

GREATER SHELBY COUNTY CHAMBER OF COMMERCE 2013 BUSINESS PLAN

Approved by Chamber's Board of Directors 11/14/12

Chamber's Mission:

To assist in building a strong economy by nurturing business, addressing business needs and developing a business environment that is attractive and stable.

Business Development & Support Group

- Establish a Shelby County Existing Business Team program for the purpose of visiting and compiling information and feedback from area businesses.
- Visit a minimum of 50 Shelby County Businesses through Existing Business Team effort.
- Establish an Existing Business & Industry Work Group which will meet monthly to assist with program development.
- Hold quarterly industrial tours of area companies (small business and industry).
- Host annual "Industry Appreciation Reception" event.
- Establish a Small Business Work Group which will meet monthly to assist with program development.
- Develop and coordinate a minimum of six informational seminars (Chamber Go & Grow) on topics of interest to small businesses and industry.
- Develop an annual "Business Climate" Survey process of Shelby County Businesses to gauge what Shelby County businesses think the climate will look like for the coming year.
- Conduct and present results of "Business Climate Survey".
- Investigate establishment of a Business Advisory Center.
- Host annual "Small Business Week" program.
- Develop, print and distribute a *Small Business Guide* publication.
- Develop, print and distribute a *How To Develop A Business Plan* publication.
- Investigate possibility of a "Green Business" recognition program for Shelby County businesses.
- Establish a Retail Development Task Force.
- Research and develop a county-wide compendium (map) of current retail offerings.
- Determine potential retail cluster needs throughout the County.
- Establish action items for developing a retail recruitment plan.
- Establish specific retail promotional materials for recruitment of specific retail clusters.
- Conduct targeted marketing in 1-2 major retail publications.
- Coordinate ribbon cutting events for Shelby County businesses.
- Assist with ground breaking events for area businesses.
- Promote quarterly "Shop Local" efforts.
- Investigate possibility of a CEO Roundtable program.
- Prepare an Event Analysis prior to all division programs and events.

Communications Group

- Create and edit twelve issues of *Business Connections*, the Chamber's monthly newsletter.
- Inform the membership and the community of Chamber activities through *Business Connections* monthly newsletter.

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- Investigate publishing and distribution of a *Who's Who of Shelby County*, a quarterly printed Membership Directory.
- Develop and implement a new Marketing Plan for Shelby County.
- Market and re-brand the Greater Shelby County Chamber of Commerce both internally and externally.
- Re-vamp and maintain the Chamber's website.
- Communicate quarterly with Shelby One shareholders to keep them informed on Shelby One progress.
- Host a minimum of two Shelby One shareholder meetings.
- Increase media contact relationships.

Community & Workforce Development Group

- Establish an Education & Workforce Development Work Group which will meet monthly to assist with program development.
- Investigate possibility of establishing an "Adopt-A-School" program with sponsors and area schools.
- Coordinate a Career Awareness Fair program for all Shelby County 10th grade students.
- Investigate possibility of holding an Annual Student and Teacher of the Year Luncheon Award program.
- Research and develop a "Young Professionals" program
- Establish a Health Services Work Group which will meet monthly to assist with program development.
- Promote importance of health awareness (healthy lifestyles) to the business community through *Business Connections* monthly newsletter.
- Investigate possibility of publishing and distributing a *County Health Resource Guide*.
- Investigate possibility of hosting an annual Healthcare Professionals of the Year program.
- Partner with community leaders to develop and expand healthcare opportunities unique to Shelby County.
- Establish a Community Improvement Work Group which will meet monthly to assist with program development.
- Investigate possibility of initiating a County-wide Beautification Awards program for businesses.
- Identify countywide resources and leadership with whom to collaborate on key issues regarding quality of life issues (education, healthcare, recreation, arts, beautification, retail, green space, etc.) that help make Shelby County an even better place to live and do business.
- Develop and coordinate informational seminars (Chamber Go & Grow) on topics of interest to small businesses and industry.
- Actively pursue collaborative efforts with all business (chambers of commerce, economic development organizations, etc.) and community organizations in Shelby County.
- Investigate possibility of a business-oriented beautification recognition program throughout Shelby County.
- Plan and implement a "Golf Fore! Workforce Development" Tournament.
- Prepare an Event Analysis prior to all division programs and events.

Finance & Administration Group

- Develop annual budget for Chamber's operations.
- Maintain financial records for the Chamber's General and Foundation funds.
- Handle invoicing procedures for all Chamber and Foundation programs.
- Review Chamber By-Laws.
- Review Employee Policies & Procedures Handbook
- Plan and coordinate Annual Meeting of the membership.
- Review all Event Analysis forms prior to each event or program.

Governmental Affairs Group

- Establish a Governmental Affairs Work Group which will meet monthly to assist with program development.
- Establish a process for developing an annual Chamber "Public Policy Agenda".
- Plan and implement the Chamber's annual Washington Fly-In.
- Plan and implement the Chamber's annual Montgomery Drive-In event.
- Hold Annual "State of the County" Luncheon.
- Hold "State of the Community" Luncheon featuring presentations from all Shelby County municipalities.
- Build and maintain positive working relationship with local state delegation.
- Prepare an Event Analysis prior to all division programs and events.

Membership & Marketing Group

- Re-vamp the Chamber's membership development materials.
- Recruit 100 new members.
- Plan and host ten "Membership luncheon" programs.
- Coordinate ribbon cuttings for area businesses.
- Coordinate Ambassadors' program.
- Investigate an "Adopt-A-Member" visitation program.
- Continue developing and promoting "Hot Deals" member-to-member discount program.
- Host quarterly Membership Receptions for new and existing Chamber members.
- Update and maintain accurate records in membership database.
- Coordinate on-going membership retention program.
- Investigate possibility of producing a monthly "New Business License" marketing report for members.
- Investigate possibility of producing a monthly "Planning or Considering a Move to Shelby County" marketing report for members.
- Investigate possibility of producing a monthly "Capital Expenditures" marketing report for members.
- Hold quarterly "Business After Hours" networking programs.
- Explore new/ additional business networking opportunities for Chamber members.
- Investigate additional member-only benefits.
- Prepare an Event Analysis prior to all division programs and events.