

CHAMBER PLAN OF WORK- 2012

GENERAL/TARGET NETWORKING

- Neighborhood networks trial
- Woman in Business trial
- Coffees (12), Chamber 101 (3), Business After Hours (4), YP lunch (1)

Ambassadors

Membership/Community Promotion Committee

EDUCATION

- Merchant education seminars (2)
- General membership education seminars (4)

MEMBERSHIP

- Purchase business listing for Maury County
- Manage member prospect pipeline
- Develop volunteer engagement plan for new member sales
- Leverage County Clerk's office
- Develop membership renewal plan
- Conduct focus groups (2)
- Coordinate dropped/non-paid member visits
- Develop regional Chamber roundtable

YP Committee

PEOPLE ATTRACTION

- Develop strategy for people attraction.

COMMUNITY/MEMBER PROMOTION

- Gather and store information on community events and activities
- Leadership Maury (LM) execution
- Develop LM graduate engagement program
- New business ribbon cuttings
- Community celebration event

Advocacy Committee

ADVOCACY

- State 'Eggs and Issues'
- 'State of Maury County'

IDENTIFY FUTURE OPPORTUNITIES



Columbia | Mt. Pleasant | Spring Hill
MAURY COUNTY
Chamber Economic Alliance