



## 2009 Business Plan

### I. Mission

*The Vallejo Chamber of Commerce is organized for the purpose of advancing the commercial, industrial, civic and general interests of Vallejo and the surrounding area.*

- A. Dynamic forum for the exchange of ideas and the development of business leadership and quality of life in the community.
- B. Comprehensive source of business information and education for existing members and potential members.
- C. Collective representative of community business interests to local, state and federal government officials.
- D. Facilitator of economic development, business retention, business expansion and business relocation in Vallejo.
- E. Foundation for the enhancement of the community through business interests, involvement and experience.

### II. Executive Summary

- A. In 2009, we will continue to build on the Chamber's rich community history, comprehensive volunteer structure and strong financial foundation.
- B. In 2009, we will focus on maintaining the financial stability of the organization, while continue to look at ways to improve and enhance community events and find new revenue sources.
- C. In 2009, we will continue the implementation of our new *Chambermaster* member database system to more enable more effective communication and marketing for our members.
- D. In 2009, we will continue the development of the *Shop Vallejo 1<sup>st</sup>* program to promote and support local economic development.
- E. In 2009, we will achieve a stronger partnership with the Vallejo City Unified School District through the establishment of a Business Education Service Team (BEST) that will place our members as mentors in the schools and as committee members on district committees.
- F. In 2009, we will increase our interaction with our members through more regular visits and through the development of a new comprehensive recognition and retention program.
- G. In 2009, we will determine what role the Chamber will play in the development of the long-term Economic Vision for Vallejo.

### **III. Economic Development**

#### **A. Shop Vallejo First – Board Champions (Freda Dill and John Bustamante)**

- a. Develop multi-year marketing and economic development program to support retail and business-to-business local shopping.
- b. Major goal of ongoing programs:
  - i. Increase awareness of shopping options in Vallejo.
  - ii. Educate consumers and businesses of impacts of shopping locally.
  - iii. Create a mindset that shopping/buying locally is important/critical to future prosperity of Vallejo.
- c. Initial implementation
  - i. Expand committee to include retailers and representatives of the Vallejo Business Alliance. (1<sup>st</sup> Quarter – Board)
  - ii. Identify champions from the board and committees/general membership. (1<sup>st</sup> Quarter - Board)
  - iii. Ensure that board and staff have clear goals, milestones and resources to keep this program ongoing. (Ongoing-Board)
  - iv. Tie-in Marketing and Awareness on all marketing and promotional materials and communications. (1<sup>st</sup> Quarter - Staff)
- d. Market and Sell Shop Vallejo-Opoly
  - i. Funding source for Shop Vallejo 1<sup>st</sup> programs.
  - ii. Goal of \$25,000-\$50,000 in revenues (2<sup>nd</sup> Quarter – Staff)

#### **B. Education Initiative - Board Champions (Mary Bull and Jerry Wilkerson)**

- a. Further develop partnership with Vallejo City Unified School District
- b. Establish a business education service team/task force (BEST)
  - i. Goal of 5-50 Mentors in schools in 2009. (3<sup>rd</sup> Quarter – Board)
  - ii. Goal of one Chamber Member on each VCUSD future track design team (2<sup>nd</sup> Quarter – Board)
- c. Finalize organizational supervision/role in Chamber
  - i. Find Champion, Committee Chair/Task Force Leader (1<sup>st</sup> Quarter – Board)
  - ii. Establish Economic Development Subcommittee for Education Initiative (1<sup>st</sup> Quarter – Divisional Vice Chair)
- d. Continue discussion of Chamber's long-term role in local education (Ongoing – Board)
  - i. Community classroom
  - ii. Resource conduit
  - iii. Career Tech Development
  - iv. Student Achievement
  - v. Creating Positive Climate for Learning
  - vi. Financial Stability
  - vii. Parent/Community Outreach
  - viii. Partner in 21<sup>st</sup> Century Learning Environment

#### **C. City Economic Development – Board Champion (Richard Hassel)**

- i. Determine what role the chamber should play in developing long-term economic development VISION for City.

- ii. Establish Economic Development Subcommittee for Economic Development Vision (1<sup>st</sup> Quarter – Divisional Vice Chair)
- iii. Coordinate with Political Advocacy Committee to research available opportunities for state assistance and funding through elected officials (1<sup>st</sup> Quarter – Staff)
  - 1. Legislative Subcommittee on Economic Development, Workforce and Jobs (Toni Symonds)
  - 2. League of California Cities

D. Business Retention/Attraction

- a. Find Champion, Committee Chair/Task Force Leader (1<sup>st</sup> Quarter – Board)
- b. Continue Facilitation of Business Retention and Mare Island Task Forces (Ongoing – Staff)

**IV. Political Advocacy**

A. Continue to act as Communication Channel

- a. Consistent communication with elected officials by facilitating monthly meetings (Ongoing – Board and Staff)
- b. Evaluate legislation and advocate on behalf of business when necessary (Ongoing – Board and Staff)
- c. Organize Legislative Day (2<sup>nd</sup> Quarter - Staff)
- d. Implement 1<sup>st</sup> Use of Voter Voice Software Program for issue communication to membership (TBD – Based on Issues – Staff)

B. Advocacy – Board Champion (Tom Atwood)

- a. Continue to Develop stronger presence at City of Vallejo Meetings
  - i. Regular attendance at council, planning and other designated commissions/sessions. (Ongoing – Board)
  - ii. Track and record elected/appointed officials votes on issues that Chamber supports/opposes (Ongoing – Staff)
  - iii. Publish issue positions in all publications (Ongoing-Staff)
  - iv. Represent member issues when identified (Ongoing-Staff)
  - v. Facilitate Presentations, Letters, and Meetings when called upon. (Ongoing-Staff)
- b. Specific Ongoing Issue Focus
  - i. Mare Island CFD
  - ii. Municipal Auditing Services
- c. Research viability of Candidates Forum (1<sup>st</sup> Quarter – Staff)

