

# 2023 Operating Plan

Greater New Braunfels Chamber of Commerce



## 2023 Chair Priorities

Allison Humphries, 2023 Chair of the Board

**2023 Theme: It's About Time.** We carry on the culture of our founders and are still executing their dreams. What we do now matters. The past guides us and we're creating the future.

### New Chamber Office

To maximize service to our members, we need to set a clear path forward for a new Chamber office and Honors Hall.

### Confluence Year One

We need to finalize fundraising and establish momentum towards the goals of *Confluence*, our economic development strategic plan.

### Invest in Committees

In 2023 we will ensure that each committee has a clear & important mission, sufficient resources, and superb member engagement.

## Key Strategies

<b>Community collaboration</b>	
<i>Inspire collaboration through intentional partnership</i>	
Build diverse collaboration across the business community	Recognize leaders in the community
Provide best-in-class leadership programs	Conduct an Intercity trip to Greenville, SC
<b>Government relations</b>	
<i>Advocate for policies that are good for our members</i>	
Assemble the statewide Texas Legislative Conference	Advance legislative priorities for 88 <sup>th</sup> State session
Facilitate connections between business and government	Advance workforce housing and transportation solutions
Enable member participation in advocacy	Advocate for a positive local business environment
<b>Grow the economy</b>	
<i>Implement Confluence strategic plan</i>	<i>Foster a thriving tourism economy</i>
Attract quality jobs in target industries	Market New Braunfels as a premier destination for visitors
Create competitive office and industrial spaces	Increase visitor spending per visit
Align and optimize the workforce	Develop the winter season
Support the success of startups	Expand opportunities for culture, heritage, and recreation
Improve mobility and transportation options	Establish a clear visitor brand for New Braunfels
Execute proactive land use and development strategies	
<b>Membership</b>	
<i>Offer the best membership experience on the planet</i>	
Grow the membership of the Chamber	Develop content and programs that educate and inform
Engage members through committees	Celebrate with members through the Blue Coat program
Strengthen relationships through networking opportunities	Promote member businesses