



2018-2019 MidTown Council Business Plan

Mission: The Mission of the MidTown Chamber Council is to champion our member businesses and promote economic growth in our area.

Vision: The MidTown Council will be the trusted business voice for the MidTown area. Our multicultural community and rich history fuel our passion, guide our purpose, and inspire our future. We believe we must enrich our schools to create sustainable careers for our students and generate economic growth for our area businesses.

<i>Goals for 2018-2019</i>	<i>Objectives</i>
<p>Goal 1: Support the growth of businesses in the MidTown Footprint</p>	Build a community of informed and engaged business owners.
	Secure 12 new businesses and retain the average number members at 59%
	Secure four to five Annual Sponsors
	Increase regular attendance to meetings by 20%
	Increase Board attendance to MidTown Ribbon Cuttings and Chamber-wide AM & PM networking events
<p>Goal 2: Invest in our 14 schools within the MidTown Footprint.</p>	Increase awareness that MidTown has the most diverse group of schools in the Chamber footprint - public, charter, and private.
	The MidTown Board will provide support to the seven Opportunity Zone schools located in this footprint.
<p>Goal 3: Promote MidTown as a place of choice for businesses, schools, families, and friends.</p>	Improve council knowledge of MidTown residents for the betterment of the work and livability factor for MidTown.
	Increase brand awareness and sustain consistent image. Program/posts on history, spelling of MidTown
	Build relationships among businesses, schools, and neighborhoods to culminate in a Community Block Party.
	Obtain a seat at the table for major decision makers involved with MidTown