

WAUPACA AREA CHAMBER OF COMMERCE

2010 Business Plan

Mission: To serve as an advocate for our members and the Waupaca area.

LEADERSHIP

Objective: To lead the Chamber in attaining the goals set forth by the Board of Directors.

- Goals:**
1. Direct communication goals.
 2. To make executive decisions and strategic plans.
 3. To nominate incoming directors.
 4. To oversee the budget and financial issues.
 5. To do annual salary reviews.

BUSINESS ENHANCEMENT

Objective: To sustain, enhance and develop business growth by serving as a resource.

- Goals:**
1. Assist the City of Waupaca's Staff with business retention visits and business surveys.
 2. Continue to coordinate and produce the Business Expo.
 3. Research and coordinate with City Staff a Business Appreciation event.

MEMBER SUPPORT

Objective: To promote and support Member Business through networking and benefits.

- Goals:**
1. To engage younger employees and business people to be involved in the Chamber.
 2. Research the development of youth programs working in conjunction with the Waupaca School District.
 3. To provide Educational and Training Opportunities
 4. To provide and support Networking Opportunities including: Speed Networking, LEADS, Sunrise Breakfast Networking and Social Media.
 5. Review, research and implement additional member benefits

Ambassadors

1. Conduct Operation Thank You during the first quarter of the year.
2. Increase Ambassador membership to greater than 20 members.

POLITICAL STRATEGIES

Objective: To inform and educate member businesses on local, state and federal issues that may affect their businesses and to be a voice on these issues when needed.

- Goals:**
1. Provide members with a minimum of two opportunities to meet with key governmental officials.
 2. Continue to communicate issues information to member businesses.

TOURISM PROMOTION

Objective: To promote Waupaca Area as a year-round destination

- Goals:**
1. Coordinate motorcycle tour groups.
 2. Update bike route map.
 3. Continue to promote the Waupaca Area as a wedding destination.
 4. Promote and coordinate motor coach tours.
 5. Coordinate and promote a progressive dinner.
 6. Continue to enhance Friday nights during the summer months.
 7. Plan and promote fishing tournament.
 8. Continue to promote the Waupaca Area as a meeting and convention destination.
 9. Coordinate cooperative advertising with area businesses.
 10. Implement room tax with the four surrounding townships.
 11. Participate in the Appleton Christmas parade.