

2019 – 2021 Strategic Plan

Advance Community Excellence

Serve as a catalyst in a community of excellence.

Objective #A: Align the community and business.

- *Strategy 1: Foster collaboration between community segments.*
- *Strategy 2: Connect community to business.*

Objective #B: The next generation of leaders for Georgetown.

- *Strategy 1: Create a pipeline of leaders.*
- *Strategy 2: Influence leadership in action.*

Be THE Voice of Business

Promote the economic vitality of the business community.

Objective #A: Informed business community

- *Strategy 1: Serve as a public policy clearinghouse.*
- *Strategy 2: Foster key stakeholder dialogue.*
- *Strategy 3: Communicate information to the business community.*

Objective #B: Business-friendly environment.

- *Strategy 1: Foster relationships with key public leaders.*
- *Strategy 2: Know what keeps employers “up at night.”*
- *Strategy 3: Advocate for pro-business positions.*

Objective #C: Sustainable business infrastructure.

- *Strategy 1: Partner to attract, train and retain a skilled workforce.*
- *Strategy 2: Collaborate to develop a thriving Georgetown business eco system*

Create Member Value

Be the resource of business.

Objective #A: Benefits align with member needs and interests.

- *Strategy 1: Offer targeted benefits for a diverse membership.*
- *Strategy 2: Employ multi-channel delivery to enhance engagement.*
- *Strategy 3: Deliver dynamic programming.*

Objective #B: Conduit to business success.

- *Strategy 1: Create B2B connections.*
- *Strategy 2: Disseminate relevant information.*
- *Strategy 3: Develop Circles of Influence.*



OUR VISION: A Chamber of Excellence committed to economic development, education, healthcare and public safety.

OUR MISSION: To facilitate economic success for our community through advocacy, education and collaboration.

MAKING BUSINESS AS SIMPLE AS ABC

PRIORITY AREA: ADVANCE COMMUNITY EXCELLENCE

Serve as a catalyst in a community of excellence.

Objective A: Align the community and business.

- **Strategy 1:** Foster collaboration between community segments.

Tactics

- Meet and dialogue with our community partners to establish and improve opportunities for cooperation and collaboration
- Assign Chamber leadership to be engaged in the activities of community partners
- Promote public awareness of Chamber's strategic direction
- Leverage other Chambers to improve our reach in the region

- **Strategy 2:** Connect community to businesses.

Tactics

- Inform the community about Chamber member services through web and printed directory
- Utilize GeorgetownChamber.org to reach a broader audience and keep our growing community connected
- Maintain a list of subject matter experts for community programs

Objective B: Develop leaders for Georgetown.

- **Strategy 1:** Create a pipeline of leaders.

Tactics

- Maintain high caliber programs in leadership development
- Create a Leadership Georgetown Alumni program
- Offer programs in management, supervision, and company leadership to support upward advancement
- Provide opportunities for succession planning among Georgetown businesses
- Equip business leaders for community leadership

- **Strategy 2:** Promote opportunities for knowledge sharing.

Tactics

- Encourage collaborative space for businesses in Georgetown that fosters ideas, resources and access
- Provide forums for meaningful discussions among compatible businesses
- Develop a small business mentor program
- Host Past Chairs reception to introduce former leadership to new leadership while keeping them informed of Chamber activities

PRIORITY AREA: BE THE VOICE OF BUSINESS

Promote the economic vitality of the business community.

Objective A: Informed business community.

- **Strategy 1:** *Serve as a public policy clearinghouse.*

Tactics

- *Develop procedures for monitoring legislation and local issues that could impact business*
- *Monitor legislation and policy discussions to ensure that the interest of business and their growth are protected*
- *Maintain memberships and active roles in state and national organizations*
- *Research if a staff position should be created to oversee the efforts of a governmental affairs program*

- **Strategy 2:** *Foster key stakeholder dialogue.*

Tactics

- *Identify list of stakeholders that is updated annually*
- *Conduct one on one meetings annually with each stakeholder*
- *Provide opportunities for stakeholders to connect with Chamber leadership.*

- **Strategy 3:** *Communicate information to the business community.*

Tactics

- *Provide reports on the state of the city, schools and county at various annual meetings*
- *Develop an annual event centered on local policy*
- *Educate members on issues impacting their business*
- *Annually produce a document that states the Chambers policy positions.*

Objective B: Business-friendly environment.

- **Strategy 1:** *Foster relationships with key public leaders.*

Tactics

- *Maintain a database of elected officials to communicate relevant information*
- *Conduct annual trip dialogue with legislators*
- *Continue to engage public leaders as speakers for Chamber events*
- *Publicly recognize the efforts of different agencies*
- *Create opportunities for businesses to meet elected officials*

- **Strategy 2:** *Know what keeps employers “up at night.”*

Tactics

- *Survey all members to understand the challenges of their business*
- *Create a plan to have annual dialogue with all ally members*
- *Communicate any concerns with Governmental Affairs committee and governmental partners*

- **Strategy 3:** Advocate for pro-business positions.

Tactics

- Provide information about candidates and their beliefs on prevalent business topics
- Lead efforts in the State of Texas to oppose any legislation that would harm Georgetown's 100% renewable energy

Objective C: Sustainable business infrastructure.

- **Strategy 1:** Partner to attract, train and retain a skilled workforce.

Tactics

- Extend industry cluster groups to other segments*
- Develop pathways to showcase career opportunities within Georgetown
- Communicate workforce skills shortages and identify training needs

- **Strategy 2:** Collaborate to develop a thriving Georgetown business eco system.

Tactics

- Partner with the Georgetown Economic Development for business retention visits*
- Support the improvement and expansion of infrastructure (roads and utilities)
- Focus on programs that increase job creation with businesses
- Develop a plan to utilize the Chamber's Economic Development funds
- Identify a benchmark city and execute a trip for chamber leaders to learn about their chamber and community development best practices

PRIORITY AREA: CREATE VALUE TO MEMBERS

Be the resource for business.

Objective A: Benefits align with member needs and interests.

- **Strategy 1:** Offer targeted benefits for a diverse membership.

Tactics

- Understand why members join, renew and drop their membership
- Create a membership tiered system not based on total employees
- Review membership benefits annually to ensure member expectations are met

- **Strategy 2:** Employ multi-channel delivery to enhance engagement.

Tactics

- Assess means of communication to connect with other members and community at large
- Create a system that connects Chamber leadership with each member annually
- Collect and use testimonials from members on the value of Chamber benefits
- Leverage and refresh our website and social media to provide higher level of visibility for members online
- Increase awareness of Chamber and its membership benefits through active marketing initiative
- Provide a system that allows targeted communication to specific groups and is based on members preference and abilities

- **Strategy:** *Deliver dynamic programing.*

Tactics

- *Survey members on how well programs meet their expectation while reviewing strengths and weaknesses of each event*
- *Tailor program topics to meet the interest of the members*
- *Create new events as needed that are relevant to the market*
- *Provide high quality training that benefits all sectors of the business community.*

Objective B: Conduit to business success.

- **Strategy 1:** *Create B2B connections.*

Tactics

- *Facilitate opportunities that highlight and increase exposure for member businesses.*
- *Educate members on how to leverage their expertise with other members and the community*

- **Strategy 2:** *Disseminate relevant information.*

Tactics

- *Develop a local "Guide to Doing Business" document available in print and online**
- *Provide various platforms of delivering pertinent content to each business sector.*

- **Strategy 3:** *Develop Circles of Influence.*

Tactics

- *Maintain a listing of leaders of large employers and ally members*
- *Understand the needs of specific business demographic groups*
- *Promote the Young Professionals of Georgetown*