

# WHEATFIELD CHAMBER OF COMMERCE

## 2022 BUSINESS PLAN

### *Chamber's Mission:*

*To assist in building a strong economy by nurturing business, addressing business needs and developing a business environment that is attractive and stable.*

### Business Development & Support Group

- Visit local businesses
- Host 1<sup>st</sup> Annual Wheatfield Business Block Party
- Develop and coordinate a minimum of three information seminars (Chamber Go & Grow) on topics of interest to local businesses
- Develop, conduct and present results of Business Climate Survey to gauge what Wheatfield businesses think the climate will look like for the coming year
- Discuss and reintroduce annual member fees based on a tier scale
- Coordinate ribbon cutting events for Wheatfield businesses
- Invite home-based business to join the Chamber
- Form a committee to prepare and plan for the 2022 Sandhill Crane Festival
- Host quarterly roundtable meetings for members

### Communications Group

- Create and distribute the Chamber's monthly newsletter
- Promote Chamber members and events through Social Media
- Create and distribute the Who's Who of Wheatfield annual membership directory
- Continue developing and promoting the usefulness of the Chamber website
- Create press releases on Chamber programs and events for local media
- Increase media contact relationships

### Community & Workforce Development Group

- Develop a workforce development program for 11<sup>th</sup> grade students
- Investigate developing a "career readiness" workbook or students
- Identify countywide resources and leadership with whom to collaborate on key issues regarding quality of life issues (education, healthcare, recreation, arts, beautification, retails, etc.) that help make Wheatfield an even better place to live and do business
- Actively pursue collaborative efforts with all business and community organizations in Wheatfield

Finance & Administration Group

- Develop annual budget for Chamber’s operations
- Manage daily operations
- Maintain financial records
- Prepare changes to Bylaws
- Plan and coordinate annual membership meeting
- Coordinate nominations process for Chamber leadership roles
- Investigate possible collaborative partnerships with Jasper County chambers

Membership & Marketing Group

- Recruit new members
- Plan and host Membership Luncheon Program
- Coordinate ribbon cuttings and ground-breakings for are businesses
- Update and maintain accurate records in membership database
- Coordinate on-going membership retention program
- Hold Business After Hours networking program
- Explore new/additional business networking opportunities for Chamber members
- Investigate additional member-only benefits
- Investigate tiered membership level program
- Investigate non-dues programs and events

**WHEATFIELD DEMOGRAPHICS**

<b>2019 Population</b>	<b>2019 Median Age</b>	<b>2019 Poverty Rate</b>
928	28.9	10.5%
2.52% 1-Year Decline	11.1% 1-Year Decrease	26.2% 1-Year Increase

<b>2019 Median Household Income</b>	<b>2019 Median Property Value</b>	<b>2019 Employed Population</b>
\$45,526	\$115,700	384
\$0.949 1-Year Decline	4.61% 1-Year Growth	3.27% 1-Year Decline

## 2022 STRATEGIC PLAN

- Deliver Value to Our Members by providing quality benefits tailored to members' needs to grow and retain membership:
  - Align programming with the needs of our members
  - Cultivate business and civic leaders to reflect our community
  - Provide educational and networking opportunities that give our members the tools they need to be successful
  
- Advance Community Excellence by taking a leadership role with key stakeholders in advancing business and community profiles:
  - Facilitate an effective advocacy platform
  - Promote sound public policy
  - Be the information hub between businesses and the broader community
  
- Maintain Organizational Relevance by meeting the needs of our members and the Wheatfield community
  - Provide exceptional service to our members
  - Provide an environment of bold leadership, positive change, energy and excitement to better serve our community and business leaders

### Priorities & Areas of Focus

- Small Business: Provide educational programs, peer support, recognition and various networking opportunities
- Next Generation of Leaders: Attract and retain young professionals to the Wheatfield area
- Networking Opportunities: Give members unparalleled opportunities to develop business relationships and friendships
- Community Outreach and Membership Development: Serve as a catalyst for addressing the critical issues facing our members and community