

Program of Work 2016

Member Services/Business Development

Goal: Create value for member businesses

Action plans:

New Member Welcome—create Chamber Member Resource Guide to effectively communicate membership benefits

Member Communications—review all methods of member communications (monthly newsletter, email blasts, social media) to best communicate member news/ featured members/upcoming events/sponsorship opportunities

Chamber website — update www.NorthernHamiltonCountyChamber.com to represent the Chamber and our communities to members and visitors; encourage members to take advantage of website features, i.e. member directory and event calendar, to promote their business

Social media — effectively use social media to promote chamber and member businesses

Member promotion marketing assistance — assist members with Ribbon Cuttings, Grand Openings, Business Celebrations, Business After Hours events

Annual Recognition Program — create recognition categories and communicate to membership; awards presented at Annual Dinner (1st Quarter)

Goal: Increase the number of member businesses

Action plans:

Membership Drive — devise a marketing plan to identify potential new members and communicate membership benefits to ensure all businesses in Northern Hamilton County are aware of and invited to join the Chamber

Community Involvement

Goal: To present the Chamber and member businesses to the public to increase awareness and encourage patronage of local businesses

Action plans:

Scholarship program—administer a scholarship for a Hamilton Heights and Sheridan High School senior in conjunction with a member sponsor (The Times)

Community oriented events — Organize events open to the community to let residents become familiar with local businesses

Networking/Education

Goal: To provide opportunities for members to interact and create alliances and to receive pertinent information to help their business operations

Action plans:

Luncheons— offer educational/entertaining programs, opportunity for member interaction; schedule “field trips” to member locations

Hot Topic Lunches—introduce 2-3 sessions a year, feature a topic of interest to members, brown bag lunch or perhaps lunch sponsored by a member

Business Spotlight—upgrade the monthly Business Spotlight to include “luncheon commercial”, website video, newsletter advertising for a fee

Networking Breakfasts — continue to offer all-county networking breakfasts to members; pursue small group networking events and/or networking event with Tipton Chamber

Government/Economic Development Advocacy

Goal: Provide member businesses the opportunity to interact with state, county and local government leaders

Action plans:

Hamilton County Business Issues Committee—chamber will be represented on this committee by Chamber staff and member volunteer; assist in creating Business Issues agenda to be provided to state legislators representing Hamilton County; participate in Legislative Breakfasts

Local government—Chamber will be a conduit for communicating local government issues with members and local business issues with town councils, economic development committees and Hamilton County elected officials

Chamber Operations

Goal: To increase effectiveness of the Chamber staff in meeting the needs of member businesses while maintaining a strong financial position.

Action plans:

Website maintenance — Work toward making the Chamber website as useful as possible to visitors and members; keep calendar updated with chamber/member/community events; encourage members to complete member directory listing

Financial stability of chamber — diligently manage membership dues collection, advertising revenue and other fees; devise strategic fund-raising activities (fundraising that also serves other chamber goals: community involvement, member promotion, etc.)