

GATES-CHILI CHAMBER OF COMMERCE STRAGETIC PLAN SUMMARY

STRATEGIES	INITIATIVES	ACTIONS	(A-E) Priority	Status	Owner	
A. PROVIDE GREATER VALUE FOR MEMBERS/COMMUNITY	1. Celebrate successes	a. Continue BITS and Awards Dinner	A	Ongoing	BITS/Awards Chairs	
		b. Welcome new businesses to area	A		Membership	
		c. Profile key biz leader as guest speaker (eg., spec event/meet-greet)	A		Program	
	Measurements:					
	1. Website hits increase by 100%		d. Benchmark other chambers	B	Ongoing	
	2. Event attendance consistently up 15%		e. Participate in ribbon cutting	A	Ongoing	Program
	3. Renewal rates GT 95%		f. Mission focused charity events (participate, organize)	C	Ongoing	Board
			g. Mission focused scholarship programs	A	Ongoing	Scholarship
	4. High member satisfaction survey scores	2. Increase networking opportunities	a. Partner/develop relationships with Lions/Rotary/Kiwanis	C		
			b. Attend suburban mixers and inform members	A	Ongoing	Program
			c. Develop relationships with realtors to promote community & chamber	A	New	Exec
			d. Paricipate in annual mini-trade show	C		
			e. Organize mini tradeshow	C		Program
f. Attend RBA/GRE events			B	Ongoing	Board	
3. Be clearinghouse for community information		a. Business directory -advertise in post/pennysaver/subnews	A	Ongoing	PR	
		b. Web site and facebook posts new businesses (welcome wagon)	A	Ongoing	Memgership	
		c. LinkedIn/Facebook Chamber Group	A	Ongoing	Program	
		d. RBA connection/develop relationship	A	Ongoing	Exec	
		e. Relationships with media(RBJ/GCP, etc)	A	Ongoing	PT	
		f. Annual state of the schools	A	Ongoing	Program	
		g. Annual state of the state	A	Ongoing	Program	
		h. Association with other chambers and national chamber	B	Ongoing	Board	
		i. Provide relevant information to businesses eg., healthcare coverage	A	Ongoing	Program	
		j. Welcome wagon	B		Membership	
		k. Annual state of the towns	A	Ongoing	Program	
4. Promote community assets		a. Explore GC community book	D			
		b. Update GC stat/fact sheet	A	Update	Program	
		d. Facilitate State of businesses by member businesses (economic summit)	C	new	Program	
		e. Join with town's efforts	C			

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	5. Promote members	a. Develop template (email newsletter format)	A	New	Exec
		b. Drive traffic to website (various)	A	Ongoing	PR
		c. Membership cards (discounts)	E		
		d. Business advertsing on our website	A	New	Exec
	6. Quantify member satisfaction	a. Design/implement member saisfaction survey using survey monkey	A	New	Membership
B. SUSTAIN OUR ORGANIZATION	1. Improve financial position	a. Review per meeting charge	A	Ongoing	Program
		b. Sponsors of events/chamber	A	Ongoing	Program
Measurements:		d. Review increase # of events	A	Ongoing	Program
1. Year end savings account at \$5000		e. Splits/fair share of golf tournament	A	Ongoing	Exec
2. Board member satisfaction high		f. Review amortizing attrition (no shows) in base charge	A	Ongoing	Exec
		g. Review membership fee	A	Ongoing	Exec
		h. Fundraisers	C		
		i. Grant opportunities	C		
	2. High functioning board/committees	a. Fill all board positions	A	Ongoing	Nominating
		b. Develop engagement plan for board members and publish committee grid	A	Ongoing	Exec
		c. Establish rules of ethics/norms and meeting formats and structure (improve our processes and protocols)	A	Ongoing	Exec
		d. Review annually our budget process	A	New	Exec
		e. Improve visibility in the community (keep/get name out there)	A	Ongoing	PR
		i. Testimonials (BITS, Barb G, Diane C.)	A	Ongoing	
		ii. Welcome to community Chamber sign at new businesses	A	Ongoing	
		f. Continue tracking membership interest in committees	A	Ongoing	Membership
		gi. Solicit committee volunteers at chamber events	A	Ongoing	Program
		h. Improve board orientation process	A	Ongoing	Exec
	3. Ensure infrasturcture meets needs	a. Assess need for physical office space	A	New	Board
		b. Upgrade website capabilities	A	New	Exec
	4. Improve our brand image	a. Investigate developing our "brand"	B	New	PR

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C. INCREASE MEMBERSHIP	1. Strengthen member solicitation activities	a. Create a comprehensive electronic database of businesses in Gates and Chili	A	Ongoing	Membership	
		b. Establish a process for mining prospect database	A	Ongoing	Membership	
		c. Membership advocacy/testimonials	A	Ongoing	BOD	
		d. Membership process flow	A	Ongoing	DeCory	
		e. Establish communication with towns for notification of new businesses	A	Ongoing	Martin & Giancursio	
		f. Provide and distribute Chamber applications and event flyers at public places and member businesses.	A	Ongoing	Program/Mem-bership	
		g. Target expansion specific types of businesses	A	Ongoing	Membership	
		h. Do exit interviews for non-renewals	A	New	Membership	
		i. Retention of members	A	Ongoing	Membership	
		j. Develop "welcome wagon" items and procedures	A	New	Membership	
		k. Development of Membership Level Descriptions	A	Complete	BOD	
		2. Explore health benefit offering opportunities	a. Identify benefits affiliation with other Chambers and Organizations.	A	Ongoing	BOD Subcommittee