

**East Brainerd 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 East Brainerd Council's footprint.</i>
<i>Vision</i>	To promote existing businesses within our footprint and encourage new investment in East Brainerd. Our vision is to engage and add value for the business owner/manager/employees through informative meeting, promotional events and social networking opportunities.
<i>Goal I</i>	Inform existing members of the benefits offered by the Chattanooga Chamber and the opportunities offered by the East Brainerd Council.
<i>Strategies</i>	<ul style="list-style-type: none"> <li>a) Host monthly meeting and speakers emphasizing a cohesive theme and end goal.</li> <li>b) Provide networking opportunities that encourage participation from member and potential members, i.e., coffees, after hour's events, community service, education...</li> <li>c) Have social media as a prominent part of our information disbursement.</li> </ul>
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ Tie all meeting together through theme, topic or impact to EB. Networking Coffee meeting each month providing engagement opportunity</li> <li>➤ After Hours Event – Add educational information i.e. something participants may not know when they arrived, Chamber Fact, EB Fact, etc. 30 seconds or less</li> <li>➤ Tie our Facebook page to Chattanooga Chamber page</li> <li>➤ Create a visually pleasing email and social media invitation to Luncheon, Coffee's Etc.</li> </ul>
<i>Goal II</i>	Promote and facilitate engagement between our educational institutions within our footprint and with those who impact businesses within our footprint.

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<i>Strategies</i>	<ul style="list-style-type: none"> <li>a) Meet with the leadership of each of the public schools within our footprint and develop a plan to partner in a meaningful way.</li> <li>b) Mentoring program</li> <li>c) Work days at the school</li> <li>d) Financial reinvestment in the schools</li> <li>e) Career Day in some form - Talent Development geared toward specific workplace needs.</li> </ul>
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ Private school opportunities</li> <li>➤ Post-secondary partnership</li> <li>➤ Promote existing programs and engage with educational institutions to develop plans of action where necessary.</li> <li>➤ Coordinate with educators to identify area within schools where we can use our talents to provide a service</li> <li>➤ Career Crunch</li> <li>➤ College Day Out</li> <li>➤ Reality Check</li> </ul>
<b>Goal III</b>	Engage, Engage, Engage existing and potential new member.
<i>Strategies</i>	<ul style="list-style-type: none"> <li>a) Retain 95 % of all existing members within our EB footprint by involvement.</li> <li>b) Invite every nonmember business, nonprofit,</li> <li>c) Add 12 new members to our EB Family</li> </ul>
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ To reach this goal we as a board must validate each existing member with a personal engagement</li> <li>➤ Evaluate how members use the chamber now</li> <li>➤ What would members like to see from the EB Council</li> <li>➤ Encourage members to bring a guest to every event they attend</li> <li>➤ Door Prizes that drive business back to the members providing them</li> </ul>