



## East Ridge 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>	The East Ridge Council is committed to strengthening our local economy by promoting and meeting the needs of businesses. We are dedicated to driving economic development to new levels while opening government communication, engaging our community and transforming East Ridge into the best community in which to live, worship and do business.
<i>Goal I</i>	<b>Connect and engage East Ridge businesses and those doing business in East Ridge.</b>
<i>Objectives</i>	<ul style="list-style-type: none"> <li>• Increase Chamber membership in East Ridge</li> <li>• Involve East Ridge businesses on the East Ridge board</li> </ul>
<i>Strategies</i>	<ol style="list-style-type: none"> <li>1. Increase East Ridge member businesses in the Chamber of Commerce by 10%, or 5 member businesses.</li> <li>2. Implement a thank-you lunch drawing for businesses who refer clients to other businesses.</li> <li>3. Recruit 3+ new board members from East Ridge businesses for the 2019-2020 year.</li> </ol>
<i>Goal II</i>	<b>Promote economic development by helping beautify and brand the city of East Ridge.</b>
<i>Objectives</i>	<ul style="list-style-type: none"> <li>• Invest in a Welcome to East Ridge sign or other beautification at Exit 1</li> </ul>
<i>Strategies</i>	<ol style="list-style-type: none"> <li>1. Work with River City Company for ideas in how we can invest our economic development funds to beautify and brand East Ridge.</li> <li>2. Meet with East Ridge city council and/or boards to determine viability of a welcome sign project.</li> <li>3. Seek matching funding or corporate donations for economic development project.</li> <li>4. Commit volunteer hours to beautify Exit 1.</li> </ol>
<i>Goal III</i>	<b>Increase East Ridge Council operating funds.</b>
<i>Objectives</i>	<ul style="list-style-type: none"> <li>• Increase sponsorships</li> <li>• Increase lunch profits</li> <li>• Hold a fundraising event</li> </ul>
<i>Strategies</i>	<ol style="list-style-type: none"> <li>1. Control food costs.</li> <li>2. Increase meeting price to \$12.</li> <li>3. Produce monthly newsletter to showcase annual, monthly and newsletter sponsors.</li> <li>4. Plan and execute a “Chili Cookoff” lunch event to raise funds.</li> </ol>