

FY 2011 Business Plan (July 2010 – June 2011)

Engage, Connect, Advance Your Business

Engage Your Business...

OUR GOAL is to provide opportunities and personal invitations encouraging our members to engage in the community and Chamber activities we host. By engaging our members from the onset our retention rate will increase and our members will be more successful because of our efforts.

STRATEGIES to accomplish this will be focus on increasing our participation numbers, net profit for the organization, and personally inviting members to engage in specific activities. We've asked our *Ambassadors* to assist us in bringing in new members and serving as the new member's ambassador to the Chamber in an effort to get those new members engaged from the beginning. We've changed our *welcome reception* format to include focus on key areas of interest to them and asking them what one thing they will do in the next week to become engaged in the Chamber. Our *Small Business Council* is committed to recommending scholarship recipients through our Scholars Program. Our *Gilbert Leadership Board* is dedicated to program improvement each year and engaging Alumni in Leadership roles throughout the community. The *Shop Gilbert task force* searches for new and unique ways to promote the program and businesses.

- By learning more about your community through our **Gilbert Leadership** program; meet lifelong friends and contacts as you contemplate where you'd like to get involved after graduation.
- Through participation in the Chamber's **Shop Gilbert** program; a partnership with the Town of Gilbert and Gilbert Republic to educate residence on the importance of keeping their sales tax dollars local. Take advantage of free exposure for your business while supporting the program.
- Become a fan and follow our **Facebook!** Connect with hundreds of businesses while learning about the Chamber and posting info about your business.
- Keep up with the latest **Chamber news** through our eReview, surveys, and newsletters.
- Participating in the **Gilbert Community Excellence Awards** to honor those in the community who have excelled and deserve recognition. Nominate, attend and/or sponsor the event.

- By raising money at our annual **Scholars Golf Tournament** to provide scholarships to students enrolled in the **Scholars Program** at each of the local high schools. These are students who have committed to taking extra math and science classes and by doing so are now on the road to attending the next level of education, either at the community college or university. We will also recognize all students enrolled in the program with certificates. Help students while entertaining your clients.
- With elected officials at a fun-filled evening of **Celebrity Waiter Dinner**.
- By **traveling the world** with one of the Chamber's special priced tours with members of the community.
- By volunteering to **mentor** a business needing some business advice.

[Connect Your Business...](#)

OUR GOAL is to provide key business connections and exposure for our members that will result in successful client-relationships and in turn loyalty to the Chamber.

STRATEGIES to accomplish this will focus on a new format for our *Business Connections* events that incorporates key networking opportunities with valuable educational information, along with fun. We will focus on increased participation and net profit for our programs. Long-term planning and calendaring will allow us to use our marketing resources more efficiently and focus on making these opportunities more exciting.

We've asked our *Ambassadors* to help ensure our events are fun and of value to our members; *Leads Club* members are challenged to bring in new members and keep the referral exchange strong and growing. We are searching for more unique promotional opportunities for our members and created a new marketing package offering options for members. Our *Tourism Committee* will assist not only in attracting visitors to our community but promotes all our members as well.

- With exclusive members in one of the Chamber's **Leads Clubs** – a unique way to promote your business while receiving/providing referrals to help others.
- By **joining a committee** – help the Chamber achieve its goals, get connected into what is happening, and build lifelong relationships. Choose from the Ambassadors, Small Business Council, Safety, or Public Policy committees.
- Nominate your business or another worthy of recognition during the **Chamber's Annual Awards Luncheon**. Come celebrate these businesses and bring a client.
- By building relationships at one of our many **Business Connections** events:
 - Referral Institute – quarterly networking event that includes a workshop that will teach you how to have others working on your behalf while growing your business;
 - Engage. Connect. Advancing Your Business Networking Events – quarterly networking event, meet new contacts and learn how to use the Chamber's resources to help your business grow.

