

## **Goddard Chamber of Commerce Strategic Plan 2020-2023**

### **Mission Statement:**

To empower and equip businesses to build the best community in which to live, work, and succeed.

### **Vision Statement:**

To provide innovative leadership in developing a thriving local business community.

### **Overview:**

In August 2019, the GCC Board of Directors began the Strategic Planning process to develop a plan and measurable goals for the next three years beginning in January 2020. Elements of the planning process included:

- GCC Member Round Tables - August Member Luncheon – 19 participants
- GCC Member Survey – August – 15 respondents
- GCC Board SWOT Analysis – 4 respondents
- GCC Board Goal Setting – September Board Meeting - 10 participants
- GCC Committee Strategy Planning – September Committee Meetings - 10 participants
- GCC Board Approval of Goals and Strategies – October Board Meeting - 8 participants

### **General Operations: Cultivate strong leadership through board and staff development.**

**Goal 1:** Perform yearly evaluations of business lines.

- **Strategy:** Measurements of all business lines should be completed in August/September to test for impact and profitability.
- **Strategy:** Review strategic goals yearly and refine accordingly.

**Goal 2:** Succession Planning.

- **Strategy:** Make meaningful appointments to the Board of Directors.
- **Strategy:** Strategically target and diversify the Board of Directors.
- **Strategy:** Grow paid staff in identified areas of expertise.

**Goal 2:** Advocacy:

- **Strategy:** Identify business concerns and advocate on majority behalf where appropriate.

## **Membership/Marketing: Recruit, retain and engage members and advocates to build relationships.**

**Goal 1:** Grow membership yearly by 15 new members and 85% retention of current members.

- **Strategy:** Visit at least 6 members per month.
- **Strategy:** Visit/contact at least 6 potential members per month.

**Goal 2:** Keep Chamber members positively engaged

- **Strategy:** Provide a variety of networking opportunities
  - **Action Step:** Track attendance at all events.
  - **Action Step:** Evaluate member events annually for relevance.
- **Strategy:** Increase attendance at events
  - **Action Step:** Partner with LEAD G.
  - **Action Step:** Attend business staff meetings to present opportunities.
- **Strategy:** Develop Chamber advocates
  - **Action Step:** Create a pipeline of members within businesses – more than one point of contact
  - **Action Step:** Grow Committees.

**Goal 3:** Offer valuable marketing options

- **Strategy:** Offer more digital opportunities.
- **Strategy:** Increase sponsorship opportunities with appropriate planning.
- **Strategy:** Offer group business marketing opportunities (direct mailings, KWCH ads, etc)

**Goal 4:** Encourage member to member relationship building

- **Strategy:** Utilize website.
- **Strategy:** Educate members on networking opportunities and benefits.
- **Strategy:** Add member to member interaction opportunities at events (ice breakers, topics, publicly recognize referrals, business speed dating, etc.)

## **Events: Build relationships through community involvement**

**Goal 1:** Be the premier resource for businesses to connect with the community.

- **Strategy:** Coordinate at least four successful events that build relationships with the community.
- **Strategy:** Provide transparent proactive planning engaging the community.
- **Strategy:** Host community focused events with Chamber businesses.
- **Strategy:** Educate members on sponsorship opportunities.
  - **Action Step:** Develop sponsorship opportunities and have available to membership by November each year.

**Goal 2: Demonstrate fiscal responsibility through events.**

- **Strategy:** Increase funding from events by 20% each year and be profitable.
- **Strategy:** Offer businesses opportunities to showcase services at events.
- **Strategy:** Review profit/loss quarterly or at completion of event.

**Communications: Intentional communications efforts internally with membership and externally with the Goddard Community**

**Goal 1:** Develop overall communications plan

- **Strategy:** Set “themes” for communication by January of each year
- **Strategy:** Research market trends to determine what times (of day, days of the week, etc) we should be posting on each platform
- **Strategy:** Review the plan monthly at Communications Committee Meetings to ensure deadlines are being met and revise as needed

**Goal 2:** Increase the Chamber’s presence on social media platforms

- **Strategy:** Report social media numbers to the Board monthly via dashboards
- **Strategy:** Double the number of Facebook followers and increase posts per month
- **Strategy:** Double the number of Instagram followers and increase posts per month
- **Strategy:** Increase the number of LinkedIn connections and posts

**Goal 4:** Develop relationships with news media outlets in the Wichita Metro

- **Strategy:** Invite media outlets to all Chamber events

**LEAD G: Develop and retain professionals in the Goddard area**

**Goal 1. Develop community leaders.**

- **Strategy:** Host leadership events annually
- **Strategy:** Engage students through school district

## Community Event Strategy Plan:

**Purpose:** Create excellent organized events that connect businesses with the community.

**Goal 1:** To connect business with the community.

- Strategy: Provide organized communication and single point of contact for communications and marketing of events.
- Strategy: Coordinate sponsorship/ownership of all elements of events
- Strategy: Engage businesses, organizations and community members in planning and execution of all community events

**Goal 2:** Demonstrate fiscal responsibility

- **Strategy:** Profitability
- **Strategy:** Self -Sustaining budget
- **Strategy:** Review profit/loss during follow up of event
- **Strategy:** Report to City of Goddard on profit/loss as set by or requested City Council or City Administrator