

EDMONSON COUNTY
CHAMBER OF COMMERCE
BUSINESS PLAN

MEMBERSHIP OBJECTIVES:

Provide full and increasing value to current and future Chamber members that results in high retention and recruitment.

Promote the benefits, economic development, and workforce activities of the Chamber to increase the attractiveness of Chamber investment in Edmonson County.

Formalize the membership retention process to ensure that all Chamber members have direct communication with Chamber staff.

Refine messaging of the Chamber's direct business support, development resources, networking, marketing and promotional opportunities and business advocacy.

PROGRAMS AND EVENTS OBJECTIVES:

Offer a variety of networking and educational programming that provides opportunities for business exposure and leads to business growth for our Chamber members.

Review existing Chamber programs for relevancy and financial sustainability. Take appropriate action to update, restructure or discontinue programs based on full analysis.

Develop and implement a structured schedule of programs and events for Chamber networking, business education and member recognition.

Develop an annual sponsorship and marketing guide that is easy to navigate and leverage opportunities for budgets of all sizes.

OUTCOMES:

Increase participation and attendance at events.

Increase non-dues revenue through event sponsorships and marketing opportunities.

COMMUNICATION OBJECTIVES:

To inform, educate, and communicate important and relevant information with our Chamber members.

Initiate and maintain all membership information including current members and prospects, Chamber Board of Directors, committees, and volunteers.

Provide tools and resources that make it easy for two-way communication between the Chamber and its members through the Chamber website including member updates, event registrations and updates, membership payments and direct email.

Efficiently provide relevant and timely communications that bring value to the Chamber membership through the development of a communications plan.

BUSINESS RETENTION AND EXPANSION OBJECTIVES:

Retain and expand existing businesses using a proactive business approach.

Provide expertise, support, and resources to existing businesses as they assess expansion opportunities including sites and buildings.

Engage and provide regular communication on the resources, programs, and services available to grow businesses and key sectors through marketing and communications plan.

Coordinate meetings and events with Chamber members and business owners to discuss common issues and challenges.

OPERATIONS OBJECTIVES:

To be an efficient, transparent, and accountable operation, that is an example for other Chamber and economic development organizations across our region and the Commonwealth.

Maintain the appropriate policies and procedures to be a sound, ethical and efficient organization.

Maintain contact management systems that track Chamber activities, and create reports for accountability.

Ensure that the Chamber has the technology and resources necessary to complete their tasks efficiently.

Create a committee that will create a recommendation for certain future Chamber events, activities, review potential location options, identify costs and provide a plan to achieve their recommendation(s).

Adopted September 12, 2023.