



Chambers of Commerce

5-Year Strategy

Regional Prosperity Topic: Chambers of Commerce

Regional Benefits: By working toward achievement of the following strategies, we will help achieve all four goals as listed as the regional economic goals. The efforts of the regional chambers of commerce will result in more effective use of resources, streamlined processes, and more effective outcomes for the business community across the region. Success in these areas will result in stronger chambers of commerce, which allows each chamber of commerce to better fulfill their mission. When chambers of commerce are better able to fulfill their mission, the results are stronger communities through stronger economies. This means, over time, an increase in employment, a decrease in unemployment, a decrease in poverty, and an increase in population.

The specific ways in which chambers of commerce believe they can have an impact on creating a more vibrant include:

- Coordination
- One-stop information centers
- Conveners
- Helping businesses be more successful and vibrant
- Promote each community as a winning team
- Create a positive attitude together across the region
- Create awareness of the value of, and services provided by, chambers of commerce

Strategies:

Community

- 1) develop a strategy to better share each other's events
- 2) create a community calendar of all NEMI events (or a way to share links to each community's calendar)
- 3) develop a survey to help measure perception of the community and businesses in the community so we can begin to explore ways to improve perception

Business Development

- 1) share education resources – if one community is bringing a program, seek partners to share resources to send the same presenter to other communities or explore a transportation option to bring people from around the region to the event
- 2) explore opportunities to further increase entrepreneurial support across the region, by better marketing what is already available and creating new assistance to fill in any gaps in service

Chamber Development (Regional Strategy)

- 1) hold regular (quarterly) meetings of all NEMI Chambers of Commerce
- 2) host an annual event for NEMI Chambers boards to convene

- 3) host an annual event for the NEMI Chambers Ambassador groups to convene
- 4) organize educational opportunities on the B2B website
- 5) develop a web resource for chambers of commerce to share tools, resources, and other information (dues structures, events, speakers/presenters, benefits, new member packet information, ideas to grow membership, structure, etc.)

Other

- 1) Create a dashboard to measure and track all items.

Target Outcomes

Short term:

- Better and more frequent communication between chambers of commerce as they begin meeting quarterly
- Elementary sharing of regional events (possibly through a simply brochure swap or a structured email)

Intermediate:

- Gain a better understanding of perceptions of the region by residents from across the region and use that to create a plan to improve the perception and attitudes of local residents
- All community calendars will be linked to each other online

Long term:

- We will have created a more positive perception and attitude of local residents
- A master calendar of events will have been created
- The boards of directors and volunteers will network regularly, creating a more cohesive business environment and fostering new relationships
- Overall, businesses will have access to better and more programming on a bigger variety of topics
- Chambers of commerce will be the clear one-stop shop for entrepreneurs to find the assistance they need, chambers will act as a referral source for entrepreneurs to find the resources they need
- A web resource will be available for chambers of commerce to use to share ideas and resources in between regular quarterly meetings

How this work might intersect/overlap with other areas:

We expect that this proposal will overlap or be beneficial to the areas of: placemaking, innovation and entrepreneurship, tourism, and economic development. Not only will some of the actions overlap, but some of the people involved will overlap as well.

Chambers of Commerce Regional Strategy Plan of Action

Goal: _____

Things to be Done	Resources Needed	Person to contact	Date to be Started	Date to be Completed
1. master calendar of events	Host space (\$), staff to update or hire someone to develop a system that automatically pulls from all sites	Jackie Krawczak	Immediately – start by linking all pages on sites, then move up to a full website with a calendar of all events	12.31.2016/ongoing
2. web resource for chambers	Host space (\$), staff to dedicate time to adding resources	Jackie Krawczak	01.01.2015	12.31.2015/ongoing
3. survey development, distribution and collection	Hire a survey company to develop a survey, distribute the survey and collect results	Jackie Krawczak	06.01.2015	12.31.2016, plus analysis and planning for next steps
4. develop a system to share educational resources	No resources needed really, just communication. 1/4ly meetings should help	Jackie Krawczak	Immediately	Ongoing
5. explore a transportation option to transport people from one community to another to attend events	Just need to research, then find resources for each specific event to hire the transportation	Jackie Krawczak	As needed for events	Ongoing
6. use this project to explore entrepreneur support, identify gaps, and determine how the chambers can fill those gaps in service to start up businesses	Research time	Jackie Krawczak	Immediately	Ongoing

7. create a schedule of the 1/4ly meetings for a minimum of two years' time; determine who will take the lead on setting up the meetings and sending reminders/invites	Staff time only	Jackie Krawczak	Immediately	Annually ongoing
8. plan a regional event for the directors	Staff time; funding for event	Jackie Krawczak	2015	2015 (and then annually if it goes well)
9. schedule B2B training opportunities	Staff time	Jackie Krawczak or a NEMCOG member	Immediately	End of 2014
<p>Evaluation: How will we measure progress? How will we know if/when we accomplish this goal?</p> <p>One of the steps is to create a dashboard so that we can effectively measure progress. We will know a goal is accomplished when it is done. Most of these are very tangible.</p>				

Last Revision: