
- 🌐 Promote entrepreneurial development and small business expansion throughout the region by individually assessing and assisting the retention and growth needs of Chamber members.
- 🌐 Participate in partnerships to enhance economic development by developing linkages between public and private organizations and officials to ensure that formalized mechanisms for communication are in place, and effective.
- 🌐 Evaluate ways to increase available revenues for Halifax County without negatively affecting the business community.
- 🌐 Participate in team responsible for economic development activities.

Outcomes

- ✓ Net membership growth in five years.
- ✓ Stable business climate.
- ✓ Lower unemployment/retain existing jobs.
- ✓ Contact with every member throughout the year.
- ✓ Provide business-related information and assistance.

Education & Workforce Development

Action Items

- 🌐 Match employers to local college interns through the Chamber's College Works Program.
- 🌐 Participate in Return to Roots, which will attract, retain and inspire young workers.
- 🌐 Engage and involve young professionals by identifying their wants, needs and expectations.
- 🌐 Partner with local businesses to re-enforce career awareness, knowledge of career opportunities, and career development with an emphasis on the free enterprise system, work ethic and job skills for students in the Halifax County Public School System.
- 🌐 Collaborate with local and regional organizations to proactively address issues that impact the business community and inform members of pertinent issues through seminars, workshops and other communications tools.
- 🌐 Advocate to retain and expand job opportunities and to improve the quality of life for the citizens of Halifax County, Virginia.

- Enhance the availability of qualified workers to reinforce the retention of existing businesses and to attract new businesses through workforce development initiatives.
- Maximize the impact of workforce development programs and augment resources for worker retraining and job placement by helping to market and coordinate existing workforce development resources.

Outcomes

- ✓ Increased number of workers returning to Halifax County.
- ✓ Increased number of young professionals moving into Halifax County.
- ✓ More people participating in job retraining programs.
- ✓ Increased pool of workers with skill sets representative of the current and future business community.

Infrastructure Development & Land Use Coordination

Action Items

- Advocate for continued Department of Transportation funding for infrastructure projects that are critical to regional growth and continued lobbying for Rt. 501.
- Participate in designated team responsible for economic development activities
- Partner to help coordinate public and private efforts to develop enhanced technology, utilities and transportation infrastructure.

Outcomes

- ✓ Gap analysis.
- ✓ Prioritized list of needs.
- ✓ Infrastructure inventory.

Leadership & Vision

Action Items

- Provide premier leadership development opportunities to emerging community and business leaders.
- Create the 2009/2010 Legislative Agenda as a guide for the Chamber's legislative and regulatory advocacy efforts going forward.
- Lead the business community's advocacy efforts to impact positive change within the region by actively communicating the Chamber's public policy initiatives to government officials at the local, state and federal levels.
- Engage members in the legislative process through the Chamber's grassroots advocacy program, Vote for Business, and encourage increased interaction with local, state and federally elected officials.
- Advocate with government entities and officials to resolve legislative issues that affect the growth and prosperity of Halifax County.
- Inform members of the pro-business voting positions of the region's legislative delegation and highlight key executive agency issues affecting the business community.
- Enhance the community morale of Halifax County residents by formalizing community involvement in initiatives and programs to familiarize area

stakeholders with County leadership, and expose them to current and planned local improvement efforts.

Outcomes

- ✓ Chamber positioned as the leading advocate for business
- ✓ More individuals participating in government
- ✓ More individuals attending public meetings.
- ✓ Better informed members.
- ✓ More information on community achievements and successes in e-news, newsletter and website.

Quality of Life

Action Items

- 🌐 Publicize a positive community image by providing quality programs beneficial to members and the community at large.
- 🌐 Develop increased capacity for local leadership.

Outcomes

- ✓ Improved community morale/attitudes of citizens.
- ✓ Larger pool of diversified leaders.

Internal Operations

Action Items

- 🌐 Maximize internal operations to create a return-on-investment for members.
- 🌐 Benchmark against like organizations to ensure the best possible performance.
- 🌐 Maintain a financial plan which allows for positive operating cash flow.
- 🌐 Communicate effectively and efficiently to members our projects, programs and value statements.
- 🌐 Expand the use of technology to achieve increased productivity.
- 🌐 Update Chamber policies and other internal operations in advance of the 2013 accreditation process.

Outcomes

- ✓ Members informed of Chamber programs and offers.
- ✓ The Chamber will remain the largest business membership based organization in the community.
- ✓ The Chamber will maintain its 5-star accreditation designation by the US Chamber of Commerce.
- ✓ The Chamber will maintain a 44% market penetration rate.