

2013 Business Plan Priorities

The following are 2013 business plan priority strategies as identified through the strategic planning process of The Chamber, listed in no particular order:

- Expand the comprehensive resource development program and enhanced offerings of member benefits to grow the membership base, improve member retention and increase revenues through sponsorships and non-traditional sources. **(Resource Development and Organizational Development)**
- Proactively provide assistance and support to business owners in the region as recovery and rebuilding efforts continue in the aftermath of the April 2011 tornados. **(Business Recovery)**
- Recruit seasoned business leaders to seek elected office on local boards of education to significantly improve the policy-making, financial management and operations of local public school districts. **(Education Development and Government Affairs)**
- Create a comprehensive distribution system for the newly-developed workforce development matrix and resource guide that identifies duplication of services and exposes service delivery gaps. Based on the matrix and resource guide, develop a regional plan of action that addresses the business community's current and future workforce needs and is a direct factor in reducing the area's unemployment rate and in growing the local tax base. **(Workforce Development)**
- Recruit new to the market retail businesses that will significantly increase local sales tax revenue and help prevent the need for residents to shop outside of the community. **(Economic Development)**
- Leverage the Minority Business Council to provide business development assistance to existing minority-owned enterprises, promote entrepreneurship within local minority communities and publically recognize successful minority business owners. **(Leadership and Community Development)**
- Develop and implement a comprehensive marketing strategy for all Chamber events, programs, initiatives, publications and materials. **(Organizational Development)**