

**Southside Council of the Chattanooga Area  
Chamber of Commerce  
2018-2019 Business Plan  
(From the Choo Choo to the Georgia Line and  
Lookout Valley to the Ridge)**

**Our mission:** To champion our member businesses and implement a comprehensive strategy to promote economic growth within our Council's footprint.

**Our vision:** To increase representative Chamber membership within the Southside footprint, to inspire and enable enhanced member engagement, expand community diversity and inclusion in our programming, and to identify and implement strategies to accelerate economic development and revitalization both within our footprint and throughout the region.

**Southside Council = Service Through Building Inclusive Relationships**

**Goal # 1. Re-investing in our Community**

- A. Volunteer hours to include projects such as community clean up, school work days, and non-profit days in all areas of our footprint.
  - 1. Member businesses, including their employees, will donate at least 32 volunteer hours per month, which equates to a total of 384 volunteer hours for the Chamber year.
  - 2. **Recruit an individual**, who is not an officer member of the Board, to assume the responsibility of regularly encouraging the active participation of member businesses in achieving this goal and of monitoring the tracking of hours on a monthly basis. This individual will report to the VP of Economic Development.
  - 3. Recruit volunteers (a minimum of 1 or 2 per event) to participate in middle and high school programs sponsored by the Chamber within the Council's footprint. This will include, but not be limited to, programs such as Get a Job, Reality Check and Career Crunch.
  - 4. Meet with the principals at each of the elementary schools in the Council's footprint to introduce them to the Southside Council, learn about their unique needs to see where the Council can get involved, and to invite them to the Council's meetings and other hosted community events.
  - 5. Coordinate at least 1 volunteer day during each half of the Chamber year at elementary schools in the Council's footprint to help with clean-up, painting, or other improvement projects.
  
- B. Provide financial investment in our footprint communities, to be made possible through fundraising for specific needs/projects, annual and Council meeting sponsorships. These funds will be used to effectively support footprint non-profits and schools and to provide necessary volunteer supplies.
  - 1. At the end of each quarter our Council will donate to a non-profit in our footprint the amount of \$200.00. This amount will be raised, in whole or

in part, during the same quarter through the increase in our Council meeting lunch price (\$10.00 to \$12.00). The recipient of this donation will be identified and approved by the Board during its last meeting of the preceding quarter and will be announced at the Council's first meeting of the quarter during which the selected non-profit will be recognized.

2. Monthly expenditures will be required for necessary supplies for volunteer projects, not to exceed \$150.00 each month (\$1800.00 annually)
3. Provide social media recognition at the same meeting each quarter to the member business that donated the most volunteer hours within the Council's footprint during the previous quarter.

## **Goal #2. Increase Chamber Membership within the Southside Footprint**

- A. Achieve goal of at least 60% renewal rate among current members.
  1. Contact (personal visit/telephone call or email message) a minimum of eight (8) members each month, with particular emphasis on those individuals and businesses that have been members for three (3) years or less.
  2. **Recruit an individual**, who is not an officer member of the Board, to assume the responsibility of monitoring the tracking of member contacts on a monthly basis. This individual will report to the VP of Membership.
  3. Insure appropriate contact person(s) for each member are included in the Council's email list for receipt of ongoing email communication regarding events hosted by the Council.
  4. Regularly invite members to participate in volunteer opportunities, either personally or via email.
  5. Recognize at each monthly Council meeting a member within the Council's footprint as the Council's monthly Business of the Month. This member will be identified and approved by the Board during the Board meeting immediately preceding the announcement of the recognition. An effort will be made to recognize a variety of types of businesses throughout the Council's footprint during the course of the Chamber year.
  6. **Recruit an individual**, to assume the responsibility of identifying and communicating with members who would be an appropriate Business of the Month and who would commit to sending a representative to the Council meeting in which the member would be recognized. This individual will report to the President.
- B. Increase new members during the current Chamber year by a minimum of twelve (12), with a priority on adding diverse members throughout the Council's footprint.
  1. Establish and maintain a visible presence in all areas of the Council's footprint.

- a. Contact (personal visit/telephone call or email message) a minimum of one (1) member prospect within the Council's footprint each month.
  - b. In support of the Chamber's assigned Account Executive, gather information from identified member prospects to help identify how Chamber membership could be most effective for each prospect. The most powerful way to promote interest in and understanding of the value and benefit of Chamber membership is to share how the Chamber has helped you and your business since joining.
  - c. The President will promptly send a "Thanks for Joining Us!" email message to all monthly Council meeting attendees who are not currently members (except guest speakers), copying the Council's VP of Membership, for membership-related questions, and VP of Communication, to insure the individual is added to the Council's email list to receive communications regarding future events hosted by the Council.
  - d. Invite nearby individual and business member prospects to attend ribbon-cuttings in the Council's footprint.
- C. Events - Consistently offer events, including the Council's monthly Council meetings, designed to inform and connect and promote inclusive engagement within the communities in the Council's footprint.
1. Host a community-based event/activity during the first half of the Chamber year, in conjunction with appropriate partner organizations and sponsors, with the objective of highlighting the diverse and unique aspects of the communities and business within the Council's footprint.
  2. Host a job fair during the second half of the Chamber year in conjunction with appropriate partner organizations and sponsors with the purpose of facilitating both summer and other employment opportunities for individuals throughout the Council's footprint.
  3. **Recruit one or more individuals**, who is/are not an officer member of the Board, to assist the VP of Diversity and Inclusion in the planning and successful execution of the above events.
  4. With the exception of the months of July, August and December, host (in partnership with location sponsors and others) a monthly morning networking event within the Council's footprint. To the extent possible, the location and sponsors for these events will be identified and confirmed prior to the end of August 2018.
  5. **Recruit an individual** to assume the responsibility of coordinating the planning and successful execution of these morning events. This individual will report to the President-Elect.
  6. **Recruit one or more individuals** to assume the responsibility of securing a sponsor and arranging catering for each of the Council's monthly Council meetings. This individual will report to the VP of Programs.