

# 2013-2017 STRATEGIC PLAN



SOUTH KANSAS CITY  
CHAMBER OF COMMERCE

Connecting, Educating, Growing Together

*Adopted by the Board of Directors on February 5, 2013*

## **Vision**

South Kansas City will be recognized as a premier location for businesses to prosper in the metropolitan area.

## **Mission**

The Chamber is dedicated to promoting an environment for business prosperity and community pride in South Kansas City.

## **Critical Goals**

- I. Grow the membership to 600 members by December 31, 2017
- II. Hire additional staff to assist with day-to-day operations of the Chamber and membership recruitment.
- III. Drive new business revenues to Chamber member businesses.

## CRITICAL GOALS & OBJECTIVES

**Goal:** Grow the membership to 600 members by December 31, 2017.

**Objectives:**

- Develop a value proposition for membership in the Chamber.
- Launch a development program.
- Hire a recruitment intern.

**Goal:** Hire additional staff to assist with day-to-day operations of the Chamber and membership recruitment.

**Objectives:**

- Launch the Hometown Welcome program to be used as the first source of revenue to cover costs of hiring additional staff.

**Goal:** Drive new business revenues to Chamber member businesses.

**Objectives:**

- Define a way to measure the impact of Chamber programs on member business revenue and establish goals.
- Investigate how to use QR codes to create visibility for members and drive business to members.
- Find ways to make our Business Directory more accessible and visible to consumers and businesses looking for products and services.
- Use testimonials of Chamber members who have successfully increased business revenues through their Chamber membership.
- Establish ways for consumer and business buyers to communicate to members they are doing business with them as a result of them being a member of the Chamber.
- Develop a "Shop South KC" campaign to create visibility and awareness of doing business with Chamber members.

## 2013 COMMITTEE GOALS & OBJECTIVES

### Ambassador Committee

**Goal:** Develop a strong, active and committed Membership Committee.

**Objectives:**

- Combine the Membership & Ambassador Committees to become the Ambassador Committee for the Chamber.
- Recruit 10 active volunteers to serve on the Ambassador Committee.

**Goal:** Recruit 100 new business members to the Chamber in 2013.

**Objective:**

- Develop a prospect list of businesses for Chamber membership.
- Develop "How To" guidelines to help committee members be successful in recruitment efforts.
- Positively promote the Chamber within the business community.
- Welcome new businesses to the area through welcome visits and ribbon cuttings/grand openings.
- Conduct a membership campaign.

**Goal:** Retain 90% of existing members each year.

**Objectives:**

- Personally deliver welcome packets, plaques and decals to each new Chamber member.
- Assign mentors to new members to help them get engaged and active in the Chamber.
- Conduct an "Operation Thank You" campaign to visit all members and deliver membership decals and a small "Thank You" gift.

### Annual Dinner Committee

**Goal:** Successfully plan and execute the Chamber's Annual Dinner, an event to recognize the volunteers and accomplishments of the Chamber each year.

**Objectives:**

- Plan and book logistics of the event including, but not limited to theme, location, catering, and entertainment.
- Develop a budget for dinner and help to ensure that this budget is met.
- Recruit sponsors and prizes/raffle items as needed.
- Volunteer at the dinner and help to recruit additional volunteers as needed.
- Conduct a post-event review.

# 2013-2017 Strategic Plan

## **Business Advisory Committee**

**Goal:** Continue to grow and promote the Business Advisory Team (BAT).

**Objectives:**

- Develop brochure to promote the BAT and the Business Resource Kit.
- Obtain at least three subject matter experts for all topics.
- Promote positive success stories about companies who use the BAT.
- Have a minimum of 20 companies utilize the BAT in 2013.
- Create a section on the Chamber Facebook page for BAT.
- Target three companies in South Kansas City with growth initiatives to study and directly assist using the BAT resources.

**Goal:** Continue to grow and promote the online Business Resource Kit.

**Objectives:**

- Determine statistics for the number of hits on the Business Resource Kit web page.
- Solicit a minimum of 100 hits on the web page.
- Designate committee volunteers to maintain the Business Resource Kit web page.
- Investigate social media as an avenue for promotion.

