

**2020-2021 Business Plan  
Convene, Champion, Catalyst**

<b>GOAL #1 Grow and Retain Membership/Investor Base (Convene)</b>					
<b>2020-2021 Objectives</b>	<b>Tactic</b>	<b>Assigned To</b>	<b>Budget</b>	<b>Timeline</b>	<b>Completion Date/Progress</b>
Increase Membership/Investors by 90 Gross	Re-Develop Investor Campaign With Join/Belong Incentives	All – Niki/Lead	\$700	5 per month July and Aug, 8 per month Sept-June	June 30, 2021
Retain 87% of Membership Accounts	Enhance membership products, programs and services; continue the #havasuchamberstrong program	All		Full Year	June 30, 2021

<b>GOAL #2 – Engage and Educate Investors Through Targeted Programs (Champion)</b>					
<b>2020-2021 Objectives</b>	<b>Tactic</b>	<b>Assigned To</b>	<b>Budget</b>	<b>Timeli ne</b>	<b>Completion Date/Progress</b>
Develop program opportunity(ies) to train workforce	Research, Develop, Implement Programs using Talent Pipeline Management, and existing methods and organizations.	All		Full Year	June 30, 2021

<b>GOAL #3 – Grown Public Policy Program (Catalyst)</b>					
<b>2020-2021 Objectives</b>	<b>Tactic</b>	<b>Assigned To</b>	<b>Budget</b>	<b>Timeline</b>	<b>Completion Date/Progress</b>
Grow PAC and work with Government Committee to enhance public policy program as value added investor benefit.	Research/brainstorm issues of importance to chamber members.	G-Committee PAC Board		Full Year	June 30, 2021