



North Chattanooga Council
Business Plan 2018-2019

Mission	<i>The mission of the Chattanooga Area Chamber of Commerce is to champion our member businesses and promote regional economic growth.</i>
Vision	<i>Our vision is to be the leading catalyst within our footprint for helping member businesses connect, grow, and prosper. We will work to continually find efficient ways to communicate and engage everyone to live, work, play, entertain, worship and enjoy the absolute best possible quality of life.</i>
Goal I	Increase engagement of member businesses within our footprint.
Strategies	<ol style="list-style-type: none"> 1. Increase connectivity with member businesses through meetings, networking opportunities, and community events. 2. Our focus is to elevate and assist educational institutions in our footprint. 3. Continue to grow and increase membership by twelve new chamber members.
Objectives	<ol style="list-style-type: none"> 1. Quarterly events focused on business to business networking and relationship development. 2. Track overall value given to the school including money, time and resources contributed. 3. Continue developing our communication methods focused on growing our social media presence and providing quality content for member businesses.
Goal II	Facilitate personal and professional growth for our members and businesses within our footprint.
Strategies	<ol style="list-style-type: none"> 1. Host high quality, engaging programming at monthly meetings. 2. Provide opportunities for member businesses to make an impact in our footprint. 3. Act as a connectivity center for member businesses by hosting additional events and working to uncover what they are interested in.
Objectives	<ol style="list-style-type: none"> 1. Programs will feature skills development and training, economic growth and community. 2. Create annual programming calendar. 3. Inform our footprint of opportunities and ways to be involved. 4. Connect members with our local elected officials. 5. Monthly survey cards to help connect people and to learn what our member businesses are passionate about and want to achieve from our meetings.