

Committee: Business Showcase 2018

Chair: Lorenzo Jones

Date: March 2018



Vision

What are our long-term objectives for this Committee? (3-5 years)

- To add value to existing membership by providing a vehicle of resources and benefits to participating Chamber members, including business visibility and media exposure, effective networking, as well as getting to know the competition, and having a stronger position in the community.
- To grow membership of the San Rafael Chamber of Commerce.
- To collaborate with other organizations and host a county-wide business expo
- To create a zero waste event model



Mission

Why does this committee or task force exist?

- To produce and execute a premier event that promotes the products, services and ideas of Chamber member businesses to the business community and the general public.



Champions

Who are the Board Champions (Board Members Leading the Committee)?

Chair-Elect Lorenzo Jones and Pat Sorber.



Objectives

What are the specific measures of success for this committee?

- To meet and exceed planned revenue and net income and ensure that event is within budget
- To have active committee participation and accountability
- Attain 90% satisfied and highly satisfied ratings from participants in follow-up survey
- Receive recognition for Best Chamber Event by NorthBay biz
- To increase stature of Showcase Committee by securing participation commitments and sell out the event
- To continue to explore the option for members of other business organizations to participate and use this model as a test case for growing and expanding the showcase to a Countywide event
- To maintain a minimum of 80% of exhibitors participating in the zero waste sustainable practices program and continue to engage the assistance and support from the Green Business Committee



Strategies

How are we going to sustain this focus area over time? (Limit to one line or sentence)

- Continue to grow the committee and develop chair growth matrix
- Improve marketing and advertising resources and opportunities
- Get more small businesses and major businesses involved
- Effectively produce a showcase that is productive and enjoyable for all participants
- Encourage new member participation
- Encourage recycling at event and participation from exhibitors in the zero waste sustainable practices program



Plans

What is the work to be done? List activity, who will be responsible, when will it happen, and what is the budget impact. (Limit to one line or sentence)

- Implement registration processes (Committee & Events Manager)
- Continue with a Task Timeline (about 20 different components) for Committee Members (Committee & Events Manager)
- Increase advertising resources by partnering with Chamber members to produce / sponsor special invitations, small posters, payroll inserts, etc (Committee and Events Manager)
- Enhance sponsorship opportunities, create specialty sponsorships, and maximize venue space
- Update and maintain Facebook events page and encourage committee members and general membership to vote in the NorthBay biz Magazine BEST OF READERS POLL (Events Manager)
- Facilitate and execute event; Continue to develop and maintain Committee growth matrix (Committee and Events Manager)
- Debrief and plan for next year's event