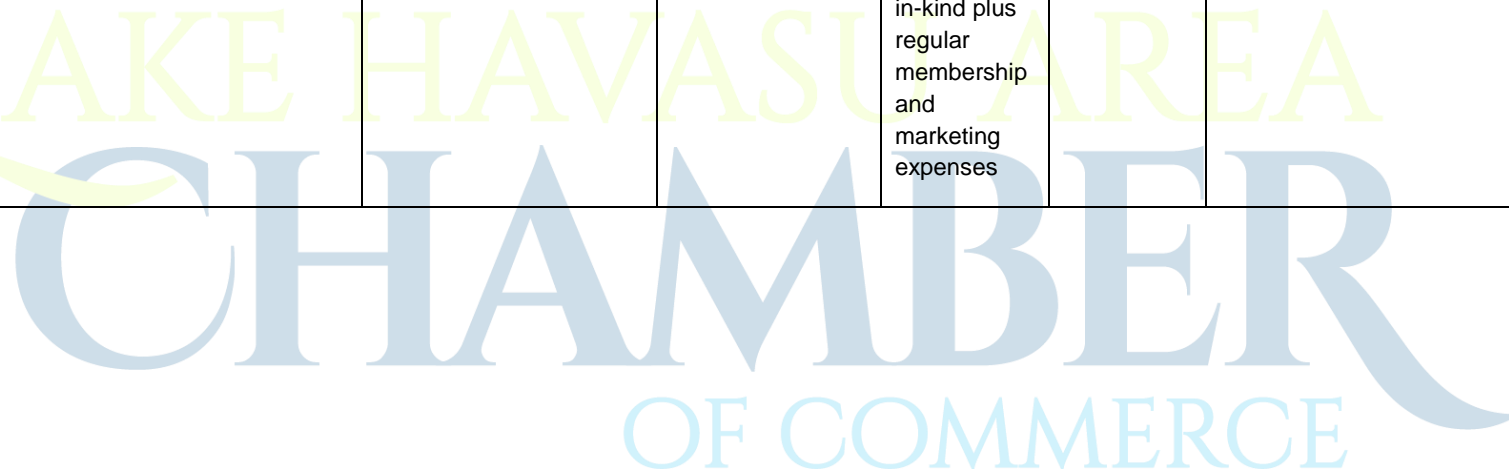


2021-2022 Business Plan

Convener, Champion, Catalyst, Caring

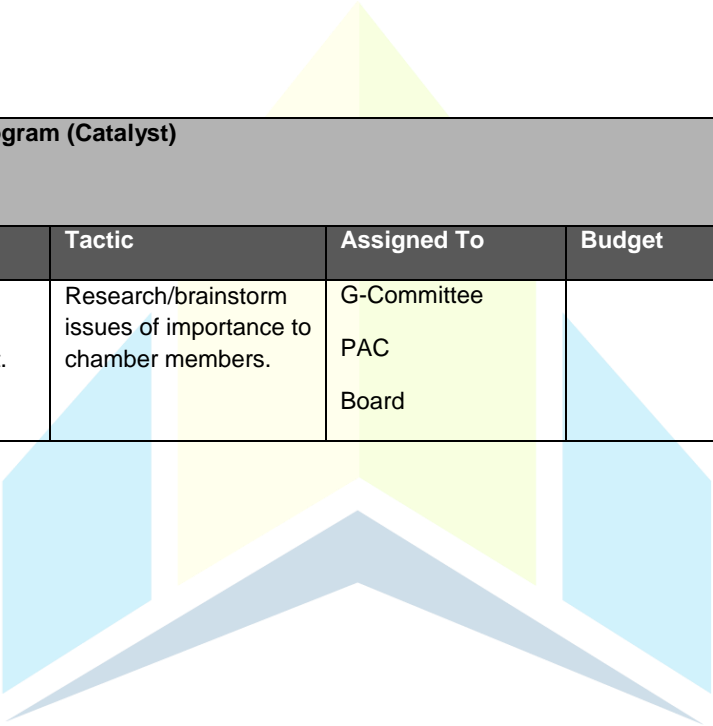
GOAL #1 Grow and Retain Membership/Investor Base (Convene)					
2021-20212 Objectives	Strategy	Assigned To	Budget	Timeline	Completion Date/Progress
<p>Increase New Classic Membership/Investors by 96 Gross over 20-21 final membership count with a financial goal of \$32,160 for the fiscal year.</p> <p>Increase new Chairman's Circle (tiered dues) member-investors with a financial goal of \$3,000 for the fiscal year.</p>	<p>Support Staff with Membership Leads; Provide programs, products and services that appeal to all demographics.</p>	<p>All – Niki/Lead</p>	<p>Manpower hours of staff and volunteers, in-kind plus regular membership and marketing expenses</p>	<p>New classic members = 8 at \$335 each month</p>	<p>June 30, 2022</p>
<p>Retain 85% of Membership Accounts (based on average of western states – WACE survey)</p>	<p>Enhance membership products, programs and services.</p>	<p>All</p>	<p>Manpower hours of staff and volunteers, in-kind plus regular membership and marketing expenses</p>	<p>Full Year</p>	<p>June 30, 2021</p>



GOAL #2 – Engage All Generational Groups (Convene, Champion, Catalyst)

2021-2022 Objectives	Strategy	Assigned To	Budget	Timeline	Completion Date/Progress
Grow Chamber Investor-Membership and participation by appealing to all generation, culture and other relevant demographics and cure the lack of perceived value	Enhance relationships and partnerships with area media and marketing organizations.	Board representatives and Staff to create partnerships, develop relationships and partnerships. Form small groups when needed	All unknown at this time, unbudgeted	Ongoing	Perpetual
	Develop contacts within member businesses and organizations to include all staff and employees in chamber programs and communication	" "			
	Collaborate with volunteers and media professionals to better tell our story	" "			
	Convene think tank/focus group of young professionals (Young and Industrious) to provide input	Niki Nickle/Amanda Mehaffey		Q1-Q2	January 1, 2022
	Continue staff goals to improve website resources (video, podcasts, etc.).	Staff		Staff	Schedule, Implementation by Sept. 1

GOAL #3 – Grow Public Policy Program (Catalyst)					
2021-2022 Objectives	Tactic	Assigned To	Budget	Timeline	Completion Date/Progress
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	Perpetual



LAKE HAVASU AREA
CHAMBER
OF COMMERCE