



# Hibbing Area Chamber of Commerce 2019 BUSINESS PLAN

**Vision:** *The Hibbing Area Chamber of Commerce strives to be the premier representative of the Hibbing area business community, driven and supported by motivated volunteers & professional staff.*

**Mission:** *The primary mission is to create, protect, & enhance a healthy business environment for the benefit of our members & the entire community. We serve our members through promotion, education, information & advocacy.*

**Priorities:**

- Boosting and retaining membership
- Effective marketing and branding
- Supporting, protecting and enhancing all members via advocacy
- Workforce training and development
- Maintaining fiscal health and viability

## 2019 Committee Structure

**Ambassadors** *(Meet the 3rd Tuesday of each month at noon)*

*To be a visible force demonstrating the vital link between business and community.*

**Business Retention & Expansion (BR & E)** *(Meet the 3rd Tuesday of each month at 8:00 a.m.)*

*To develop and implement programs to retain and support existing businesses in the Hibbing Area.*

**CONNECT: A Young Professional Network** *(Meet the 3rd Wednesday of each month at 4:00 p.m.)*

*To encourage young professionals to network and connect through high quality meetings, events, and gatherings.*

**Downtown Steering** *(Monthly Schedule Varies)*

*To design and implement new initiatives that improve the vitality and attractiveness of downtown.*

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## **Finance** *(Meet quarterly at 8:00 a.m.)*

*To oversee the financial transactions of the Chamber and to make recommendations to the Board of Directors for approval.*

## **Government Affairs** *(Meet the 3rd Monday of each month at noon)*

*To be the business community's proactive voice on governmental issues; communication facilitator informing our membership and community on legislative, regulatory and other government issues; offers position recommendations to our Board of Directors.*

## **Leadership** *(Meet the 1st Wednesday of each month at 8:00 a.m.)*

*To build a network of leaders who will actively engage in the Chamber and community projects.*

## **Marketing** *(Meets quarterly as per strategic initiatives)*

*To create and oversee the strategic marketing plan to promote the Hibbing Area Chamber of Commerce.*

## **Membership** *(Meet the 4th Tuesday of each month at 8:00 a.m.)*

*To assist staff and Board of Directors on matters concerning membership sales and retention.*

## 2019 Special Event Schedule

Special Event Committees meet as needed within the tentative planning months

**Annual Dinner** in February (September—February planning)

**Sidewalk Sales** in July (February—July planning)

**Hibbing Jubilee** in July (February—July planning)

**Mines & Pines Revisited 2019** in July (ongoing planning)

**Golf Classic** in August (April—August planning)

**Bowling Bonanza** in September (July—August planning)

**Octoberfest** in October (August—October planning)

**Girls' Night Out Pajama Party** in October (August—October planning)

**Small Business Saturday** in November (September—November planning)

**Funspiel** in December (September—December planning)