

Gilbert Chamber of Commerce

Business Plan for FISCAL YEAR 2009-10

Mission Statement:

The Gilbert Chamber of Commerce proactively serves as the business advocate to strengthen the business climate in Gilbert.



Advocacy

The Gilbert Chamber of Commerce recognizes its role as an advocate for the business community on a local, state, and national level. Through the organization of identifying, researching, finding solutions through collaboration of committee work and strong relationships with key staff and elected officials, the Gilbert Chamber of Commerce will work to represent the interests of local businesses.

- Through the *Good Government Breakfast Series*, provide valuable roundtable discussion with elected officials in an intimate and relaxed environment on a quarterly basis. By March 2010, increase attendance by 30%; from 20 to 26 attendees and increase the net income by 20%; from \$1,500 to \$1,800.
- Through participation in the *East Valley Chamber of Commerce Alliance*, identify and establish regional positions for legislative agenda at the State Capitol by representing our membership through our lobbyists and meeting with elected officials. Accountability measures will be identified in the publication of the legislative agenda and report card.
- Through the *Public Policy committee*, advocate and influence legislative agenda and policy with regard to members' business issues by meeting twice monthly to determine the Chamber's position on local, ballot, federal, and state issues. Commitment to working with stakeholder groups, testifying, and individual meetings with elected officials.
- Through *Celebrity Waiter*, provide valuable one-on-one time with elected officials in a fun, entertaining environment. By January 2010, increase the stature of Celebrity Waiters by adding three new names to include one state legislator, mayor, and celebrity. By March 2010, increase Celebrity Waiter attendance by 20%; from 218 to 261 attendees.

Bottom-line Factors

The Gilbert Chamber of Commerce will work to identify and support those programs that provide further training and development to the benefit of its membership and will present opportunities that allow for a business to realize significant monetary savings by way of discounts on services and premiums.

Business Links

- By September 2009, review and update the goals of the *Business Links* partnership.
- By January 2010, increase participation in the *FrontRunner* entrepreneurial program by 20%; from 18 students to 22 students per class.
- By March 2010, publish a *resource guide for small businesses* to be distributed at the Chamber and Town of Gilbert.

Workshops/Training

- By April 2010, design a *series of workshops* (two per month) that will attract an average of 15 attendees per workshop.
- By July 2010, secure sponsorship and registration fees to obtain a net profit of \$7,400.

SCF Workers' Compensation Benefit

- By January 2010, increase member participation in the ASP program by 10%; from 47 participants to 51 participants. Achieve net profit of \$63,000.
- By January 2010, decrease the total loss ratio percentage for members by 10%.
- By April 2010, recognize one business for outstanding safety practices by awarding the *SCF Safety Award* at the Annual Awards Luncheon.

Discounted Healthcare Benefits

- By April 2010, identify and enter agreements with health-related benefit providers to offer discounts on premiums to the membership.
- By April 2010, promote *health-related benefit discounts* to the membership to increase the number of participating businesses by 100%; from 10 enrolled businesses to 20 enrolled businesses.

Member-to-Member Discounts

- By September 2009, develop a web-based program to allow members to post *member-to-member discounts* that will net 20 participating businesses and a net income of \$1,250.

Community

The Gilbert Chamber of Commerce recognizes its role as a community leader and will work to promote the Chamber and the community through the planning and execution of fundraising events, provide education and development of future leaders and engage businesses to lead by serving as mentors to local students. The Chamber will also serve as a proactive example for environmental awareness and emphasize the importance of a healthy community. Finally, the Chamber will continue to provide tourism information as a contractual partnership between the Chamber and the Town of Gilbert.

Gilbert Community Excellence Awards

- By August 2009, secure a sponsor for the *Gilbert Community Excellence Awards* and collect money and/or process tradeout.
- By October 2009, maintain attendance at the Gilbert Community Excellence Awards at 260 attendees.
- By October 2009, maintain a net income of the Gilbert Community Excellence Awards at \$8,000.
- By October 2009, increase the number of Taste of Gilbert restaurant participants by 6%; from 16 participants to 17 participants.

Chili For Charity Cook-off

- By October 2009, increase the number of *Chili For Charity Cook-off* booth entries by 50%; from 7 entries to 10 entries.
- By October 2009, increase the net income of the Chili For Charity Cook-off to \$4,000 by securing a title sponsor and increase booth entries.

