



CHAMBER GOALS 2024-2027

- 1. Continue to demonstrate the Chamber's mission to be the voice of area businesses by growing marketing and social media reach**
 - Further develop and sharpen social media strategies for posts promoting member businesses
 - Create a paid add-on, packaged marketing service to grow member awareness on social media while growing Chamber

MEASUREMENTS: At least 6 Members to participate in the paid add-on Facebook Campaign in 2024

- 2. Add Chamber events to diversify revenue streams**
 - Add an early summer event in 2024 with potential to grow over the next 3 years
 - Research other event opportunities that would not be under the threat of weather conditions or stretch staff

MEASUREMENTS: Going forward with Lobsterbake event on June 8th and will review on how to grow and expand further after event completion

- 3. Increase the use of technology to create opportunities to build Chamber value/productivity**
 - Examine the possibility of an app for OOB in the future
 - Further research possible technological opportunities that would better assist the Chamber
 - Develop QR codes for members' marketing information in the Visitor Center

MEASUREMENTS: After receiving feedback from members on the survey about technology for the Chamber, further research is needed to better understand how the Chamber can best utilize technological opportunities for its advancement

- 4. Broaden Vacation Planner content to include non-members advertising and year-round focus to grow advertising and membership revenue**
 - Create marketing material and a pricing tier to appeal to non-members
 - Develop Vacation Planner content to make it a more useful tool for year-round OOB and surrounding town residents as well as to visitors
 - Cast a wider net for potential advertisers during sales period and include more enticements for year-round businesses

MEASUREMENTS: Increased Vacation Planner revenue to \$82,000 for 2024 to include non-member advertising and more year-round members participating



5. **Focus on and promote an OOB Chamber brand to demonstrate the value we offer members and the community**
 - Develop Visitor Center signage to highlight/reinforce Chamber's Vision & Values
 - Regularly post social media content in support of these values
 - Examine the possibility of creating a new membership tier (Premiere or Cornerstone) exclusively for members who want to support the Chamber through means other than sponsorship or advertising

MEASUREMENTS: The Chamber will increase membership by at least 10 members in 2024