

Brunswick Area Chamber of Commerce 2010 Business Goals

2010 Business Plan

Strategic goal: Create and maintain a well rounded benefits package for all chamber members



Create a structured research and oversight committee including an insurance agent, medical professional, smaller business owners and 2 other individuals by Feb 2010



Increase membership benefit package value to twice membership dues and communicate new value to current and futures members by Dec 2010

Strategic goal: Speak knowledgeably for and to the business community on state, federal and local issue through business advocacy



Create a structured committee of 7 business or more including a legal representative that are interested in state, federal and local political issues by June 2010



Development a public policy procedure to handle all local, state and federal issues by August 2010

Strategic goal: Create a stronger business community through membership growth and retention



Delegate Ambassadors committee into retention and expansion teams to increase amount of members contacted by March 2010



Achieve a net membership of 260 by Dec 2010

2010 Business Plan

Strategic goal: Maintain financial viability beyond membership through **fundraising**



Create an executive fundraising committee to meet twice per year to maintain annual fundraising amounts by Jan 2010



Maintain existing fundraisers to raise \$30,000 net by Dec 31, 2010

Strategic goal: Provide continuous communication, visibility and awareness about the benefits of the Chamber through marketing and branding



Development sponsorship standards for business after business events and increasing exposure through print media and display at events by March 2010



Create a marketing committee to meet quarterly to review and adjust marketing plan



Create and launch comprehensive marketing plan for the Chamber community branding initiative by June 2010



Increase presence in the Brunswick Area community media outlets (Sun, Gazette, and Mimi's, Post, social media and BATV, Image book and Plain Dealer) to 30 articles by December 2010.