

Chickasha Chamber of Commerce 2020 Business Plan

Objective: The Chickasha Chamber of Commerce will attract, grow, and retain an engaged membership.

Goals:

1. To increase Chamber membership by 30 new members before December 31, 2020.
2. To obtain an 85% retention rate by December 31, 2020.
3. To continue at least one free networking event per month.
4. To increase active Ambassadors to 20 by December 31, 2020.

Objective: The Chickasha Chamber of Commerce will build awareness to enhance the visibility of Chamber services and value to its members and the community.

Goals:

1. To create a campaign to market the Chamber and benefits to members by end of first quarter 2020.
2. To create monthly videos highlighting Chamber members to be shared on social media and featured on Chamber website by end of January 2020.
3. To enhance the e-newsletter to feature new Chamber members and feature stories on long term members by the end of first quarter 2020.
4. To partner with local media outlets to create a bi-monthly column and/or radio show highlighting upcoming Chamber events and featuring Chamber members by end of first quarter 2020.

Objective: The Chickasha Chamber of Commerce will be a catalyst for economic development and redevelopment to foster a vibrant Chickasha business community.

Goals:

1. To increase Buy Chickasha merchants to 25 participants by September 2020.
2. To sponsor education events for business owners and merchants at least once a quarter by March 2020.
3. To increase Manufacturing Luncheon to 70 attendees by October 2020.
4. To create member to member incentive program by second quarter 2020.
5. To update the Chamber Guide by end of February 2020 and distribute to all hotels, restaurants, and community events throughout 2020.
6. To implement a coupon book or brochure to distribute at Grady County Fairgrounds, Sports Complex and community events by May 2020.

Objective: The Chickasha Chamber of Commerce will play a leadership role in enhancing quality of life by providing and supporting diverse community events and programs.

Goals:

1. To recreate a Chamber Young Professional group, hosting a quarterly networking happy hour by end of March 2020.
2. To maintain quarterly attendance at Successful Women Breakfast of at least 75 attendees per event.
3. To create an internship matching program with USAO students and Chamber members by Fall semester 2020.
4. To partner with CVTech Mentor Match Program matching students with Chamber members by Fall of 2020.
5. To partner with Chickasha High School Career Day to promote Chamber members to be in attendance by September 2020.
6. To secure funds and resources to add one new attraction to Chickasha Festival of Light by September 2020.
7. To create and implement “Chickasha’s Day of Service” by third quarter 2020.

Objective: The Chickasha Chamber of Commerce will advocate for public policy priorities at the local, state and federal levels to support the Chickasha business environment and the Chamber’s mission.

Goals:

1. To enhance the Legislative Committee of Chamber Members to build legislative agenda for federal, state, and area legislative issues that affect the business environment by July 2020.
2. To plan and host legislative events with all State and Federal Reps by end of 2020.
3. To plan and host State of the City and State of Education by end of third quarter 2020.
4. To organize a Day at the Capitol with Chamber Board, Leadership Chickasha and Chamber members by May 2020.
5. To hold a public forum for City elections by March 2020.