

SALINA AREA CHAMBER OF COMMERCE
2009 PROGRAM OF WORK

Top Organizational Objectives for 2009

- ✓ Continue and enhance current economic development efforts by continuing to implement the Salina Economic Development Strategic Plan
- ✓ Create a communications task force to recommend strategies related to:
 - The content of newsletters and other communications to ensure we are providing information to members and the broader community
 - New strategies to enhance communication with members, tourism prospects and the broader community
 - Working with local media to improve the message and delivery about the chamber and Salina
- ✓ Conduct an Inter-City Visit in the fall 2009, with planning starting in early 2009.
- ✓ Assist in helping Salina businesses meet their workforce needs
- ✓ Continue aggressive approach and outreach to book new significant meetings and events, including a program to engage members in the process
 - Aggressively market the Salina area as a motorcoach and group destination, capitalizing on partnerships with other Kansas communities
 - Continue to target sports and special events to make Salina a destination for visitors
- ✓ Support the Census 2010 initiative led by Salina Area United Way

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Strengthen the Chamber & Enhance our Resources

Grow and Develop Stronger Membership Base

- Increase volunteer recognition via various means
- Energize volunteer base by increasing ways for members to be involved

Enhance Financial Resources & Organizational Structure

- Refine and simplify mission statement
- Complete update of employee manual
- Reorganize organization chart to designate volunteers serving as “Division Chairs” of operating divisions to be responsible for activity reports at board meetings and other events
- Develop, budget and implement a technology plan including planned upgrades and enhancements to website
 - Simplify front page of website and initiate other changes
 - Facilitate the online purchase of Smoky Hill Silver
 - Implement schedule for regular technology updates and equipment
 - Study creating an e-portal to encourage shopping from chamber businesses
- Conduct economic development oversight council meetings twice a year and regularly scheduled economic development investor updates
- Increase staff use of Weblink membership database program
 - Designate staff points of contact for Weblink training
 - Increase Weblink use for billing and invoicing and tracking of membership involvement

Facilitate Community Leadership and Collaborations

- Focus on the continual improvement of the Leadership Salina and Junior Leadership programs
- Work with other citywide organizations to establish a community wide advisory council with “neighborhood” district representation

Participate in the Success of our Members

Increase the Value of Membership Events

- Study opportunities to add new activities and review existing programming to make them more meaningful to members
- Host membership luncheons/events so that members can better understand chamber services and to increase the opportunities for members to get involved

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Tell Our Story

- Create a communications task force to recommend strategies related to:
 - The content of newsletters and other communications to ensure we are providing information to members and the broader community
 - New strategies to enhance communication with members, tourism prospects and the broader community
 - Working with local media to improve the message and delivery about the chamber and Salina
- Conduct annual briefing meetings with all former board chairs

Celebrate and call attention to our members

- Develop a “Member 2 Member” incentive program to encourage employees of member businesses to shop with other members
- Increase ribbon cuttings and groundbreaking
- Maintain “Dennis/Don Do My Job” outreach to increase visibility of chamber members and chamber staff
- Conduct annual Business Hall of Fame program to recognize exceptional past and present business leaders

Insure the Economic Prosperity of the Salina Area

Create Jobs and Expand Economic Base through Private Sector Capital Investment

- Continue implementing the Salina Economic Development Strategic Plan
 - Support the Census 2010 initiative led by Salina Area United Way
 - Conduct an economic development toolbox training session for community leaders
 - Provide status updates for investors of the economic development strategic plan
- Create “Certified Sites & Buildings” inventory working with other partners and commercial brokers. The inventory must be supported by a comprehensive infrastructure development plan
- Partner with the Salina Airport Authority and others to improve the passenger air service in Salina
- Develop and implement a “shop local” initiative directed at resident shoppers emphasizing cost of fuel and time
- Conduct bi-annual retail preference survey
- Work with Salina Downtown Inc. to advance common issues and opportunities for growth

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Continue and Enhance Workforce Development initiatives

- Advance the workforce development strategies of the Economic Development Strategic Plan.
 - Successfully implement the Manufacturing Skill Certificate initiative and expand the concept to other aspects of training
 - Create a database names of potential employees and residents connected with Salina. Communicate with them on a regular basis
 - Identify possible tools/programs to incent new employees to move to Salina
 - Promote internships to businesses and educational entities
 - Work with USD 305 and other K-12 districts as they work to prepare students for tomorrow's workplace
- Work with others in the community toward the development of workforce housing in a price range that will attract workers and residents to the Salina area.
- Create a Community Introduction Program to assist in the recruitment of individuals to Salina

Improve effectiveness of Private and Public Sector Economic Development Efforts

- Work with City of Salina, Saline County and the Airport Authority on projects that add to the quality of life and that advance the economic and community development of Salina.
 - Initiate actions that will improve entrances into Salina
 - Work with the City of Salina to improve the permitting and inspection services process
- Conduct an Inter-City Visit in the fall 2009, with planning starting in early 2009.

Support the Recognition of Agriculture as an Economic Force in the Salina area

- Sponsor the Mid America Farm Exposition & the Kansas All Breeds Junior Dairy Show.
- Provide financial and consultative support for the Tri- Rivers Fair and farm youth organizations.
- Sponsor an Agriculture Awareness Day and tour to emphasize the importance of agriculture in Saline County

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Maintain and expand the visitor and tourism component of the Salina area economy

- Continue aggressive approach and outreach to book new significant meetings and events, including a program to engage members in the process
 - Aggressively market the Salina area as a motorcoach and group destination, capitalizing on partnerships with other Kansas communities
- Implement a new communications strategy to impact the various audiences of Visit Salina:
 - Enhance efforts to promote tourism, the Visit Salina brand and mission, to the local area
 - Expand cooperative billboard campaign including “rolling boards” on trucks
 - Develop “Visitor Information Television” to inform in-room guests about Salina events
 - Update print and electronic Visit Salina marketing materials
- Support Bicentennial Center upgrades that will increase overnight stays at lodging facilities
- Develop and implement a cooperative marketing effort and marketing grant program to further leverage resources for Salina area attractions.
- Continue to target sports and special events to make Salina a destination for visitors, with particular emphasis on state/regional/national tournament opportunities
 - Sponsor the NJCAA Women’s National Basketball Championship tournament
 - Work to retain major convention & sports events currently hosted in Salina by addressing specific challenges they face
- Conduct research and analysis of tourism market trends to understand competitive opportunities for Salina
- Participate in and provide leadership in local, state, regional and national organizations related to travel industry
- Recognize the impact of cultural activities on the economic development of the Salina area and support their enhancements

Advocate for Employers and for Salina

Enhance Governmental Relationships to Advance Issues of Concern to Employers

- Communicate community priorities to decision makers in Topeka and continue proactive contact in Washington DC with Salina-specific appropriation requests to support community and economic development objectives
- Sponsor a candidate forum featuring candidates for County and City Commissions.
- Actively support the Kansas Tourism Initiative (KTI), a project to create a comprehensive plan for tourism in Kansas
- Establish a Saline County Military Affairs Council to enable local leaders to better coordinate and support military job growth and to coordinate local efforts with the state's Governor's Military Council.