

2022



BARREN INC.
ACTION PLAN

MEMBERSHIP

Objective Provide full and increasing value to current and future Chamber members that results in high retention and recruitment.

1

Promote the benefits, economic development, and workforce activities of the chamber to increase the attractiveness of Chamber investment in Barren County.

2

Formalize the membership retention process to ensure that all members have direct communication with a staff.

3

Refine messaging of the Chamber's value proposition to include direct business support, professional development resources, networking, marketing and promotional opportunities and business advocacy.

OUTCOMES

1

Increase market penetration rate by 5% through the recruitment of 100 new Chamber members.

2

Retain membership at higher than the national average of 85%.



PROGRAMS & EVENTS

Objective

Offer a variety of networking and educational programming that provides opportunities for business exposure and leads to business growth for our members.

1

Review existing programs for relevancy and financial sustainability. Take appropriate action to update, restructure or discontinue programs based on full analysis.

2

Develop & implement a structured schedule of programs and events for Chamber networking, business education and member recognition.

3

Develop an annual sponsorship and marketing guide that is easy to navigate and leverage opportunities for budgets of all sizes.

OUTCOMES

1

Increase participation and attendance at events.

2

Increase non-dues revenue through event sponsorships, ticket sales and marketing opportunities.



COMMUNICATIONS

Objective

To inform, educate and communicate with our members effectively and efficiently important and relevant information.

1

Initiate the new Chamber CRM (MemberClicks) to maintain all membership information including current members and prospects, board of directors, committees, and volunteers.

2

Provide tools and resources that make it easy for two-way communication between the Chamber and its members through the new website including member updates, event registrations, bill pay and direct email.

3

Efficiently provide professional, relevant, and timely communications that bring value to the membership through the development of a communications plan.



BUSINESS RETENTION & EXPANSION

Objective Retain and expand existing targeted businesses using a proactive business retention model.

1

Visit 30+ (100%) targeted industries and conduct business retention and expansion survey to identify common needs, potential expansion projects and critical issues.

2

Provide expertise, support, and resources to existing businesses as they assess expansion opportunities including sites & buildings, financial resources and incentives and infrastructure that result in new capital investment and job creation.

3

Engage and provide regular communication on the resources, programs, and services available to grow targeted businesses and key sectors through marketing and communications plan.

4

Coordinate bi-monthly meetings of the Plant Managers to discuss common issues and challenges.



BUSINESS ATTRACTION

Objective

Grow targeted sector jobs & investment through the implementation of cluster strategies focused on: Advanced Manufacturing; Plastics; Food Manufacturing, Agriculture and Technology Based Companies.

1

Using pipeline management and aggressive engagement strategies convert marketing leads to qualified projects.

2

Maintain up-to-date marketing materials including but not limited to: Website, marketing slicks for targeted industries, property slicks.

3

Continue to grow marketing funnel of potential companies through list, lead generation software and then conduct project lead outreach per marketing plan.

4

Quarterly communication of recent announcements, development, and available properties to site selection consultants with an anticipated open rate of 25% (compared to 19.96% national average for consulting).

5

Participate in recruitment activities such as targeted marketing missions, tradeshow, and consultant events.



PROPERTY DEVELOPMENT

Objective Maintain a variety of sites and building that meet the needs for business expansion and locations in Barren County.

1

Keep current and identify potential sites and existing buildings for consideration and further development and economic opportunity.

2

Continue property development activities that ensure competitiveness and infrastructure capacity to meet the needs of targeted sector businesses including greenspace, Build Ready Certified sites, speculative buildings.

3

Seek grant/low-cost funding for property development activities for the new industrial park.

4

Develop relationship with commercial real estate brokers and developers to increase database of available properties.



OPERATIONS

Objective To be an efficient, transparent, and accountable operation, that is an example for other chamber and economic development organizations across the state and nationwide.

1 Maintain the appropriate policies and procedures to be a sound, ethical and efficient organization.

2 Maintain contact management systems that track chamber and economic development activities, provides dashboards for accountability, and creates reports.

3 Ensure that all staff have the technology and resources necessary to complete their tasks professionally and efficiently.

4 Create an Ad-Hoc committee that will create a recommendation for future office location, committee will review potential location options, identify costs of relocation, and provide a plan to achieve the recommendation.

