2016-2017

**Mission**

The mission of the Southside Council is to **champion our member businesses** and implement a comprehensive strategy to **promote economic growth** within our Council's footprint.

**Vision**

The Southside Council’s vision is to increase Chamber membership on the Southside, to escalate member participation, expand community engagement, and to identify and implement strategies to accelerate economic development and revitalization in the region.

**Goal I**

Increase Chamber membership on the Southside by at least 12 new members.

**Strategies**

Learn how the Council can best serve area businesses and actively reach out to those area businesses.

**Objectives**

1. Create a membership committee.
2. Educate and familiarize the board about benefits of Chamber membership.
3. Furnish new footprint maps and lists of member businesses in footprint to board members.
4. Develop a list of non-member businesses in footprint and distribute. Each board member should have a goal of one lead per month.
5. Follow up and reach out to list of members that have not renewed membership to encourage participation.

**Goal II**

Increase current Chamber member participation on the Southside.

**Strategies**

A. Create opportunities for increased participation and follow up with great communications to keep Southside businesses updated and engaged.
B. Increase Board/Council representation to include representatives from underrepresented areas of the footprint (East Lake, Rossville Ave, Alton Park, Clifton Hills, 23rd St. etc.), representatives from large companies within the footprint and elected officials.

**Objectives**

Strategy A:
1. Reach out to members with strong communications. Actively engage members with notifications and updates and active conversation (E-newsletters, Facebook, Twitter, Linked In, press releases and website).
2. Create a Southside Council calendar, including all Chamber and Southside Council events, ribbon cuttings in our footprint and important community events hosted by other organizations in the area to increase Council member engagement in Chamber events and
increase presence of Southside members in the community overall (i.e. attend community forums/associations, Southside Council to host event at Main X24).

3. Create strong monthly programs that will be of interest to large and small businesses.
5. Host other quarterly events in which members may participate in other locations of the footprint (Council Coffees, After Hours as appropriate to highlight new businesses).
6. Host Town Hall meetings within different areas of the footprint to increase participation of minority and women owned businesses. (Diversity and Inclusion)

**Strategy B:**

1. Invite representatives from businesses in underrepresented areas to serve on committees to help increase membership/participation of businesses in their areas.
2. Engage large businesses within the Council footprint to be more involved. (i.e. enlist representatives from businesses in footprint to serve as monthly speakers).
3. Invite elected officials to participate on board and/or at general membership meetings. (Councilmen and Neighborhood Reps. & Associations)

**Goal III**
Identify ways to serve the businesses and communities in the Southside to accelerate economic growth and prosperity - and get involved.

**Strategies**

A. Promote Southside Non Profits/Schools that focus on Youth Literacy and After school programs.

**Objectives**

**Strategy A:**

1. Help increase the Southside visibility by inviting CARTA, PD, FD, and City Transportation to expand resources to help encourage growth in “Ripe Areas” (Economic Forum)
2. Identify organizations that the council should be involved in and collaborate with other organizations in footprint (South Broad, etc.) in order to educate about issues affecting area and get involved in decision-making.
3. Host Fundraiser with other stake holding groups
4. Adopt a school and work with school leadership with volunteer/mentor opportunities.

**Strategy B**

1. Actively engage with civic planners and government representatives.
2. Create action plan on how to best assist the identified businesses and areas.
3. Work with City and INCubator, BDC and Launch to promote the Southside as a place for graduating tenants and other entrepreneurs to relocate/locate businesses.