C. Develop Business and Job Friendly Candidates – Board Champion (Dave Jones)

- a. Identify potential Candidates and Commissioners (1<sup>st</sup> Quarter - Divisional Vice Chair)
- b. Continue to raise ValPAC funds to \$ \_\_\_\_\_ for use in 2009 City Council Election. (2nd Quarter – Board and ValPAC)

D. Policy and Program Development – Board Champion (Dave Jones)

- a. Monitor implementation and effectiveness of Local Business Preference Policy. (1<sup>st</sup> Quarter-Staff)
- b. Continue to advocate for Comprehensive City Charter Review (Ongoing – Board)

## V. Membership Services

### A. Member Retention

- a. Establish ongoing program to reach out to new and at-risk members, focusing initially on 1<sup>st</sup> and 2<sup>nd</sup> Year Members through phone and in-person contacts. (2<sup>nd</sup> Quarter – Staff)
- b. Goal to visit all in-town members at least once this (4<sup>th</sup> Quarter – Staff, Ambassadors, Board) Board Champion (Verna Mustico)
  - i. Chamber staff will dedicate parts of Fridays each month to this program.

### B. Member Recognition

- a. Comprehensive recognition of long-time members (1<sup>st</sup> Quarter – Staff)
  - i. Plaques and Certificates for all members celebrating 5 year anniversaries during 2009 (10<sup>th</sup> Year, 15<sup>th</sup> Year, etc)
  - ii. Personal Invitations to members celebrating 5-year anniversaries of 20 years and greater to April Mixer for special recognition. (Board and Staff)
  - iii. Recognition on website (Staff)
- b. Additional recognition for outstanding volunteers and contributors
  - i. Letters and Certificates of appreciation (1<sup>st</sup> Quarter – Staff)
  - ii. Recognition on website (1<sup>st</sup> Quarter – Staff)

### C. Member Relations & Services

- a. Continue to develop more effective member communication and more active member involvement (Ongoing-Staff)
- b. Continue to work to develop services, programs and seminars for small business education and involvement through ValNet. (Ongoing – Board and Staff) – Board Champion (Barbara Chavez)
- c. Host quarterly New Member Orientations (Ongoing – Staff)

### D. Continue to recruit additional ambassadors and committee leaders for potential future service on the board of directors. (Ongoing – Divisional Vice Chair) – Board Champion (Barbara Chavez)

### E. Provide additional avenues of promotion via website and electronic news (1<sup>st</sup> Quarter – Staff)

## VI. Community Promotion and Marketing

### A. Event Management

- a. Increase Mixer Attendance through Targeted Mixers
  1. Develop ShopVallejo 1st Business Fair Idea (2<sup>nd</sup> Quarter – Board and Staff) Board Champions (Freda Dill and John Bustamante)
- b. Continue Success of Winemakers Dinner & Auction and Golf Tournament events. Board Champion (Peter Wilson)
  - i. Set Up Committees and Schedule all 2009 event Dates (1<sup>st</sup> Quarter – Divisional Vice Chair and Staff)
- c. Initiate Ducky Derby programs earlier in the year to increase sales (1<sup>st</sup> Quarter – Divisional Vice Chair and Staff) Board Champion (Peter Wilson)

### B. Develop a new Cooperative Annual Fundraising Event that ties into one of our major goals for the year (1<sup>st</sup> Quarter – Divisional Vice Chair) Board Champion (Peter Wilson)

- a. Goal is net revenue of \$10,000
  - b. Target date for event is October
- C. Plan, organize, staff and facilitate the following major events (Ongoing – Board and Staff)
- a. Annual Installation of Officers and Dinner (*January*)
  - b. Legislative Day (*April*)
  - c. Monthly Mixers
    - i. Long-Time Member Recognition (*February*)
    - ii. Merchants Hall of Fame Mixer (*May*)
    - iii. Teacher Recognition Mixer (If applicable) (*October*)
    - iv. **Holiday Mixer (December)**
    - v. ShopVallejo 1st Business Fair Mixer (TBD)
    - vi. New Member Mixers (March, June, September, November)
  - d. Great Vallejo Ducky Derby (*July*)
  - e. Good Morning Vallejo (*TBD*)
  - f. Annual Golf Tournament (*August*)
  - g. New Annual Fundraising Event (*TBD*)

## **VII. Operations**

- A. Financial Goals (Further outlined in 2009 Budget)
- a. Total Revenues
    - i. Incorporate New Revenue Streams
  - b. Membership
    - a. Renewals
    - b. New Members
    - c. Sponsorship
    - d. Cornerstone
- B. Products & Services
- a. Compliance Materials
- C. Staff Goals
- a. Enhance training and education in management and specific skill sets thru continuing education opportunities and seminars
- D. Operations/Facilities
- a. Continue Management of USA World Classics Event Center (*1<sup>st</sup> Quarter 2009 -Staff*)
  - b. Market Facility Online
- E. Marketing/Marketing Communications
- a. Implement comprehensive electronic advertising program on Vallejo BusinessWire, Chamber Website and through targeted email marketing (E-Hotsheets) (*1<sup>st</sup> Quarter – Staff*)
  - b. Establish Chamber Public Access Chamber TV show for Cable Access and Webcast. (*1st Quarter - Staff*)
  - c. Establish Chamber Classifieds on Website. (*1st Quarter - Staff*)
  - d. Develop Teacher/Educator of the Month program (*2<sup>nd</sup> Quarter – Staff*)