- Evening Mixers – Socialize with fellow members in a relaxing and fun environment; invite a guest and make an evening out of it.
- What Women Want...Luncheons – Not just for the gals! Come out and network quarterly while learning about important business and personal issues that will help you and your employees.
- Speed Networking luncheons – Unique luncheons connecting you with members and other key dignitaries to get your questions answered in a fast-paced, smaller group setting.
- A Ribbon Cutting introduces your business to the Chamber members and community.
- Those looking for community information look to the **Chamber's website**; increase visitors to your website and business through the Chamber's website advertising; take advantage of
 - online directory listing
 - promotional ads
 - business videos
- The Chamber will implement new technology to reach visitors and promote Gilbert and its business community with the help of the Chamber's **Tourism** committee:
 - A Visitor's Guide listing all members as well as a destination map is strategically placed throughout the community
 - Visitgilbertaz.com is the portal for visitors wanting more information about Gilbert.
 - Interactive tourism kiosks are strategically placed throughout the community.
- With **targeted chamber member marketing** through special Chamber newsletter advertising, lists and labels for your own mailings, online ads, and the official Town of Gilbert map.

[Advance Your Business...](#)

OUR GOAL is to provide advocacy, opportunities to save money, and educational forums to assist our members to improve their bottom line and solve issues impacting their business. Results will be successful members and loyalty to the Chamber.

STRATEGIES to accomplish this are through more interaction with our members through surveys, invitations to attend events with elected officials, full-time lobbying at the Town and State levels. We will strive to secure additional discount programs for members as well as providing business growth educational forums. Our *Public Policy committee* is committed to identifying and addressing business issues as well as recommending endorsements for District 22. Our *Small Business Council* has agreed to develop a mentoring program that will connect our members with experts in their field. Our *Insurance task force* continues to explore discount programs and has office hours at the Chamber to assist our members.

- You can be assured the Chamber’s public policy committee is **advocating for your business** and a healthy business environment in Gilbert, and at the state and federal levels.
 - The Chamber is a founding member of the East Valley Chambers of Commerce Alliance (**EVCCA**) whose mission is to work together with the eight East Valley Chambers at the State Capitol on legislative issues impact businesses;
 - The Chamber hosts a series of **Good Government forums** to connect members with elected officials;
 - The Chamber **endorses business friendly candidates** at the local and state level and evaluates ballot issues that impact businesses.
- Save money on your **Workers’ Compensation premiums** while providing a safe work environment for your employees. The Chamber’s SCF Association program will help you achieve these goals while providing personalized assistance. SCF sponsors an annual Chamber Safety Award to recognize Chamber members with excellent safety records.
- Grow your business by attending the **Front Runner** program; a 10-week in-depth look at your business model in a classroom environment. This program is part of the Gilbert Chamber and the Town of Gilbert’s Business Links partnership. Normally costs \$1500 but is offered for \$150 which includes a workbook.
- By joining the Chamber, Town of Gilbert, and other CEO’s as a **Partner for Progress** which brings together larger businesses to identify issues, cost-saving offers, and solutions that impact their success.
- Through the use of the Chamber’s **Mentor program**; we will match you with a fellow member who has expertise in the area you need assistance.
- Take advantage of the Chamber’s SCORE representative – **free business counseling** at the Chamber office and “Starting a Business” guide available on line.
- Save dollars on **healthcare benefits**; special Chamber office hours are available for individual assistance.
- Participate in **quarterly surveys** and Chamber **polls** to voice your opinion on important issues.

Policy Issues:

- The Chamber will evaluate the benefits and challenges with creating a Chamber **Foundation** to manage Gilbert Leadership, Scholars Golf Tournament, and other educational venues.
- The Chamber will research **facility** options as the lease on the current building is up in January 2012 and negotiations must begin 260 days prior to that time.
- The Chamber will develop a transition plan to eliminate the **Visitors’ Center** housed at the Chamber.
- The Chamber will revise its current **website** look to be more in line with the visitgilbertaz.com look.
- **Marketing** efforts will include member success stories