

Program of Work

Mission

The Citrus County Chamber of Commerce is an organization of businesses unified in efforts to advance the economic growth of the region, promote the interests of the business community, provide key leadership on key commerce issues and preserve the county's quality of life.

Building & Management Task Force

- Fund new and/or remodeled signage for the Crystal River and Homosassa offices
- Track membership and chamber traffic more efficiently
- Develop better job descriptions and have staff focus on their described job
- Develop better inter-office communications using call-forwarding and instant-messaging
- Remodel and update the chamber Web site to make it a relevant tool

Special Events Task Force

- Get all directors and ambassadors involved in special events
- Improve system to recruit community volunteers

Membership Task Force

- Retain 1,000-plus members
- Bring in quality business speakers
- Strengthen new-member orientation program
- Create incentive programs for members to offer discounts to other chamber members
- Bring back the Consumer Expo
- Develop partnership with SCORE and CFCC to develop small-business assistance programs
- Develop a trackable business referral program
- Create a better communication system with members

Governmental Affairs Task Force

- Have representation at all government meetings
- Investigate whether the Chamber of Commerce should begin negotiations to pull the Economic Development Council under the umbrella of the chamber.
- Investigate business models that strengthen the chamber's historical position as the premier local contact and marketer for tourism.
- Create an ad-hoc group of community leaders to advise the chamber board
- Develop a strategic plan for public/community relations
- Formalize better business partnerships to ensure effective membership training

Community Affairs Task Force