

ICEA

Innovation Award Submission

AI - Membership Data



Program Overview



In partnership with 1 in 100 Advisors we have used their AI software and tools to pull a variety of membership information. In addition, we have hired 1 in 100 Advisors to create an overall market analysis. This shows us the total number of businesses available in the market (by city) and what percentage of those businesses are already members of OneZone Chamber. This gives us credibility in our advocacy efforts, shows us our areas of strength, and where we can improve our areas of weakness.

We have also create 2 marketing campaigns to go after industries that are strong revenue generators for us along with areas to not spend all of our time. We have also looked at our geographically strong areas along with areas of opportunity to grow our membership base.

Through this process this has improve our new member sales, retention efforts, and manage staff time more efficiently. It is also strong data points for the board to engage at a high level in the organization.

The Data



Included in this submission is our Q4 2023 Data Analysis. This will show you a break down of the following:

- Expense Distribution
- Revenue Distribution
- Profitability by Revenue Category
- Profitability by Status
- Profitability by Membership City
- Profitability by Membership Duration
- Least Profitable by Category
- Most Profitable by Category
- Most Profitable Members
- Current Market Share
- Least Profitable Members
- Recommendations
- Next Steps

Final Thoughts



As we reflect on the integration of AI within our Chamber of Commerce, it's evident that our partnership with 1 in 100 Advisors has propelled us into a new era of data-driven decision-making and strategic planning. Leveraging AI technology, we've unlocked invaluable insights that are revolutionizing the way we operate, particularly in optimizing membership dues, understanding market dynamics, and refining our advocacy efforts.

One of the most impactful applications of AI has been in the analysis of membership dues. Through sophisticated algorithms, we've been able to identify the highest return on investment tiered membership structures tailored to the unique needs of our members. This not only ensures equitable contributions but also maximizes the benefits they receive, fostering stronger engagement and satisfaction.

Furthermore, AI has empowered us to gain a comprehensive understanding of our market position. By analyzing vast amounts of data, we've identified geographical areas with untapped potential, allowing us to strategically focus our resources and outreach efforts. This targeted approach has not only facilitated membership growth but also enhanced our ability to advocate for the interests of businesses across diverse regions.

In addition to geographical insights, AI has provided granular details on industry performance within our chamber. By delineating high-performing sectors from lower ones, we're equipped with the knowledge to tailor our services and support accordingly. Whether it's nurturing burgeoning industries or bolstering struggling sectors, this data-driven approach ensures our resources are allocated effectively to drive collective prosperity.

Crucially, these insights aren't just confined to internal decision-making processes. They form the cornerstone of our interactions with prospective members, guiding discussions on the value proposition of membership and the tangible benefits they can expect. Moreover, AI-driven analytics inform our renewal strategies, allowing us to proactively address member needs and cement long-term partnerships.

In our advocacy endeavors, AI serves as a powerful tool for evidence-based lobbying. By arming ourselves with data-backed arguments, we enhance the persuasiveness of our advocacy efforts, compelling policymakers to enact reforms that benefit our members and the broader business community. Whether it's advocating for favorable regulatory frameworks or championing infrastructure investments, AI augments our ability to effect meaningful change.

In conclusion, the integration of AI in our Chamber of Commerce has not only revolutionized our operational efficiency but has also empowered us to make informed, strategic decisions that drive sustainable growth and prosperity. Through our partnership with 1 in 100 Advisors, we've harnessed the transformative power of AI to unlock insights, optimize memberships, and advocate effectively for the collective interests of our diverse membership base. As we continue on this trajectory, AI will undoubtedly remain a cornerstone of our success, enabling us to navigate complex challenges and seize new opportunities in an ever-evolving economic landscape.