

GAHANNA AREA CHAMBER OF COMMERCE - 2010 PROGRAM OF WORK

Mission: To enhance the success of our members and the business growth of our community.

Vision: The highest quality of life within our community through business prosperity.

Objectives: Provide and support opportunities for business growth and development. 2) Promote a vibrant free enterprise environment that encourages the creation of new jobs, rising wages and a growing tax base for the community.

Limitations: The Chamber shall be nonprofit and nonpartisan. It may, however, at its discretion:

1. Advise the general membership of the existence of political, economic, or other issues of importance to particular members and where the general membership can acquire relevant information and/or make their views known about such issues; or
2. Adopt and promote a position on the political, economic, or other issues of importance to particular members.

MEMBERSHIP DEVELOPMENT & SERVICES

The Chamber will continue to develop and maintain high quality services that are designed to meet and exceed the expectations of our members. The Chamber will work to build relationships between all members of the business community and promote active participation in all events and activities.

- **Ambassador Committee:** This committee helps with membership recruitment and assists the President in identifying new member prospects. The group will also help identify possible new programs of service to members, and supply input as to the effect of current programs.
- **Membership Directory:** Published each year, the directory includes important information about all member businesses and lists them according to the products and services they provide. 3,500 copies are distributed in key location throughout the Gahanna community, and included in relocation packets to new residents with the names, addresses, and phone numbers of our members!
- **Community Map:** An updated full color map will be reviewed and determined for 2010 to be distributed in high traffic areas throughout the community. Members will have the opportunity to purchase an ad in the guide section to promote their businesses.
- **Gahanna Community Calendar:** A partnership opportunity with Buckeye Community Calendars the project is designed to generate revenue for the chamber. The calendar, direct-mailed to 15 thousand households, is filled with terrific local photography, ads for businesses, information about the community and value added coupons. Project reviewed on an annual basis.
- **Newsletter:** Published the first week of each month, the newsletter keeps members informed of the activities of the Chamber, and recognizes special awards or accomplishments of member businesses. Target marketing advertising to decision makers and company owners is available by contacting the Chamber office.
- **Business after Hours:** These functions are designed to showcase the business hosting the event while providing all members with an opportunity to socialize, network, and establish business contacts.
- **Annual Meeting:** Held each year in January, the Annual Meeting offers all members an opportunity to review the work and progress of the Chamber. The agenda also includes Installation of the Board of Directors.

- **Chamber Website:** Advertises the Chamber's programs, events and benefits. All members are allowed to post business information on the calendar, free of charge. Links are also available for members with web sites of their own for \$25 per year. Additionally, applications, renewals and event participation responses are downloadable. Visitors can search for company names or descriptions through the creation of a search function located on the members' directory page.
- **Membership Meetings:** Held the second Thursday of each month, these meetings focus on a variety of informative business topics. At new member breakfast meetings the recent class of new members are recognized and given time to promote their products & services.
- **Business Roundtable:** The Business Roundtable was formed in 2005 for the expressed purpose of partnering with local business leaders to meet and share insightful information on the direction of the Chamber and its role in business development.
- **Empowering Women In Business:** This meeting is designed for women entrepreneurs looking to improve leadership skills, take advantage of professional development opportunities and share common challenges facing women in today's business world.
- **Health & Wellness Fair:** Recently added in 2008 in partnership with the City, members who specialize in the health and fitness industry are invited to participate in this half-day event designed to educate and reach out to the community on how to be healthy and where to go for health care needs.
- **Benefits Committee:** Will review potential benefit programs for money saving discounts. All members have the opportunity to apply for benefits and programs including: group rated health insurance through **Anthem Chamber Plan**, group discounts on workers compensation through **CompManagement Inc.** a **Sedgwick CMS Company**, GACC 2+2 office product eStore rebate program and Requested Values discount savings program designed to drive consumers to area businesses.
- **Member to Member Discount Program:** Member discounts available on the chamber website or by contacting the office at 471-0451. Password protected.
- **Advertising:** Besides advertising tied directly to programs, the Chamber places ads in the local papers as well as other media markets designed to promote events and Chamber businesses.
- **Direct Referrals:** Each year the Chamber receives numerous calls from area residents seeking information concerning businesses in Gahanna. Only Chamber members are referred.
- **Meet & Greet Networking:** A new networking opportunity, started in 2004, these informal gatherings are designed as quick connects for businesses eager to build on their customer base and company awareness.
- **Large & Small Business Awards:** Each year the Chamber formally recognizes members in its large and small business categories for their active participation with the Chamber, excellent reputation for business practices and commitment to community service. Awards are presented at the Annual Meeting in January.

EDUCATION & CHAMBER PARTNERSHIPS

The Chamber will continue to actively participate with various organizations as it pertains to higher education, and career opportunities for business.

- **School Business Advisory Council:** A vital link in connecting the district's academic programs to the world of business. The council enhances curriculum in areas such as career awareness, mentoring, shadowing and employability skills.

- **Olde Gahanna Community Partnership:** The mission of O.G.C.P. is to foster a climate of “community” that empowers Olde Gahanna businesses and residents to work together to improve the quality of life in the area. Their focus will be to promote and advocate realistic improvements to ensure the long-term viability of Olde Gahanna for all citizens.
- **Gahanna Convention & Visitors Bureau:** Their mission is to market the city as a destination to positively impact Gahanna’s economy. To consistently communicate with city stakeholders and continue to build awareness and consensus through the Bureau’s involvement in community organizations.
- **Community Improvement Corporation: (CIC)** The Corporations’ fundamental purpose is to advance, encourage, and promote the industrial, economic, commercial and civic development of Gahanna.

MEMBER RELATIONS & MARKETING

The Chamber will work to enhance the visibility of their business community while promoting the purchase of goods and services from its members. Three standing teams exist to facilitate this effort.

- **Ambassador Club:** The Ambassadors are the public relations arm of the Chamber of Commerce, working to recognize, promote and serve the Gahanna Area Business Community. The committee is responsible for conducting official ceremonies such as ribbon cuttings, and groundbreakings, attend Business after Hours, and make contact with members throughout the year on the Chambers behalf.
- **Planning Team:** This committee is responsible for determining topics and speakers for the monthly membership meetings. Contacts members with opportunities for hosting or sponsoring a meeting and coordinates planning with each event committee.
- **Marketing Committee:** Newly established for 2010, this committee will provide professional outreach and promotional opportunities for the organization and its members.

ANNUAL EVENTS

- **Annual Golf Outing:** The Member Invitational Golf Outing is typically held on the first Monday in June. This heavily attended non-dues revenue event offers good food, refreshments, and loads of terrific prizes making this a wonderful day for all members.
- **Annual Taste of Gahanna:** This event has proven to be our largest and most popular of all Chamber events. Open to the community, Chamber member food service providers are given the opportunity to showcase their signature dishes to attendees. The highlight of the evening is the Chef’s Challenge and awards. Members donate door prizes that are given away throughout the evening.
- **Business Expo:** Held at Nationwide Arena in 2009 through the partnership with the Columbus Chamber & Experience Columbus, this event is designed for Chamber members looking to promote their products and services to Franklin County area businesses as well as the Gahanna community.

LONG TERM GOALS

- **Economic Development:** Support partnership initiatives that assist business recruitment and retention.
- **Member-Investor Benefits:** Unique value-added services seen by the member investor as a direct return on their annual investment.
- **Advocacy:** Representing business interests on public policy matters as needed by advocating the pro-business position to our elected officials.

