



2018-2019 Business Plan Recruit, Retain, Educate

GOAL #1 Strengthen Chamber by Growing and Retaining Investors					
2018-2019 Objectives	Tactic	Assigned To	Budget	Timeline	Completion Date/Progress
Increase Membership/Investors by 144	Develop Investor Campaign With Join/Belong Incentives	Membership Growth Task Force	\$1,360	Full Year	June 30, 2019
Enhance Tiered Dues Program	Add "Friends of the Chamber" level; evaluate current benefits of all levels	Staff, Membership Growth Task Force	Manpower	Q1	Sept. 30, 2018
Retain 87% of Investors	Update and enhance Membership Retention Policy	Staff	Manpower	Full Year	June 30, 2019
Enhance Member to Member (Investor to Investor) Connection	Redevelop member to member program as member coop and market to membership	Staff	\$1,000	Q3	March 31, 2019

GOAL #2 – Engage and Educate Investors Through Enhanced Education/Training Programs					
2018-2019 Objectives	Tactic	Assigned To	Budget	Timeline	Completion Date/Progress
Better Educated Investors and Collaboration with Area Stakeholders	Develop and Implement Training Schedule	Staff/Stakeholders including ASU/MCC/CFEL	Manpower + speaker fees (unbudgeted, offset with sponsorships)	Full Year	June 30, 2019

GOAL #3 – Focused Resource Plan					
2018-2019 Objectives	Tactic	Assigned To	Budget	Timeline	Completion Date/Progress
Provide Better Business Connections	Study/Create specific networking programs for varied demographic groups and industry; enhance connection events with networking and host connection coaching.	Staff/Task Force	Manpower	Q2	Dec. 31, 2018

GOAL #4 – Remain and Grow Relevancy					
2018-2019 Objectives	Tactic	Assigned To	Budget	Timeline	Completion Date/Progress
Millennial Engagement – Business	Engage Emerging Leaders Advisory Council (works with Board)	Board and Staff Task Force (led by millennial staff)	\$1,000 (Membership Budget)	Full Year beginning with Meet Up on Aug. 15	June 30, 2019

GOAL #5 – Properly Grow and Allocate Chamber Resources						
Tactic	Tactic	Assigned To	Budget	Timeli ne	Completion Date/Progress	
Develop Accountability System to Ensure Programs are Relevant and Cost Effective	Total Program Evaluation	Board and Volunteer Task Force	\$500	Full Year	June 30, 2019	
Grow Reserve Accounts to Cover 6 months of Expense	Develop Reserve Investment Schedule, Update Policy on Monthly Savings	Executive Committee/CEO	Manpower	Q2	Dec. 31, 2018	
Develop Policy for Professional Services	Ensure accountability, transparency and member/investor fairness	Board/CEO	Manpower	Q2 - Q2 of 20-21	Dec. 31, 2021	

GOAL #6 – Sustain Catalytic Leadership						
2017-2018 Objectives	Tactic	Assigned To	Budget	Timeline	Completion Date/Progress	
Create and Implement Board of Directors Efficiency Program	Study Best Practices, Evaluate Board Effectiveness, Adjust as Needed	Board and CEO Task Force	n/a	Full Year	Perpetual/Ongoing	
Elect Catalytic Board Leaders	LLH Sponsorship	Board	\$750	Ongoing	Ongoing	