

2018-19 BUSINESS PLAN

DEVELOP SOUND FINANCIAL FOUNDATION/ LONG-TERM CAPITAL NEEDS

Financial Planning and Contingencies



Utilize the Castle Rock Chamber Foundation to accept funds from private, public and corporate foundations and donors for use in charitable and educational endeavors.

Upgrade technology assets to advance the Chamber's mission

Research implementation of Total Resource Campaign

CATALYST FOR BUSINESS GROWTH THROUGH BUSINESS ASSISTANCE

Increase the financial sustainability of the local business community

Increase the skilled labor force through Talent Pipeline

Provide small business resources & assistance

Communicate value of programs



Work towards a 5-Star US Chamber Accreditation

CHAMPION FOR A STRONGER COMMUNITY THROUGH TOURISM/LOCAL AWARENESS

Enhance vision for Castle Rock's tourism, recreational events and cultural activities.

Promote Castle Rock amenities to the community and visitors.



Improve local awareness, Reasons for Residents to Choose Castle Rock first for products and services

CONVENER FOR LEADERS AND INFLUENCERS

Leadership Douglas County:

Impact - Communicate LDC's impact on the community through leadership, service projects and volunteerism

Membership - invest in leadership and career skills for LDC members during/after their cohort experience

Legacy - maintain the prestige and legacy of LDC as a lifelong membership

Volunteer Leadership Succession Planning:



Expand volunteer leadership recruitment for Board, Programs and Events.

BUILD BUSINESS RELATIONSHIPS AS A CONVENER

Enhance value of member services



Expand Chamber membership to outlying areas

Increase Chamber membership and sponsorship investments

Establish measurement tools to assess progress on Objectives 1 & 2 above.

Increase partnerships to gain additional volunteers for mutual benefits

Create more opportunities for Board member involvement with Membership Retention Plan and recruitment

Increase two-way communications with membership

REPRESENT THE INTERESTS OF BUSINESS WITH GOVERNMENT AND POLITICAL ACTION AS A CONVENER AND CHAMPION FOR A STRONGER BUSINESS COMMUNITY

Provide a forum for discussion of public issues and communications



Increase Chamber's government affairs budget

Educate to increase the business interest in GIC to establish core membership

Communicate to the business community and influence decisions on legislative issues which affect business through the Douglas County Business Alliance, Government Interests Committee & Southern Colorado Business Partnership.

Seek and maintain strategic relationships/alliances



CASTLE ROCK
CHAMBER OF COMMERCE

Igniting Passion for Business Success & Community Prosperity

GET INVOLVED TODAY!
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FOR MORE INFORMATION GIVE US A CALL AT 303-688-4597

CONVENER | CATALYST | CHAMPION
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