

2010 BUSINESS PLAN

The Chamber's mission is to represent business and promote a vision of economic growth.

STRATEGIC DIRECTION 1:

Promote Local Actions that will help stimulate the economy and create jobs

Objectives:

- Utilize partnerships with various community entities to create and execute strategies that will help create jobs and strengthen the local economy
- Support the efforts of major primary economic drivers (i.e. health care, education, energy, manufacturing) to expand and grow

Action Steps:

- Create a local economic stimulus plan
- Engage other community institutions and agencies in executing the initiatives
- Measure results of the stimulus plan
- Continue educational briefings around key drivers like energy and education

STRATEGIC DIRECTION 2:

Increase our effectiveness as the voice of business and be out front in issues and candidates in the 2010 election

Objectives:

- Insure that key public policy makers understand and respond to the needs of the business community
- Enable business community members to fully engage in and positively impact legislative and regulatory processes
- Actively encourage and support more pro-business candidates to run for public office
- Create effective communication mechanisms that will convey why the Chamber supports or opposes issues (Job Creators versus Job Cremators)

Action Steps:

- Continue current legislative efforts such as policy development, video-conference, legislative trip and lobbying efforts on behalf of business

but enhance communications about those efforts

- Broaden the focus of creating a pro-business voice by recruiting for boards and commissions and establishing a grass roots lobbying campaign
- Publish voters guides, host candidate forums and provide other educational information for members
- Implement "critical coffees" between key elected and staff leadership of public bodies in Mesa County and Chamber representatives

STRATEGIC DIRECTION 3:

Promote the community by focusing human and financial resources on strengthening community assets

Objectives:

- Focus local efforts on building a community for the future
- Maintain the Grand Junction Area as a Regional Hub for education, health care and recreation
- Train future community leaders

Action Steps:

- Increases the effectiveness of the Mesa County Leadership Program by doing a thorough review of the program and enlisting more community leaders
- Utilize the GJ Forum to focus the on one or two major community goals to move the community forward

STRATEGIC DIRECTION 4:

Build Business Relationships in Order to Promote Local Commerce

Objectives:

- Offer members a package of networking and marketing venues that provides tangible return on their Chamber premiums
- Leverage the power of the number of members to offer quality products such as health and dental insurance

- Increase involvement and interaction between members and the Chamber organization
- Recognize and reward long term members

Action Steps:

- Communicate value of Chamber to members and public by launching a sustained marketing effort with billboards, success stories, elevator pitches, etc.
- Conduct research on how best to recognize and reward member loyalty and then develop a program and execute it
- Provide special recognition on website member listing
- Create more venues and actively recruit members to serve on committees and task forces (i.e. banquet task force, marketing task force, etc.)

STRATEGIC DIRECTION 5:

Double the Involvement and Participation of Chamber Members in the Organization

Objectives:

- Identify barriers to member involvement and eliminate them
- Increase the number of members who see themselves as actively involved by 100%

Action Steps:

- Re-evaluate the Chamber committee structure to determine effectiveness and opportunities for more involvement
- Create a Chamber Diplomat program where members could gain access to two members per month for one on one communications
- Provide the Board with an involvement snapshot each month and the opportunity to sign 60 day reminder letters