

2010 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- The Following are the Critical Areas Designated by BOD

- A. In 2010, we will recruit a net of 100 or more new member by June 2011
- B. In 2010, we will continue on maintaining the financial stability of the organization, and will generate 6k or more in profit.
- C. In 2010 we will have representation on the committee to recruit City Mgr
- D. In 2010, we will have one board member be a member of Solano EDC
- E. In 2010, Host one business open house, targeting businesses we would like to have be in Vallejo. Possible waterfront or the Empress.
- F. In 2010, Further Promote Shop Vallejo
- G. In 2010 List of 20 potential Board Members for future boards & all vacant board members filled by July 1

III. Membership Services

- A. New Members.
 - a. Each board member to bring in 2 members. (38 members)
 - b. Membership committee do member to member drive (50)
 - c. Ambassadors (12)
 - d. Staff (50)
- B. Member Retention.
 - a. Establish ongoing program to reach out to new and at-risk members, focusing initially on 1st and 2nd Year Members through phone and in-person contacts. (3rd Quarter – Staff)
 - b. Enhance relationship with our membership
 - c. Goal to visit all in-town members at least once this year
 - i. Chamber staff will dedicate parts of Fridays each month to this program.

- B. Member Recognition
 - a. Comprehensive recognition of long-time members
 - i. Plaques and Certificates for all members celebrating 5 year anniversaries during 2010 (10th Year, 15th 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
- C. Member Relations & Services
 - a. Continue to develop more effective member communication and more active member involvement
 - b. Continue to work to develop services, programs and seminars for small business education and involvement through ValNet.
 - c. Host quarterly New Member Orientations
- D. Continue to recruit additional ambassadors and committee leaders for potential future service on the board of directors.
- E. Provide additional avenues of promotion via website and electronic news - Staff
- F. Continue Facilitation of Business Retention

IV. Political Advocacy

- A. Continue to act as Communication Channel
 - a. Consistent communication with elected officials by facilitating monthly meetings
 - b. Chamber representation on City Management Recruitment process
 - c. Evaluate legislative issues and advocate on behalf of business when necessary
 - d. Organize and Host Legislative Day
- B. Advocacy
 - 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)

- C. Establish Chamber of Commerce as “THE” resource for Planning Commissioners and City Council Members
 - a. Identify potential candidates and commissioners
 - b. Host local candidate school (TBA)
 - c. Continue to raise ValPAC funds for use in 2011 City Council Election.
- D. Board Policy
 - a. List of 20 potential Board members for future boards
 - b. All vacant board positions filled by July 1 2010

V. Economic Development

- A. 1 or more Chamber board members to serve on Solano Economic Development Corporation Board of Directors.
- B. Shop Vallejo First
 - a. Develop multi-year marketing and economic development program to support retail and business-to-business local shopping. (ongoing)
 - b. Major goal of ongoing programs:
 - i. Increase awareness of shopping options in Vallejo.
 - ii. Educate consumers and businesses on the impact of shopping locally.
 - iii. Create a mindset that shopping and buying locally is critical to the future prosperity of Vallejo.
 - b. Initial implementation
 - i. Ensure that the Board and staff have clear goals, milestones and resources to keep this program ongoing.
 - ii. Tie marketing and awareness in to all marketing and promotional materials and communications.
- C. Host an “Open House” style event for potential Vallejo businesses.
 - a. In 2010, host one business Open House which targets businesses we would like to see in Vallejo..Possibly at the waterfront or the Empress.
 - b. Invite all Chamber members to bring potential businesses from outside of our community as their guests.
- D. Education Task Force
 - a. Further develop our partnership with the Vallejo City Unified School District and Ford PAS to develop academies to improve graduation and decrease dropout/truancy rates.

VI. Community Promotion and Marketing

- A. Market the city of Vallejo
 - a. Promote the positive
 - b. Promote our three colleges
 - c. Promote Chamber of Commerce as “THE” resource.
- B. Develop a new, annual fundraising event with all proceeds going to the building fund
 - a. Establish Goal of net revenue.
 - b. Set target date for fund raising event.

- C. Plan, organize, staff and facilitate the following major events:
 - a. Annual Installation of Officers and Dinner (January)
 - b. Legislative Day (April)
 - c. Monthly Networking @5 (Mixers) – utilizing the following themes::
 - i. Long-Time Member Recognition (February)
 - ii. Merchants Hall of Fame Mixer (May)
 - iii. Teacher Recognition Mixer (October)
 - iv. Holiday Mixer (December)
 - v. Shop Vallejo (VBA – Expo and Mixer, August)
 - vi. New Member Mixers (July)
 - d. Winemakers Dinner & Auction (June)
 - e. Great Vallejo Ducky Derby (July)
 - f. Good Morning Vallejo (Aug)
 - g. Annual golf tournament (July)
- D. Research and organize one “virtual mixer” to encourage attendance from younger members
- E. Target mixers to highlight select industries to encourage increased attendance.

VII. Financial Stability/Operations

- A. Financial Goals (further outlined in 2010 budget)
 - a. Total Revenues
 - Investigate new revenue streams
 - b. Membership
 - a. Renewals
 - b. New Members
 - c. Sponsorship
 - d. Cornerstone
- B. Products & Services
 - a. Research the distribution of HR compliance materials
- C. Staff Goals
 - a. Staff Retreat
 - b. Enhance staff training through industry opportunities and seminars.
 - c. Continue involvement in community activities
 - i. Track all events
 - ii. Report efforts to Board of Directors bi-annually (July/December)
- D. Marketing and Communications
 - a. Continue comprehensive electronic advertising program on Vallejo BusinessWire, Chamber Website and through targeted email marketing (E-Hotsheets)
 - b. Research and coordinate a “Community Calendar” with membership and others in the community.