



**Greater Shelby County
Chamber of Commerce**
Community • Commerce • Collaboration

2014 BUSINESS PLAN

(Approved by Chamber's Board of Directors 12/18/13)

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

- Visit a minimum of 75 Shelby County Businesses through Existing Business Team effort.
- Hold quarterly industrial tours of area companies (small business and industry).
- Host 2nd annual "Industry Appreciation Reception" event in February.
- 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.
- Develop an Entrepreneur-In-Residence program.
- Host annual "Small Business Week" program in June.
- Establish Entrepreneur Roundtable program for Shelby County business owners.
- Develop, print and distribute a Small Business Guide publication.
- Distribute a *How To Develop A Business Plan* publication.
- Develop, print and distribute a *Small Business Guide* publication.
- Increase participation in "Green Business" recognition program for Shelby County businesses.
- Coordinate ribbon cutting events for Shelby County businesses.
- Assist with ground breaking events for area businesses.
- 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.
- Produce weekly "E-Business Connections" e-mail updates to membership on programs and activities.
- Promote Chamber members as well as Chamber and Community events through Social Media (Facebook, Linked-In, Twitter, etc.).
- Publish and distribute the *Who's Who of Shelby County Businesses*, a quarterly printed Membership Directory in *Shelby Living* magazine.
- Launch new Chamber website design reflecting expanded program of work.

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- Update Chamber's website (content and registration with all major search engines).
- Communicate quarterly with ShelbyOne shareholders to keep them informed on ShelbyOne progress.
- Produce press advisories and news releases on Chamber programs and events and distribute to local media.
- Increase media contact relationships.

Community & Workforce Development Group

- Hold "Keeping It Real" programs for 9th Grade students throughout Shelby County schools.
- Launch Career Awareness Fair program for 10th grade students throughout Shelby County schools.
- Host inaugural Student and Educator of the Year Luncheon Award program.
- Lead efforts to secure "Career Ready Community" designation for Shelby County.
- Investigate possibility of establishing an "Adopt-A-School" program with sponsors and area schools.
- Collaborate with Shelby County safety departments on programs that reduce criminal activity relating to businesses (i.e. financial crime, ID theft, theft by employees, fraud by mail and telephone, embezzlement by technology, counterfeit bills, etc.).
- Promote importance of health awareness (healthy lifestyles) to the business community through the "Health Focus of the Month" in *Business Connections*, the Chamber's monthly newsletter.
- Create, publish and distribute a *County Health Resource Guide*.
- Investigate possibility of hosting a Shelby County Health Fair program for Shelby County businesses.
- 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.
- 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! Education" Tournament.
- Prepare an Event Analysis prior to all division programs and events.

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Finance & Administration Group

- Develop annual budget for Chamber's operations.
- Maintain financial records for the Chamber's General and Community Foundation funds.
- Handle invoicing procedures for all Chamber and Community Foundation programs.
- Plan and coordinate Annual Meeting of the membership.
- Coordinate Nominations process for Chamber leadership roles.
- Coordinate Continuing Sponsorship Program.
- Review Employee Policies & Procedures Handbook
- Host two ShelbyOne shareholder meetings.
- Review all Event Analysis forms prior to each event or program.

Governmental Affairs Group

- Host a Legislative Preview event with Shelby County Legislative delegation prior to the 2014 Legislative session convenes.
- Develop a "Public Policy Agenda" pertaining to issues impacting Shelby County businesses.
- Plan and implement the Chamber's annual Montgomery Drive-In event.
- Hold Annual "State of the County" Luncheon.
- Host quarterly "Mayors' Roundtable" meetings for Shelby County mayors.
- Coordinate and host Candidates' Forums for 2014 elections that impact Shelby County.
- Build and maintain positive working relationship with local state delegation.
- Prepare an Event Analysis prior to all division programs and events.

Membership & Marketing Group

- Recruit 100 new members.
- Plan and host ten "Membership Programs"
- Coordinate ribbon cuttings for area businesses.
- Coordinate Ambassadors' 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.
- Hold quarterly "Business After Hours" networking programs.
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- Hold two "Speed Networking" events in partnership with other Chambers of Commerce.
- Explore new/ additional business networking opportunities for Chamber members.
- Investigate additional member-only benefits.
- Investigate tiered membership level program.
- Prepare an Event Analysis prior to all division programs and events.