



Hibbing Area Chamber of Commerce 2018 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

2018 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.

Buy Local *(Monthly Schedule TBA)*

To promote business partnerships between chamber members and build brand loyalty (customer loyalty) on a local level.

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.

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Downtown *(Monthly Schedule Varies)*

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

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 *(Meet the last Wednesday of each month at 8:30 a.m.)*

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.

2018 Special Event Schedule

Special Event Committees meet as needed within the tentative planning months.

Annual Dinner in February (September—February planning)

Hibbing Wellness Week in April (February—April planning)

Hibbing Jubilee in July (February—July planning)

Golf Classic in August (April—August planning)

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

Funspiel in December (September—December planning)