



Enterprise Gateway Business Plan Business Plan Summary 2018-2019

<i>Mission</i>	<i>To champion our member businesses and implement a comprehensive strategy to promote economic growth within our Council's footprint.</i>
<i>Vision</i>	Facilitate positive & responsible business and community growth in the HWY. 58, Bonny Oaks, Amnicola, East Chattanooga and Wolftever corridor areas. The council will be instrumental in bringing together business, education, community & faith-based organizations, conservation interests and local government to work toward common goals.
Enterprise Gateway Goals	
Goal I	Encourage cooperation by engaging prospective and existing members and exposing them to the value of our council through education and interaction.
<i>Strategies</i>	<ol style="list-style-type: none"> 1. Identify key stakeholders and prospective businesses to meet with. 2. Produce a report of findings from these meetings.
Objectives	<ol style="list-style-type: none"> 1. Meet with individual businesses and business organizations to provide education about council involvement and learn what specific expectations can be achieved through involvement. 2. At least one Board member or Council representative will attend key community events such as ribbon cuttings, ground breakings, open economic development meetings, education forums and other related events held within the Council footprint.
Goal II	Provide value to large and small businesses through continuing education opportunities and encourage participation, interaction and inclusion throughout our business community.
<i>Strategies</i>	<ol style="list-style-type: none"> 1. Communicate meeting topics and invite businesses in the council's footprint to the monthly council meetings. 2. Provide relevant programs such as <i>BOOST</i> to involve both large and small businesses in these programs. 3. Monthly speakers/topics will focus on 3 main areas: <ol style="list-style-type: none"> a. Economic Development b. Education c. Community Engagement within the EG Council footprint
Goal III	Help encourage positive & responsible re-development and business growth of HWY. 58, Bonny Oaks, Amnicola, East Chattanooga and Wolftever corridor areas through connection with political leaders, business leaders and government agencies (i.e. local political leaders, RPA & Chattanooga Area Chamber of Commerce representatives).
<i>Strategies</i>	Learn what development plans are already in existence for our stated areas and encourage future development and execution of those plans while providing relevant programs. Focus mainly on events such as <i>BOOST</i> , and monthly



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	speakers/topics that focus on economic development, education, and community engagement (within EG Council footprint), while endeavoring to involve both large and small businesses in promoting economic growth within the Council's footprint.
Objectives	<ol style="list-style-type: none"> 1. Continue relationship with RPA and support development and our geographic footprint. 2. Meet with Chamber leaders to discuss community desires. 3. Share RPA and Chamber suggested direction with political leaders. 4. Encourage participation in Thrive 2055 to ensure our business needs are heard and included in the final plan. 5. Determine purpose and format of BOOST. 6. Develop <i>BOOST</i> Committee to execute event, logistic and promotional planning.
Goal IV	Provide a platform for all educational institutions within the HWY. 58, Bonny Oaks, Amnicola, East Chattanooga and Wolftever corridor to connect with area businesses and community leaders.
Strategies	Involve education institutions in monthly council meetings and communicate their needs as they arise, thereby supporting and aligning with the Chamber's Chattanooga 2.0 initiative.
Objectives	<ol style="list-style-type: none"> 1. Invite K-12 school principals to update member business people on their academic, college readiness, life skill and CTE programs at monthly chamber meetings; encouraging them to share their relevant needs as well. 2. Include pre-K programs as a critical success factor for successful K-12 completion. 3. Invite post-secondary educational institutions from our footprint to leverage the Enterprise Council platform to promote career and technical education (CTE) and academic enrollment; promoting a cradle to career educational vision and a culture of lifelong learning in our community. 4. Extend invitation for educational institutions to include information in our council e-newsletter and Facebook page. (Link in e-blast.) 5. Engage in and support academic, mentoring, internship, job shadowing, and financial literacy programs in our area schools as well as educational and Workforce Development programs of the Chamber.