

For Release:

A Plan for the Future in Caswell

November 1, 2022

Earlier this fall, the Caswell County Chamber of Commerce board of directors approved a new Action Plan for 2023-2025. The plan calls for engaging members, expanding events, marketing, and solidifying the organization as the business-to-business connector in Caswell County.

The planning process included a wide array of input from members, Chamber leaders, and community partners. Members gave the Chamber four stars out of five in a satisfaction rating. Community partners cited the Chamber's key strengths as making B2B connections. Members and partners alike noted that the Chamber additional staff and resources to expand support the community and Caswell County businesses.

The goals of the action plan align with the organization's mission to be a catalyst for positive change by supporting businesses, farms, and entrepreneurs. These goals include supporting membership growth and development, offering enhancements for Chamber events, marketing and promoting Chamber members – a top priority of members, and advancing the Chamber organization.

"We are thrilled to have the strategic planning process completed and thank the Danville Regional Foundation for their support in providing a grant to make this work possible" stated Emily Buchanan, Board Chair.

"Providing a vision, clear direction and most importantly, taking action, is the key to being a strong community leader," said Amanda Hodges, Executive Director, "and the Chamber is poised to move ahead for the next several years with a definite plan".

Through networking events, promotions of members, and making B2B connections, the Chamber of Commerce provides access to a wide range of business resources. In Caswell County, the Chamber also fulfills an important role in overall community connections and marketing. Joining the chamber of commerce can help build a professional network and market a business. For more information visit <https://caswellchamber.org/>.

Caswell County Chamber of Commerce mission is to be the lead catalyst for positive change in the Caswell County community by meeting educational, networking, marketing and advocacy needs of our businesses, farms, and entrepreneurs creating the best community in which to live, work and do business.

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