

Tecumseh Area Chamber of Commerce Strategic Plan

<p>Mission: Promote and enhance professional members interests and to increase general welfare and prosperity of the Tecumseh area.</p>				
<p>Vision: The Tecumseh Area Chamber of Commerce is known as the first resource for local business.</p>				
<p>Strategies for 2019-2021</p>				
<p>Cultivate a Culture of Entrepreneurship</p>	<p>Convene a Resourceful Network of Influencers</p>	<p>Ensure Members Receive Clear Communication</p>	<p>Collaborate to Improve Access to Talent</p>	<p>Connect Businesses with Resources to Make them Prosperous</p>
<ul style="list-style-type: none"> • Create a toolbox used by Launch Lenawee • Offer a membership level for start-ups • Join efforts with the city to increase Farmer’s Market capacity 	<ul style="list-style-type: none"> • Work with economic development to participate in business retention visits • Build an ambassador program to engage more volunteers • Partner with area businesses for valuable networking events • Create a marketing hub exclusive to influencer members 	<ul style="list-style-type: none"> • Target ROI for members to increase value • Develop a social media strategy to engage members • Grow communication value of Tecumseh Tributes • Engage local media to amplify the chamber story 	<ul style="list-style-type: none"> • Collaborate with the education community to address workforce development • Create a mentorship programming to develop next generation business leaders and owners 	<ul style="list-style-type: none"> • Offer a shared tool box of marketing resources for small business • Strengthen educational programming and seminars for small business • Offer leadership groups for shared discussion and best practices
<p>Target Goals:</p> <ul style="list-style-type: none"> • Recruit two new startup members • Farmer’s Market is 100% full by 2021 • Chamber is supporting Launch Lenawee 	<p>Target Goals:</p> <ul style="list-style-type: none"> • Participate with ALIGN, Lenawee Now and the 100 Business Buy-In • Double the number of chamber ambassadors • 50 attendees at networking events • Recruit 10 next generation influencers to create programs 	<p>Target Goals:</p> <ul style="list-style-type: none"> • Survey members on perceived value • Increase email readership, opens and clicks • Recruit members to participate in advertising programs 	<p>Target Goals:</p> <ul style="list-style-type: none"> • Recruit 10 next generation members for mentorship • Partner with Michigan Works! To offer collaboration opportunities 	<p>Target Goals:</p> <ul style="list-style-type: none"> • \$10,000 in revenue over 3 years attributed to small business programming • Average 20 attendees per seminar program