

**NON
PRO**



**BARREN INC.
ACTION PLAN**

MEMBER INVESTMENT

- 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 programing 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, tradeshows, 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.

