

2018 Business Plan

Chamber Chair, Andy Miller, *PrintSource*

Chamber Mission: To champion increased economic prosperity for our members

Chamber Vision: To be recognized as the premier and most influential business organization in Coweta

Chamber Stewardship Division, *Jeff Phillips, Newnan Utilities*

Goal: Maintain resources to carry out the mission and vision

1. **Financial Stability** – Support revenue building strategies focused on operating efficiencies, financial sustainability, and member ROI
2. **Growth** – Develop growth strategies that increases new membership 5 – 10% annually
3. **Retention**– Develop membership retention strategy to retain 85% of all members annually
4. **Strategic Direction** – Determine three-year focus through a strategic planning initiative

Marketing Division, *Samantha Brazie, Progressive Heating & Air*

Goal: Communicate the impact of the Chamber and actively promote the community

1. **Chamber Value** – Communicate the value of the Chamber to members and the community
2. **Community Promotion** – Promote a sense of place by branding live, work, play messages as part of the Prosperity's Front Door messaging that attracts talent and families to fill jobs and spend money

Member Success Division, *Jay Boren, Coweta Water & Sewerage Authority*

Goal: Enhance member success

1. **Inclusive & Diverse** – Be inclusive and diverse in our approach to involving members and including existing members
2. **Return on Investment and Profitability** – Develop workshops/training programs/opportunities to help members increase prosperity, profitability and performance
3. **Leadership Development** – Serve as a source for strong leadership development

Voice of Business Division, *David Kent, Cancer Treatment Centers of America*

Goal: Serve as the leading voice for business through political advocacy

1. **Issues Education** – Educate the business community through regular legislative update information
2. **Quality of Place** – Serve as an advocate to improve the quality of place in the region
3. **Strategic Partnerships** – Create strategic partnerships that enhance the effectiveness of the government affairs activities
4. **Talent Development** – Serve as a link between the business and education communities on K-12 and post-secondary workforce preparation issues and programs

