

2020 Goals

Chamber Mission

To support our members by **fostering, enhancing, and promoting** a vibrant business environment.

Chamber Vision

To serve as a leader for **supporting** growth and prosperity to the Glencoe area, which may include **advocating** for the advancement of business expansion and community growth.

Chamber Objectives

1. Promote member businesses
2. Foster economic growth and attract tourism
3. Increase member engagement
4. Increase community engagement – connect them with our members
5. Empower members
6. Collaborate with the City and County
7. Expand membership

Chamber Goals

1. Promote member businesses

- a. Continue to grow our presence on social media.
- b. Organize two Local Business Appreciation Days.
- c. Celebrate Small Business Saturday.
- d. Utilize our other channels (web, email, print) to promote our members.

2. Foster economic growth and attract tourism

- a. Create a "Visit Glencoe" webpage.
- b. Sponsor a brochure holder at businesses that includes a few Chamber collateral pieces, as well as pieces from Platinum Sponsors.
- c. Provide Chamber rack cards to our members to be given as resources to new hires.

3. Increase member engagement

- a. Survey members to identify needs/opportunities for outreach
- b. Celebrate our accomplishments
 - i. Create a year-in-review to thank our members and volunteers.
 - ii. Submit more press releases to local papers.
 - iii. Publish articles 1-2 times a month.
- c. Begin sending the Happenings Update through MailChimp

- d. Continue Business after Business meetings.
- e. Work with the Ambassadors to create a goal for visits to our members through the year.
 - i. Continue ribbon cuttings.
- f. Increase engagement with our committees. Ensure we have at least one board member on every committee, so we can get a report back during each month's Board Meeting.
- g. Send out an annual calendar to our members that includes dates and opportunities for them to get involved, as well as the benefits of doing so.
- h. Promote member-to-member deals.

4. Increase community engagement – connect them with our members

- a. Organize a charitable work day called Glencoe Gives Back.
- b. Create a version of the Happenings Update for the community.
- c. Promote our website's calendar to our community so it becomes a resource on the happenings in Glencoe and our surrounding communities.
 - i. Provide businesses with table tents that send folks to our website for our events calendar.
 - ii. Could put the calendar link on our marquis

5. Empower members

- a. Polish available resources for our members and increase opportunities based on survey.
- b. Promote resources to membership
- c. Offer two educational seminars through the year.

6. Collaborate with the City and County

- a. Serve as advocates for the City's endeavor to create a Comprehensive Plan.
- b. Partner with the City on the EDC while Comprehensive Plan efforts are underway.
- c. Support Downtown Revitalization Committee efforts.

7. Expand membership

- a. Send a personalized letter to potential members inviting them to join.
- b. Create a resource packet for new businesses.
- c. Provide complimentary consultations for new members and new businesses.