

**2019-2020 Business Plan  
Convene, Champion, Catalyst**

<b>GOAL #1 Grow and Retain Membership/Investor Base (Convene)</b>					
<b>2019-2020 Objectives</b>	<b>Tactic</b>	<b>Assigned To</b>	<b>Budget</b>	<b>Timeline</b>	<b>Completion Date/Progress</b>
Increase Membership/Investors by 144 Gross	Develop Investor Campaign With Join/Belong Incentives	All	\$1,360	Full Year	June 30, 2020
Retain 87% of Membership Accounts	Enhance membership products, programs and services	Marketing Committee/Staff		Full Year	

<b>GOAL #2 – Engage and Educate Investors Through Targeted Programs (Champion)</b>					
<b>2019-2020 Objectives</b>	<b>Tactic</b>	<b>Assigned To</b>	<b>Budget</b>	<b>Timeli ne</b>	<b>Completion Date/Progress</b>
Implement Meaningful Training/Connection Program for Membership in General and Industry Specific Groups in a Collaborative Effort with Regional Stakeholders	Research, Develop, Implement Programs	Marketing Committee/Staff	Manpower + speaker fees (unbudgeted, offset with sponsorships)	Full Year	June 30, 2020

<b>GOAL #3 – Create and Implement Marketing Opportunities (Catalyst)</b>					
<b>2017-2018 Objectives</b>	<b>Tactic</b>	<b>Assigned To</b>	<b>Budget</b>	<b>Timeline</b>	<b>Completion Date/Progress</b>
Redevelop Campaigns to Provide Efficient/Professional Chamber Message to Membership and Community	Study Best Practices, Develop/Realign Products, Implement	Marketing Committee/Staff		Full Year	June 30, 2020

