

Red Bank/Signal Mountain 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>	To be an advocate for the growth and development of the Red Bank/Signal Mountain Area by helping to promote the many great qualities of Red Bank/Signal Mountain Areas to potential residents and businesses who want to relocate and invest in the Red Bank/Signal Mountain Areas and create an opportunity for the cities to flourish.
Goal I	Fully Integrate the Red Bank and Signal Mountain communities into one inclusive organization.
<i>Strategies</i>	<ul style="list-style-type: none"> • Elect and maintain a diverse board with officers from both communities • Hold at least 2-3 events on Signal Mountain for the 2018-2019 year • Include and sponsor at least one event in each community for the 2018-2019 year. • Highlight businesses from both areas with the beautification award and business of the month.
Goal II	Attract new businesses to the Red Bank and Signal Mountain areas and promote the existing companies already within the footprint
<i>Strategies</i>	<ul style="list-style-type: none"> • Partner with Co-Lab, INCubator, and other development organizations to demonstrate the attractiveness of our cities as a business destination. • Partner with Chris Gobble and the chamber to demonstrate the internal capabilities we have regarding impacting the regulatory environment for businesses. • Follow through with area beautification awards and business spotlight of the month to draw attention to local businesses and the area in general.
Goal III	Promote education and community efforts in the Red Bank/Signal Mountain footprint
<i>Strategies</i>	<ul style="list-style-type: none"> • Partner with Red Bank and Signal Mountain High School to promote and assist with at least 1 project per year.



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- Maintain our presence in local events within each community such as the Jubilee.
- Demonstrate financial commitment by fundraising and donating to each program in the 2018-2019 calendar year.