



**Hixson Council
Business Plan Summary 2018-2019**

Mission	Our Mission is to champion our members' businesses and implement a comprehensive strategy to promote economic growth within our Council's footprint.
Vision	<i>We will endeavor to be an advocate for the business community of Hixson. Our efforts will focus on strengthening community partnerships, encouraging economic growth, and cultivating the relationship between businesses and educators to strengthen work force development, and educating our business partners on the various challenges and opportunities that face our community.</i>
Goal I	Provide high quality programs that are relevant to the business community.
Strategies	<ul style="list-style-type: none"> • Identify and create new opportunities for members to develop strong networks and partnerships. • Strengthen relationships and share best practices with other area Councils. • Engage members by providing informative, entertaining, and interactive programs to promote networking, and relationship building. • Provide opportunities to member businesses of any industry/vertical within the Hixson footprint to showcase their business by hosting a Hixson Community Coffee. • Plan, coordinate and promote the annual Taste of Hixson networking/business expo event in December, to showcase members, and raise money for scholarships for Hixson Area Schools.
Goal II	Be a strong advocate on behalf of the Hixson business community and effectively communicate with the Chattanooga Chamber of Commerce.
Strategies	<ul style="list-style-type: none"> • Establish reciprocal relationships with local businesses, civic organizations, non-profit and government agencies. • Engage the Economic Development Committee to stay informed of/be an advocate for new business activity and opportunities in Hixson (this will require effective communications with the Chamber's Vice President of Economic Development) • Support pro-business initiatives set forth by the Chattanooga Area Chamber of Commerce. • Encourage council membership to work, play and do business in Hixson.

**Hixson Council
Business Plan Summary 2018-2019**

Goal III	Effectively communicate with the general membership and prospective members.
Strategies	<ul style="list-style-type: none"> • Support all Chamber members within our footprint by our presence, knowledge and willingness to listen and address concerns where possible. • Assist Chamber members by promoting and posting their achievements and milestones. • Expand the number of resources to assist VP of Communications with duties and responsibilities to include chair of social and web media and chair of public relations • Expand and enhance use of all social media, local media, and Mail Chimp to promote and communicate Chamber events, meetings and council information. • Support of all board members by being “social media ambassadors,” sharing and promoting the Hixson Council’s Facebook page as often as possible.
Goal IV	Encourage strong Hixson community relations and support for schools located in our Council footprint.
Strategies	<p>Understanding we must educate, train, attract, and invest in a workforce that is able to compete and grow in the 21st century, seek new and innovative ways to better connect Council businesses and area schools to include:</p> <ul style="list-style-type: none"> • Council sponsored Meeting held at selected Hixson area school, which spotlights students, and encourages interaction with area business professions. • Council support and involvement for Chamber-sponsored programs within the schools. • Provide financial scholarships for each school within Council footprint. • Provide opportunities for local school administrators to actively engage with local business leaders, including inviting them to present at council meetings.