

The Baldwin City Chamber of Commerce provides leadership, promotes and influences economic vitality, and enhances quality of life to benefit the community.

2018-2019 STRATEGIC PRIORITIES

IDENTIFY AND SECURE REVENUE STREAMS TO BUILD SUSTAIN ORGANIZATIONAL CAPACITY

1. Retention of existing Community Leaders and recruitment of one new community leader/board member during 2019 membership campaign by

- Communicate and visit with community leaders and follow-through with membership benefits
- Developing a cultivation and recruitment strategy
- Active membership recruitment by board members

2. Expand signature Chamber revenue-generating events by

- Identifying key “signature” events
- Create event committees working with Chamber members and community organizations

3. Research and develop sponsorships by

- Identifying opportunities for sponsorships

MEMBERSHIP

1. Assess needs of Chamber members by:

- conducting membership survey
- conducting social media polls
- conducting business site visits

2. Recruit new Chamber members by:

- developing a business inventory
- creating a membership campaign

3. Retain Chamber membership by

- board and staff building relationships with members through participation at Chamber events
- facilitating communication channels (see below)
- interacting with Chamber members on a regular basis

4. Communicate with Chamber members by:

- sending out weekly e-blasts and advertising upcoming Chamber events
- redesign and update Chamber website and create relevant content
- implementing Chamber Ambassador Committee & Young Professionals

5. Provide services to Chamber members by:

- planning and implementing educational workshops
- arranging speakers at monthly luncheons and other Chamber events
- hosting events for Chamber member networking
- producing “member spotlights”

- create a relevant website for member resources and business promotion

CREATE ECONOMIC VITALITY

1. Assist in enhancing existing businesses (business retention and growth) by:

- implementing Chamber Connect
- communicating the availability of services available to Chamber members
- utilizing the E-Community program to assist businesses
- utilizing Kansas Small Business Development Center
- providing coaching to community businesses
- organizing educational workshops on business-related topics
- developing a Baldwin City leadership program
- creating online resources through Chamber website
- participating in downtown vitality efforts

2. Collaborate with tourism partners to promote Baldwin City attractions and events with a goal to support our business community by

- participating in Tourism Bureau meetings and providing tourism infrastructure
- assess the scope and role of the Chamber in tourism by
 - o research tourism infrastructure best practices in small communities
 - o facilitate discussions with city administration and tourism leaders

3. Develop workforce connections between USD 348 and local businesses

- Plan and implement a local workforce program in partnership with USD 348
- Participate in Network Kansas Youth Entrepreneurship Challenge

4. Leverage opportunities with Baker University by

- participating in Baker Leadership Summits with Baker University, USD 348, City of Baldwin City and Economic Development Corporation
- partnering in the development of the Leadership and Entrepreneurial Center and business incubator
- collaborating with Baker Office of Student Affairs to develop downtown community events that integrates with Baker student events
- leveraging student involvement in the Chamber through Baker internships and Baker classes

5. Facilitate discussions among community leaders regarding economic development

- Including follow through with community visioning and priority areas of local business growth and community vitality including Baldwin City communications, Ottawa-Baldwin City Rails & Trails Project

STRENGTHEN INFRASTRUCTURE

1. Implement Strategic Planning Session

2. Review Chamber Bylaws and define Chamber Board roles annually

3 Seek federal nonprofit 501 c designation

4 Identify professional development opportunities for board members and staff