

ENVISION HIGH POINT

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Strategic Plan for the High Point Chamber of Commerce

High Point, North Carolina is uniquely positioned to be the catalyst to lead the economic transition of the Triad during the next decade. Over the past twenty-five years, High Point has seen the two traditional pillars that supported the backbone of the city's economy quickly demise in the new world economy: textiles and furniture manufacturing. The unique hallmark traits that built High Point are the same principles that will ensure the economic transition continues and will be the leading force for establishing the new economy of both the City and the Triad. The greatest strength of High Point is the heritage of addressing issues together-as one unit. Today's community leadership has embraced this principle to form active partnerships between government, business, civic, and community organizations. The emphasis is always on results rather than who gets the credit. While other cities constantly deal with turf battles and private agendas, High Point understands that the "greater good" can only be achieved by embracing the diversified strengths of all organizations and all people within the community.

The High Point Chamber of Commerce has been, and continues to be, the economic umbrella that spreads over all organizations impacting the local economy. Business and industry leaders have continually been the architects of vision and then courageously carried the mantle of leadership to build a progressive future over the past century, whether serving in elected, appointed, or volunteer positions. The Chamber has been the beneficiary of these dynamic leaders who understood that the organization's primary purpose is to be the fiber that links all others in the community together.

In 2002, the High Point Chamber of Commerce established a Marketing Task Force that conducted membership surveys and community focus groups and developed a comprehensive Marketing Plan with specific recommendations for the organization.

The Chamber also conducted an extensive self-evaluation of every aspect of the organization and reestablished accreditation with the U. S. Chamber of Commerce; a status that only 10% of all Chambers throughout the country have obtained. The accreditation process also established specific recommendations. The strategic plan is updated regularly by the Board of Directors.

At the 2003 Planning Retreat, these two documents, and the 1997 Strategic Plan for the High Point Chamber of Commerce were discussed and evaluated with an emphasis on envisioning the community and the economy in 2009, the 150th anniversary of the City of High Point and the successful launch of the new FedEx eastern hub.

To ensure a proactive and progressive organization to serve as a catalyst in forming and developing partnerships, leadership, and a strong diversified economy; the High Point Chamber of Commerce has developed the following strategic initiatives and strategic objectives. These strategic initiatives can only be accomplished by embracing and enhancing High Point's hallmark characteristic of forming strong partnerships to ensure the "greater good" is accomplished. This will only be achieved by working together in both planning and building a progressive future.

High Point is a community that is proud of its heritage, but focused on the future. With more than 150 companies over 50 years old, the City has a unique history of instilling the spirit of "giving back" from generation to generation in government, service, volunteerism, and active leadership.

Encouraging entrepreneurships, growing new businesses, mentoring risk takers, seizing opportunities and helping people turn dreams into realities are characteristics that are now true expectations of all High Point leaders. As the shadows of September 11 linger, the nation must never forget that the free enterprise system is the cornerstone of democracy. The High Point Chamber of Commerce is committed to building the economy of High Point and the Triad and is proud to be the "Champions of Free Enterprise".

Vision

To have North Carolina's most diversified and progressive economy and be recognized throughout the world as the state's international city.

Strategic Initiatives

- To be the catalyst for progressive economic change by initiating, supporting, and advocating business growth and development.
 - Embrace Diversity.
 - Increase Business Advocacy Role of the Chamber.
 - Develop trusted relationships with government leaders.
 - Be the central voice for Business.
 - Actively lobby for businesses and industries.
 - Develop strong grass-roots support for business issues.
 - Support development of the FedEx regional hub and maximize economic opportunities of the project.
 - Enhance and encourage development in all business communities in High Point.
 - Support Small Business Entrepreneurships.
 - Actively lead in proactive education initiatives.

- **To Build and Market a Progressive Image**
 - Develop a progressive and new image for the High Point Chamber of Commerce.
 - Lead efforts in creating a Sense of Pride in High Point.
 - Develop a community branding strategy with all economic partners.
 - Actively market the High Point Chamber and the community to the world.

- **To develop North Carolina's most dynamic Chamber of Commerce.**
 - Enhance member services and benefits.
 - Grow Membership Base.
 - Increase the Chamber's Reserve Account.
 - Develop Chamber Branding for all Initiatives.
 - Enhance awareness of Chamber activities with membership, economic partners and the community.

- **To develop proactive leadership for the community and the Triad.**
 - Develop a shared vision for the community.
 - Enhance Partnerships with economic organizations in High Point and the Triad.
 - Build civic capital through enhancement of Leadership program and actively engage participants in leadership positions.
 - Actively be a leader in the Triad.
 - Develop united business financing initiative to serve as a catalyst for economic development initiatives
 - Be a catalyst for job creation for High Point and the Triad

- **To enhance and secure the International Home Furnishings Market.**
 - Support the International Home Furnishings Market and ensure exhibitors, buyers and investors experience only the best.
 - Develop long-term strategies with businesses throughout the Triad to ensure that the furniture industry will always call High Point their home.
 - Encourage support of state and local governments in securing and enhancing the Market.

- **To lead in building the Triad economy**
 - Build on Chamber's initiatives with the Winston-Salem and Greensboro Chambers of Commerce.
 - Embrace and champion the "Heart of the Triad" project.
 - Support the Piedmont Triad Partnership in developing the three regional initiatives of Aerotropolis, life science and the furniture industry.
 - Support the Triad Chambers Group representing the twelve counties in the Triad.
 - Support the development and expansion of High Point University.

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