



OneZone
CHAMBER OF COMMERCE

**Business
Plan**

TWENTY

24

Executive Summary:

The 2024 Business Plan reflects the actions planned by the chamber to provide the products, programs, and services to move forward our strategic vision of helping businesses and communities thrive.

KEY AREAS OF ACTIVITY

ADVOCACY: Advocate as the most trusted voice of business in our county and region.



- a. Provide information, engagement or related support priority political/regulatory issues to and on behalf of our members.
- b. Represent and leverage our members' collective position and voice to influence the actions of our partners, vendors, and other stakeholders to benefit members and business community.
- c. Implement state and local priorities outlined in the chamber's legislative agenda.
- d. Create an advocacy strategy around workforce and talent attraction.
- e. Continue to move PAC forward with \$5,000 in new revenue.

PROFESSIONAL DEVELOPMENT: Provide access and resources to cultivate business success through professional development.



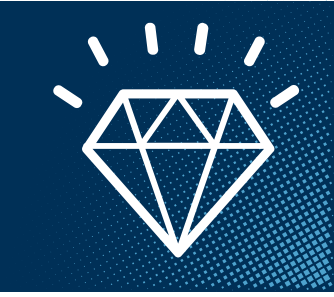
- a. Ensure development opportunities match current and future member needs.
- b. Continue to provide education, training, and support for XBE (Minority, Women, and Veteran) Owned Businesses.
- c. Connect our members to community resources through programming, marketing, and communication.
- d. Continue to expand Tactical Workshop opportunities through our OWN Programming.
- e. Provide additional resources to entrepreneurs and micro-owned businesses.

CONNECTIONS: Create connections and foster relationships



- a. Improve and augment peer engagement opportunities for member businesses and their employees to interact and expand their network.
- b. Provide our members a sense of belonging, meeting them where they are and acknowledging the value of their time.
- c. Simplify member access to resources and information.
- d. Foster a culture of inclusivity, collaboration and innovation.
- e. Strengthen communication strategies to provide content that's easily shareable, digestible and available on multiple platforms.

DELIVERING VALUE: Ensure the highest value for members' investment and trust.



- a. Be reflective of the businesses in our county and region.
- b. Expand cost-saving opportunities (Ex. United Healthcare Savings) and business tools for our members.
- c. Leverage data analytics for data-driven decision making.
- d. Expand usage of automation and technology to streamline internal processes to support the member experience.
- e. Maintain and develop quality staff, volunteer leadership and partners.

Anticipated Outcomes - how we measure success in 2024.

1. Membership Retention Rate of 87% and attract a net of 50 businesses.
2. Increase non-dues revenue through sponsorship, events, or other income-generating initiatives.
3. Create 2-3 initiatives through One Impact Foundation and raise \$5,000 in revenue.
4. Grow PAC revenue by \$5,000 and endorse 2-3 Candidates running in county and state office.
5. Implement 5-10 videos a month to engage existing and future members.
6. Survey membership resulting in a member satisfaction rate of 4 out of 5.
7. Expand Education opportunities for MBE, WBE, and rural and veteran businesses.
8. Create a Foundational Document for OneZone's State Policy Initiatives.
9. Engage and Support 3-4 initiatives in the communities we serve.
10. Create Succession planning document for CEO & COO.
11. Continue to strengthen partnerships with Educational Institutes and Invest Hamilton County
12. Expand recognition of long-standing members and create an awards program.
13. Create and implement Data-Analytics Dashboard for an overview of the organization.
14. Create and execute on Board Engagement Chart.