**Goal:** Increase visibility of South Kansas City in a positive way.

**Objectives:**

- Produce demographics packet to distribute to real estate professionals and potential new businesses in South Kansas City.

## **Golf Committee**

**Goal:** Successfully plan and execute the Chamber's annual Golf Tournament.

**Objectives:**

- Plan and book logistics of the event including, but not limited to location, catering, games, and prizes.
- Develop a budget for tournament and help to ensure that this budget is met.
- Recruit sponsors and prizes/raffle items as needed.
- Recruit players and teams to play in the tournament.
- Volunteer at the tournament and help to recruit additional volunteers as needed.
- Conduct a post-event review.

## **Government Affairs Committee**

**Goal:** Advocate issue positions in the interest of the Chamber within philosophical guidelines set by the Chamber's Board of Directors.

**Objectives:**

- Research, develop, educate and recommend issue positions to the Chamber Board of Directors.
- Annually develop a Legislative Priorities list to reflect the concerns and opinions of the membership.

**Goal:** Educate and inform members and the general public about critical issues and communicate Chamber positions on business and community issues.

**Objectives:**

- Sponsor a minimum of four Legislative Breakfasts with local, state and federal government officials to explore critical issues.
- Sponsor public forums on issues and for candidates.

**Goal:** Establish positive, interactive relationships with organizations and elected officials.

**Objectives:**

- Have a more involved focus on local legislative issues by meeting with the Mayor and Council Representatives one-on-one.
- Hold a minimum of three meetings with state and local elected officials.

**Goal:** Communicate issue positions with local, state and federal elected officials

**Objectives:**

- Assist in organizing a trip to Jefferson City to meet with state elected officials.
- Assist in planning a Washington DC Fly-In to give members an opportunity to meet with Federal government officials on important issues to our community.

## **Education Committee**

**Goal:** Increase outreach opportunities and active board engagement in Hickman Mills and Center School districts based on the concept of linking schools to work and preparation/readiness.

**Objectives:**

- Research the feasibility of an onsite school to career preparation/readiness program.
- Continue to execute the Show Me Scholars program in area high schools.
- Offer a Career Exploration Fair in conjunction with area high school college fairs.

**Goal:** Serve as a liaison between the business community and the school systems on educational issues.

**Objectives:**

- Promote mutual and ongoing Chamber and school district relationships and communication awareness and support strategic education and business initiatives.
- Serve as an ongoing resource to our school districts based on their identified needs.

**Goal:** Increase volunteer participation in our schools by the business community.

**Objectives:**

- Support the Youth Friends program in the schools and actively promote and encourage business volunteer participation.
- Encourage members to spend 200 hours collectively volunteering in the schools through Chamber supported programs.

**Goal:** Connect students to valuable learning/training opportunities in the business community.

**Objective:**

- Utilize the website to connect potential interns with available internships in South Kansas City.

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## **Marketing Committee**

**Goal:** Develop a strategy to promote the Chamber and its programs and services.

**Objectives:**

- Create new member recruitment materials.
- Develop a monthly newsletter that promotes Chamber and community information.
- Create marketing collateral for the Business Advisory Team.

**Goal:** Develop new resident and visitor guides that can be distributed in hard copy or via email/website.

**Objectives:**

- Determine what information should be included in the publications.
- Gather information for the publications.
- Design and print the publications.

**Goal:** Develop a "Shop South Kansas City" program.

**Objectives:**

- Research other shop local programs.
- Design the Shop South KC program.
- Launch the Shop South KC program.

## **Innovation Committee**

**Goal:** Integrate with area innovation initiatives and communicate, recommend and assist with the application of innovation principals and techniques to the Board of Directors and other Chamber committees.

**Objectives:**

- Keep chamber members informed about innovation efforts in Kansas City via the South KC Chamber Connections newsletter, website, RSS feed and Facebook page.
- Monitor and advise Chamber board and members regarding the implementation of Google Fiber and its impact on South Kansas City.
- Assist in the possible production of a promotional video featuring SKCCC as the Community Partnership Award Winner at Novel Day 2012 that can be used for membership recruitment and event marketing.
- Give a speaker recommendation for an innovation-focused Chamber luncheon or breakfast.
- Evaluate the development of Novel Day 2013 or bi-annual event based on funding availability.