China Trip

- By September 2009, promote the *China Trip* through various media and events to secure a net income of \$3,000.

European Trip

- By March 2010, promote the *European Trip* through various media and events to secure a net income of \$8,000.

Community, *Continued*

Gilbert Leadership

- By April 2010, actively engage *Gilbert Leadership alumni* and current class to attend socials and develop a process for electronic notification of leadership opportunities throughout the community, including publication of an alumni directory.
- By June 2010, recruit 25 classmates and manage the program to obtain a net profit of \$10.

Education Scholars Partnership

- By October 2009, secure a sponsorship for the *Scholars Program* graduation medallions and determine the Chamber's role in each district's graduation recognition ceremony.
- By June 2010, publish a report indicating the number of scholar student graduates versus total student graduates in each partnered district.
- By June 2010, increase the number of business leaders serving as mentors in the Gilbert Public Schools and Higley Unified School District Scholars Program by 250%; from 4 business mentors to 10 business mentors.
- By June 2010, secure donations for a Gilbert Chamber of Commerce Scholars Scholarship; one for both school districts.

Environment

- By July 2009, develop monthly "*Go Green*" tips to be included in online newsletter and workshop flyers.
- By April 2010, host two *shred-a-thons* including the sale of booths for members to feature green services including information about recycling, identity theft, etc. and realize a net income of \$2,000.
- By April 2010, host a Go Green workshop including the sale of table exhibits to feature green services including information including information about recycling, identity theft, etc. and realize a net income of \$1,000.
- By June 2010, host two *shred-a-thons* for the purpose of document shredding at two different locations within Gilbert and realize a net income of \$1,000.

Community, *Continued*

Health and Wellness

- By October 2009, recommend plan of action to *combine the Wellness Challenge and Health Summit*. By March 2010, secure sponsors of the combined program to realize a net income of \$8,000.
- By April 2010, continue to promote benefits of health living to membership and community through newsletter, website, and media tips.

Tourism and Visitors' Center

- Through June 2010, continue managing the *tourism office* as a contractual partnership between the Chamber's agreement with the Town of Gilbert and track the number of visitors seeking information.
- By September 2009, create a partnership with the Mesa Convention and Visitor's Bureau for matching marketing grants to create a visitor's page on our website and sell advertisements to realize a profit of \$6,500.
- By September 2009, establish a *Tourism committee* in partnership with the Town of Gilbert Business Development department.

Marketing Opportunities

The Gilbert Chamber of Commerce recognizes the significance of business-to-business marketing opportunities on behalf of our membership and will work to provide such opportunities. Through events and fundraisers, the Chamber will recognize members and provide a platform to promote business. The Chamber will continue to identify low-cost purchased advertising opportunities. Finally, the Chamber will identify and present opportunities for membership business promotion and networking to maximize each member's exposure to other businesses and the community.

East Valley Business Expo

- By October 2009, promote and participate in the *East Valley Business Expo* with an effort to increase Gilbert Chamber membership participation by 20%; from 47 exhibitors to 56 exhibitors.
- By October 2009, increase the net profit of the Gilbert Chamber's portion of East Valley Business Expo net profit from \$8,200 to \$9,000.

Annual Business Awards

- By June 2010, plan and executive an *Annual Business Awards* recognition event that will promote members, entertain audiences and receive member attention. Business Awards committee to recommend format to include announcing winners at the luncheon by November 2009.
- By June 2010, sustain a net profit of the Annual Awards Luncheon of \$5,500 and attendance of 160 attendees.

Advertising

- By September 2009, create a menu of *website advertising opportunities* to generate a net profit of \$2,000.
- By January 2010, produce and publish a *membership directory* for distribution to members, new residents and high-traffic areas with a guaranteed net profit of \$10,000.
- By January 2010, increase the number of paid advertisers in the membership directory by 5%; from 51 advertisers to 54 advertisers.
- By April 2010, increase the number of *newsletter flyer inserts* by 50%; from 73 inserts to 112 inserts and increase the the revenue profit of printed and online newsletter advertising by 53%; from \$9,125 to \$14,000. Revenue will offset the costs of printing and mailing newsletter.
- Provide additional exposure for members through the on-line newsletter. Net profit of \$3,600.

