

Chickasha Chamber of Commerce 2021 Business Plan

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

Goals:

1. To increase Chamber membership by 25 new members before December 31, 2021.
2. To obtain an 85% retention rate by December 31, 2021.
3. Starting in May 2021, resume at least one free networking event per month.
4. To increase active Ambassadors to 20 by December 31, 2021.

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 rebrand and release a new logo by April 2021.
2. To replace building signage with new logo by December 31, 2021.
3. To highlight every Chamber member on social media by December 31, 2021.
4. To partner with Mollman Media to create a radio segment highlighting upcoming Chamber events and featuring Chamber members by end of first quarter 2021.
5. To build out profiles on free platforms such as travelok.com, yelp, google, linkedin, etc. by March 31, 2021.

Objective: The Chickasha Chamber of Commerce will be a catalyst for economic development by promoting shopping local to foster a vibrant Chickasha business community.

Goals:

1. To enhance shop local initiatives by holding at least three shop local promotions (#shopchickasha, Christmas in July, Buy Chickasha) by December 31, 2021.
2. To sponsor education events for business owners and merchants at least once a quarter starting second quarter 2021.
3. To create member to member incentive program by third quarter 2021.
4. To partner with the Economic Development Council to launch a Visit Chickasha app and promote to Chickasha residents and visitors by September 2021.

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 revamp Leadership Chickasha by forming a committee to launch new program in September of 2021.
2. To host Chamber Young Professional quarterly networking happy hour starting Q2 2021.
3. To resume quarterly Successful Women Breakfasts starting in Q2 of 2021.
4. To create an internship matching program with USAO students and Chamber members by Fall semester 2021.
5. To partner with CVTech Mentor Match Program matching students with Chamber members by Fall of 2021.
6. To partner with Chickasha High School Career Day to promote Chamber members to be in attendance by September 2021.
7. To double participation in Love Where You Live Volunteer Day in 2021.

Objective: The Chickasha Chamber of Commerce will advocate for Chamber Member businesses at the local, state and federal levels to support the Chickasha business environment and the Chamber's mission.

Goals:

1. Create a Legislative Committee of Chamber Members to build legislative agenda for federal, state, and area legislative issues that affect the business environment by March 2021.
2. To plan and host legislative events with all State and Federal Reps by end of 2021.
3. To plan and host State of the City and State of Education by end of third quarter 2021.