

# RIFLE AREA CHAMBER OF COMMERCE

## Focusing the Vision

### Our Mission

The Rifle Area Chamber of Commerce is the voice for member businesses, representing, advocating & working to enhance the business environment.

### Our Vision

Our vision is to be the definitive resource for business in the Rifle area.

### Our Positioning Statement

Leadership. Access. Advocacy. ***The*** Resource for Your Business.

### Our Purpose

- ~ Actively promote a viable business and economic climate for our area.
- ~ Be an advocate of the business community in legislative affairs as it relates to member businesses.
- ~ Promoting business and community growth for the development, retention and expansion of businesses.
- ~ Complement the Economic Development Council's efforts in regard to workforce and education issues.
- ~ Inform members of the issues which can or could prevent the promotion of business expansion and/or community growth.
- ~ Promote programs of a civic, social and cultural nature which improve the quality of life in our community.
- ~ Promote tourism for the Rifle area and work closely with the City of Rifle and the Visitor Improvement Board.

## Achieving the Vision

### **Exceeding Member Expectations through:**

Community Leadership, Education, Resources, Information and Responsible Financial Management

## Community Leadership

Answering the front door of the community

Engaging our members and developing programs through:

|                                     |                         |                   |
|-------------------------------------|-------------------------|-------------------|
| Ambassadors                         | Education and Workforce | Membership        |
| Board of Directors                  | Events                  | Networking        |
| Business Retention and<br>Expansion | Government Affairs      | Women in Business |
|                                     | Leadership Programs     |                   |

## Provide Education, Resources and Information through

|                                                     |                                                                            |
|-----------------------------------------------------|----------------------------------------------------------------------------|
| Advocacy                                            | Networking Opportunities                                                   |
| Ambassadors                                         | New and Existing Member Orientation                                        |
| Board of Directors                                  | One-on-one Member Contact                                                  |
| Chamber Newsletter ( <i>both online and print</i> ) | Professional Development Seminars and Training                             |
| Chamber Staff                                       | Promotional Opportunities                                                  |
| Email Reminders                                     | Relocation/Vacation Guide and Business Directory                           |
| Legislative/Public Policy Information               | Visitor services                                                           |
| Member Surveys                                      | Website ( <a href="http://www.riflechamber.com">www.riflechamber.com</a> ) |

## Responsible Financial Management

Invest membership dues to improve value and services to members.

Increase non-dues revenue to be used in development of programs and services for our members.

Specify a plan to ensure retention, growth and sustainability the Chamber.

# Five Year Vision Summary

## **Increased Membership Involvement**

*Measure: 75% of member businesses utilizing the benefits of membership*

## **Increased Revenues**

*Measure: Increase non dues revenue opportunities by 10%*

## **Increased Member Retention**

*Measure: 90% retention rate*

## Year One Goals

- ~ Adopt more focused mission statement and strategic plan
- ~ Develop key messages to consistently communicate mission, vision, and goals to members and to the community.
- ~ Upgrade all collateral materials (*new logo, membership materials, website etc.*) to demonstrate dedication to the mission and vision
- ~ Adopt a fair and sustaining investment dues structure with clear delineation of benefits

- ~ Establish incentives for member retention and membership sales
- ~ Evaluate the value and benefit of all events, programs, projects and products
- ~ Establish sub-committees for development of beneficial non dues revenue programs.
- ~ Survey members to identify area needing improvements and additions to services and products

### Year Two Goals

- ~ Implement additional non-dues revenue programs
- ~ Offer the Workman's Compensation discount program similar to other area Chambers
- ~ Leadership Rifle
- ~ Identify possible grant funding opportunities to serve identified needs
- ~ Define the needs to relocate Chamber office
- ~ Survey members to identify area needing improvements and additions to services and products

### Year Three Goals

- ~ Develop plan for funding expansion of Chamber offices if deemed necessary
- ~ Direct any government contract funding received to specific projects
- ~ Survey members to identify area needing improvements and additions to services and products

### Year Four Goals

- ~ Identify additional funding resources for relocation of Chamber office
- ~ Identify potential sites
- ~ Survey members to identify area needing improvements and additions to services and products

### Year Five Goals

- ~ Relocate the Chamber offices to a more central location
- ~ Survey members to identify area needing improvements and additions to services and products
- ~ Adopt a new strategic plan