



YOUR BUSINESS COMMUNITY ADVOCATE

## FY 2008-09 BUSINESS PLAN

### **Representing Business Interests with Government And Influencing Political Action**

*The Gilbert Chamber understands the importance of a unified business voice on important issues that impact our members. Our public policy committee is instrumental in identifying issues and actively representing the interests of our members. Educating our members about the importance of pro-business candidates and the impact of regulations through the legislative process and/or ballot propositions in an effort to influence the outcome of elections continues to be a priority for the Chamber*

In addition to ongoing efforts to identify and represent business interests, the Public Policy committee will:

- Recommend candidate endorsements for District 22 legislative seats by July 2008 and Town Council seats by January 2009. Host a candidate forum for both races.
- Host quarterly Good Government Breakfast Series with elected officials.
- Finalize Civic Engagement program plans by September 2008 and host first program by May 2009.
- Actively participate in the East Valley Chambers of Commerce Alliance efforts at the Capitol to include the annual legislative reception to present our 2009 Legislative Agenda, participation throughout the legislative session, and publication of the 2009 Legislative Report Card.
- Participate in the Annual DC Fly-in to meet with our Congressional delegation in April 2009.

### **Providing Business Connections and Promotional Opportunities For Our Members**

*The Gilbert Chamber will provide business connections for members through our monthly Business Connections morning mixers, Gilbert NOW! Luncheons, Chamber Leads Club and our Business WRAP-UP evening mixers. Members have access to our various promotional opportunities in our monthly newsletter, website, lobby, and events.*

In addition to hosting our ribbon cuttings, grand openings and other Business Connections events, the Ambassadors committee will:

- Participate in a quarterly "Member Mentor Program" which will be implemented in July 2008. Conduct training for all Ambassadors in July 2008 and January 2009.
- Provide referrals for new members throughout the year and actively participate in the Chamber's retention program.
- Increase attendance at mixers by 30% and Gilbert NOW! by 20%.

The Chamber will dedicate technology resources to purchase advertising on the internet to rank our website higher on search engines.

Website video streaming will highlight mixers, special events, and other Chamber activities.



YOUR BUSINESS COMMUNITY ADVOCATE

## FY 2008-09 BUSINESS PLAN *(continued)*

### Strengthening the Local Economy

*A strong local economy impacts all businesses, in addition to ensuring a pro-business climate is maintained and enhanced, the Chamber will continue its efforts to provide programs and services that will help our members grow their business.*

- Actively engage business participation in the Higley Unified School District classrooms and recognition programs for students achieving their Scholars Program goals by January 2009.
- Increase participation in the SCF of Arizona Workers' Compensation plan by 10% by January 2009 and continue to promote safety in the workplace.
- The Chamber will continue to promote the benefits of a healthy community. We will increase participation in the Chamber's Wellness in the Workplace Ten Week Challenge by 20% and provide monthly wellness tips in the newsletter and website. Participation at our annual Health Summit will be increased by 20%.
- Increase our membership retention rate to 78% by April 2009.
- The Small Business Council will:
  - Set a course of action to implement the Business Links program along with Business Development programs and report to the Board of Directors by September 2008.
  - Identify issues and present information to the public policy committee regarding potential issue positions and recommend new programs or services to the Board of Directors on an ongoing basis.
  - Increase participation in the Shop Gilbert program by 30%.
- A task force will explore the benefits of a 501(c)3 Foundation to expand educational opportunities for our members and community and report recommendations to the Board of Directors by December 2008.

### Promoting the Community

*Serving as the visitors and information center for the town provides additional exposure for our members as well as a great service for our residents. It also brings many out-of-town visitors into our Heritage Village Center.*

- The Chamber will seek funding for an interactive kiosk for the visitors center by June 2009.

The Chamber will institute environmental-friendly Chamber programs that will encourage our members and residents to "go green" through recycling methods, going paperless, etc.

- The Chamber will transition to an electronic newsletter by October 2008.
- The Chamber will host workshops/events and monthly tips in the newsletter and on the website beginning October 2008.

The Chamber will continue to lead efforts to launch Gilbert as a Preferred Company Environment resulting in national recognition for a specific niche industry such as healthcare.

Opportunities of a Chamber's foundation and/or other sponsorship activities will be explored to enhance the Gilbert Leadership Program.

- The goal is for Gilbert Leadership to grow its Alumni activities and to be a fully self-funded Chamber program by June 2009.
- Success for the Alumni activities program will be measured by the number of alumni members actively involved in the community leadership roles.