

## Ooltewah/Collegedale Council Business Plan Summary 2018-2019

<i>Mission</i>	<i>Our Mission is to champion our member businesses and implement a comprehensive strategy to promote economic growth within our Council's footprint.</i>
<i>Vision</i>	Our Vision is to connect Member Investors with business opportunities through networking, excellent programming, relevant and timely information, and business promotion while pursuing additional growth in membership, economic activity and other activities which would strengthen our community.
<i>Goal I</i>	Prioritize retention of our existing members and recruitment of new members with the emphasis on <b>Mentorship</b> .
<i>Strategies</i>	<ol style="list-style-type: none"> <li>1. Further develop the membership committee that includes the VP of Membership and 2 other individuals that purposely recruit guests and follow up with existing members in our footprint.</li> <li>2. Integrate introduction/recognition of new members and/or new businesses in council programming by VP of Membership. Constant contact by our council members to the new and existing businesses in our footprint.</li> </ol>
<i>Objectives</i>	<ol style="list-style-type: none"> <li>1.             <ol style="list-style-type: none"> <li>a. Membership Committee personally invites guest to Council events</li> <li>b. Pairing of new members/guests with a board member</li> <li>c. Educate members on how to use their membership</li> </ol> </li> <li>2.             <ol style="list-style-type: none"> <li>a. Highlight new members</li> <li>b. Highlight new businesses in footprint</li> <li>c. Recognize anniversary/key dates of existing members</li> <li>d. Business Sponsor Spotlight</li> </ol> </li> </ol>
<i>Goal II</i>	Provide opportunities for Member Investors to stay informed and engaged in local developments and resources through improved <b>Council Programming</b> .
<i>Strategies</i>	<ol style="list-style-type: none"> <li>1. Focus on becoming the main forum of sharing community issues and updates.</li> <li>2. Implement strategic planning of speakers in council programming.</li> </ol>
<i>Objectives</i>	<ol style="list-style-type: none"> <li>1.             <ol style="list-style-type: none"> <li>a. Distribute the Ooltewah-Collegedale Council rack cards that highlights statistics, updates, and membership at each Council Coffee &amp; General Membership Meeting</li> <li>b. Contact county, city, and state officials on a regular basis in order to share relevant information during council programming. Distribute list of our elected officials and school board in our footprint to our members.</li> <li>c. The VP of Economic Development to schedule regular East Hamilton County Economic Development Summit.</li> <li>d. Schedule once a calendar year a Key Stakeholder's Luncheon.</li> </ol> </li> <li>2.             <ol style="list-style-type: none"> <li>a. Provide quality topics and speakers to address Member Investor needs, interests, and concerns in correlation with time of year and relevance to community issues at hand</li> </ol> </li> </ol>

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	b. Implement workshop/training for Member Investors on how to make the most out of Chamber investment
<b>Goal III</b>	Provide Member Investors with the resources and opportunities to support/influence <b>Community Relations</b> . Incorporating more of the council involvements in volunteering for our non-profits and city/county government.
<i>Strategies</i>	<ol style="list-style-type: none"> <li>1. Actively build and foster relationships between all Member Investors, government offices, and nonprofit organizations in Council footprint.</li> <li>2. Actively support events held in footprint that relate to arts, culture, education, community, and local business investments through sponsorships, promotions, and/or press.</li> </ol>
<i>Objectives</i>	<ol style="list-style-type: none"> <li>1.             <ol style="list-style-type: none"> <li>a. Make conscientious efforts to connect minority business owners, managers, and leaders in the footprint to Council and Chamber resources by VP of Diversity &amp; Inclusion.</li> <li>b. Actively seek and recruit new Member Investors from under-represented businesses/industries in the footprint.</li> <li>c. Recognize businesses in our footprint that supporting individuals with disabilities to enhance awareness in our footprint.</li> </ol> </li> <li>2.             <ol style="list-style-type: none"> <li>a. Seek ways to partner, share resources, and collaborate with Collegedale Commons. Participate and Promote Farmers market of Collegedale.</li> <li>b. Connect community resources with local education needs within our footprint by supporting Community involvement and impacting education including:                 <ul style="list-style-type: none"> <li>○ Samaritan Center</li> <li>○ District 9 Ooltewah/Harrison Education Foundation</li> <li>○ Collegedale Private Schools</li> </ul> </li> </ol> </li> </ol>