Marketing Opportunities, *Continued*

- By April 2010, increase the number of *membership mailing lists* sold by 50%; from 10 lists sold to 15 lists sold, and increase the net profit of mailing list sales by 65%; from \$600 to \$1,000.
- By May 2010, produce and publish an *official Town of Gilbert map* or distribution to members, new residents and high-traffic areas with a guaranteed net profit of \$3,500. Increase the number of paid advertisers in the official Town of Gilbert map by 5%; from 20 advertisers to 21 advertisers.

Promotion

- By August 2009, combine the current Chairman's Circle program with the current *Corporate membership* level to provide members at or above this level with additional exposure. Up-sell 10 existing members to the Corporate level and generate a revenue of \$3,000.
- By June 2010, increase the Gilbert Chamber's *search engine website exposure* thereby creating more exposure for its membership. Increase the number of website hits by 10%; from 125,203 hits to 137,000 hits and increase the number of business web referrals by 10%; from 272,765 referrals to 300,000 web referrals.
- By April 2010, increase the number of *Shop Gilbert* participants by 50%; from 194 to 291, increase the number of Shop Gilbert profiles published in the Republic from 29 profiles to 52 profiles, and increase the number of Shop Gilbert published editorials from 5 editorials to 12 editorials.
- By April 2010, sell the *Chairman's Express* program and naming rights to the conference room and renew existing naming rights for a revenue of \$15,000.
- On a continual basis, use *blogs* to educate the membership and community about the Chamber, including special events, programs and services.
- On a continual basis, provide new members of the Gilbert Chamber of Commerce with *ribbon cutting events* to increase exposure for the business. By April 2010, increase the number of ribbon cuttings from 51 to 60.

Marketing Opportunities, *Continued*

Networking

- By October 2009, explore the option of introducing an *additional networking event* and/or quarterly women's networking luncheon. Ambassadors committee to submit a recommendation.
- By January 2010, develop a new technology-based format for the *New Member Welcome Receptions* and secure a sponsorship of \$600.
- By April 2010, increase attendance at the *Gilbert NOW! Luncheon* series by 30%, from an average of 55 attendees per event to an average of 71 attendees per event and increase the net profit of the Gilbert NOW! Luncheon series to \$6,000. Enhanced level of speakers, promote "take-aways" in marketing, develop web video preview.
- By April 2010, increase participation in the morning *Leads Club* by 15%; from 37 participants to 40 participants, and increase participation in the afternoon Leads Club by 15%; from 34 participants to 40 participants.
- By April 2010, increase attendance at the *Business Connections morning mixers* by 30%; from an average of 60 attendees to an average of 78 attendees, and increase the annual net profit of the morning mixers to \$2,500.
- By April 2010, increase attendance at the *Business Wrap-Up evening mixers* by 30%; from an average of 40 attendees to an average of 56 attendees and increase the annual net profit of the evening mixers to \$2,500. Additionally, increase the number of evening mixers from 6 to 12 per fiscal year.

Communication

The Gilbert Chamber of Commerce believes in sustaining visibility to its membership and the community through proactive communication methods and the strategic use of marketing materials, messaging and placement. The Chamber will market to members and the general public through the use of printed and online marketing materials, a strong media presence and media partnerships and will continue to focus its resources on new sales and membership retention. The Chamber will communicate directly to its membership through a newsletter publication and regular emails.

Marketing

- By July 2009, update and publish new *marketing materials* to include membership packets, retention brochures, referral collateral and mixer passes reflecting up-to-date information.
- By April 2010, increase the number of *media hits* by 10%; from 292 topics to 321 topics.
- On a continual basis, place an emphasis on *building relationships with newsmakers* and serving as a trusted source for their publications by scheduling regular meetings with key individuals.
- By April 2010, increase the number of *new member sales* by 13%; from \$52,068 in revenue to \$60,000 in revenue.
- By April 2010, increase *membership renewals* by 10%; from \$141,147 in revenue and a 60% renewal rate to \$155,000 in revenue and a 70% renewal rate.

Member Communication

- By July 2009, survey Chamber membership regarding the significance of a printed newsletter and determine whether or not to continue the printed publication. As well as the significance of the weekly eReview and determine whether or not to continue publication.
- On a weekly basis, continue publication of the weekly eReview and sustain a readership of 28% per publication.
- On a monthly basis, continue publication of the printed newsletter.
- On a monthly basis, continue publication of the online newsletter and sustain a readership of 28% per publication.
- By November 2009, coordinate and secure sponsorships for a *volunteer appreciation* event for a net loss of \$0.