



## **ENSURING PROSPERITY**

### **Northeast Tarrant Chamber 2018-2020 Strategic Plan**

#### **Mission**

Promoting economic growth and advocating for Northeast Tarrant County and the businesses we serve.

#### **Vision**

We are the area's premier Chamber of Commerce and a valuable ally for our member organizations, serving as the voice of business and the recognized catalyst of growth and success in Northeast Tarrant County.

#### **Values**

**P:** Passionate – The Northeast Tarrant Chamber is passionate about building our community, helping our schools, and ensuring prosperity for our members success.

**R:** Relationship-Focused – Our Chamber focuses on building positive long-lasting relationships that drive long-term success and enhance quality of life.

**O:** Ownership - Our Chamber is member-driven and takes ownership for following through on commitments and being responsive to our members.

**S:** Service-Oriented – Our Chamber believes in “Servant Leadership” serving the needs of others and seeking “Win-Win Scenarios” for all our community partners.

**P:** Progressive - Our Chamber seeks continuous improvement through self-evaluation and encourages a forward-thinking, innovative environment.

**E:** Empathetic – We work first to understand the perspective and needs of our members.

**R:** Responsible –We are accountable to our membership to fulfill our mission and strive to realize our Chamber vision.



## Goals

- 1. Increase the opportunities for more member connections by increasing new members by 5% per year and strive to reach and maintain a membership level of \$1,000+ members.**
- 2. Exceed industry standards in member retention by demonstrating higher levels of member engagement and value.**
- 3. Grow our community connections by increasing the scope of involvement with our partner cities, schools, non-profits and churches.**
- 4. Continue to improve the Chamber's financial position by meeting annual budgets and further building the Chamber reserve fund that allows the Chamber to operate from a stronger financial position.**

## Strategies per Goal

- 1. Increase the opportunities for more member connections by increasing new members by 5% per year and striving to reach and maintain a membership level of \$1,000+ members.**

Work with *Your Chamber Connection* to hold a BIG MEMBER EVENT in Jan 2018.

Continue to refine and further the reach and effectiveness of the Chamber Social Media effort.

Add more Networking/Educational events.

Target area large businesses with a Large Business Engagement program.

Maintain the Chamber Prospect list and continue to invite prospects to luncheons or other Chamber events.

Research a higher level of membership (marketing package, tiered membership levels)

Periodic mailer to targeted partner city non-member businesses

Launch the Chamber Women's Alliance

Re-Create a Young Professionals Group

Look for more opportunities to host joint events with other groups (i.e. Chambers, Lions Clubs, Women's Clubs, etc.)

- 2. Exceed industry standards in member retention by demonstrating higher levels of member engagement and value.**

Further refine the new Member engagement program

Launch new website and member app

Encourage member engagement in promoting their business offers and events on the Chamber website

Put more member news in the Chamber eBlasts and *In The Know* newsletters

Chamber representative visits or calls all potential member drops before the expiration of their membership

Continue to further existing events by adding new elements and fresh ideas

Maintain and grow the New Member Welcome Committee

Have Diplomats continue to welcome and introduce new members at luncheons

Create industry specific events (i.e. Restaurants, Healthcare, Manufacturing, etc.)

Seat like Industries together at luncheons (help them make more connections by grouping industries together)

Do periodic member surveys



**3. Grow our community connections by increasing the scope of involvement with our partner cities, schools, non-profits and churches.**

Add a major community event with our partner cities and BISD to support the Partners in Education program as well as the Chamber.

Involve Chamber with additional non-profit efforts

Strengthen our *Star-Telegram* and overall media relationships

Do a career/job fair

Support the area Entrepreneurial Ecosystem along with Tarrant County College and create a guiding coalition.

Build more Chamber logo visibility

Create more Church connections & stronger Church member relationships

**4. Continue to improve the Chamber's financial position by meeting annual budgets and further building the Chamber reserve fund that allows the Chamber to operate from a stronger financial position.**

Build the Chamber reserve fund to \$50,000 by 2020

Meet or exceed the Chamber annual budget in the years 2018-2020

Reduce, control and evaluate all expenses periodically

Increase new paid members to 1,000 at some point from 2018-2020

Grow more Underwriting, 1- and 2-Star Sponsors

Move 10 sponsors up an annual level of sponsorship

Create an annual luncheon pass for members

Create a \$150 Member Upgrade Package to increase member visibility package and increase Chamber revenues

Add an annual hiring/career fair

Add a major event with our partner cities and BISD to raise money for the Partners in Education Program and to support the Chamber.

Increase the scope of the May Scholarship Luncheon to make it a bigger event.

Explore ideas to bring in more players to our golf tournament

Revamp the Chamber Annual Business Expo and find the Expo "niche."

Revamp the luncheon exhibitor program and area.

Create materials to promote a current/relevant image and booth at other business events.