



# 2015-17 Business Plan

## Chamber Resources Division

Vice-Chair Melinda Dally

### **Ambassadors - Chair**

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Goal: Serve as the liaison between the chamber board and membership

*These volunteer leaders represent member businesses and help promote a positive community image, assist in welcoming new Chamber members, contacting current members and provide leadership for Chamber events and retention efforts. The goal is to have 25 active ambassadors.*

Strategies:

- Meet monthly to build relationships, assign member contacts, updates on events, complete point sheets
- Attend and assist with Ribbon Cuttings, Luncheons & Special Events; Make contact to assigned members to encourage connection with the chamber; assist with annual “treat” deliveries
- Monthly Ambassador Ambush
- Quarterly award presented at the Membership Luncheon

### **Membership Development – Chair**

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Goal: Improve Membership Retention, Recruitment & Benefits Programs

*This group supports the member investment plan levels and benefits packages and works on strategies for retention and recruitment. Through a coordinated effort with staff, this committee distributes treat bags annually to our members.*

Strategies:

- Host quarterly New Member Receptions
- Promotions of New Member Referral Program - \$25 Chamber “Bucks”
- Assist with coordination of monthly luncheons including program speakers, sponsorships, etc.
- Assist with coordination of Wake Up Walton Breakfast (2 annually)
- Coordinate Annual “Member Thank You” treat bag deliveries
- New Member Net Goal: 10% Increase

### **Marketing & Communications – Chair**

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Goal: Increase awareness of the Chamber, its events, benefits and activities

*This committee works with staff to develop chamber on-line and printed marketing strategies and goals. Marketing and communication efforts include but are not limited to: Web-Site(s), E-News, Social Media.*

Strategies:

- Create a Marketing Plan for the chamber: Community Marketing & Membership Marketing, exploring marketing opportunities- social media, web-site, e-news, print media, radio, television, etc.
- Develop plan for signage for Spring/Midland intersection at office building
- Expand Social Media to include Twitter, Instagram and enhance current social media

### **Special Events Task Force**

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Goal: Raise Non-Dues Revenue through fundraising while providing networking opportunities for the members

The event task force groups meet to plan, execute and evaluate each event and members can choose to serve on one or multiple event planning groups.

- Annual Banquet  
Chair Terri Braswell
- Golf Tournament  
Chair
- Walton Derby  
Co-Chairs Shane Short and  
Meredith Malcom
- Walton 5K & Half Marathon  
Chair David Dickinson
- Business2Community Showcase
  - Explore addition of  
“Taste of Walton”

### **Chamber Operations Task Force**

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Goal: Maintain and implement guidelines for an efficient chamber

Strategies:

- Set up 501(c)(3) Education Foundation
- Satellite Office Locations Review



# 2015-17 Business Plan

## Community Development Division

Vice-Chair Patti Souther

### **\*Education Committee - Chair**

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Goal: Support Public and Private High Schools as well as Higher Education

*This group plans and implements the annual County-Wide Career & College Expo, Annual STAR Banquet and runs the Reality Check Program. This group works closely with the Walton Proud Initiative.*

Strategies:

- Coordinate STAR Banquet
- Coordinate College & Career Expo (High School Juniors)
- Coordinate Reality Check Program in Schools
- Assist with Walton Proud Initiative

### **Governmental Affairs Committee - Chair**

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Goal: Build strong relationships with city, county, state and federal officials

*This group plans Legislative Day held annually in November and hosts political candidate forums for city, county, state and federal elections. The group organizes participants for the State Chamber D.C. fly-in event.*

- Host Legislative Day in Walton with The Partnership
- Assist with luncheon topics/speakers: State of the Cities, State of the County, Post-Legislative Update
- GACCE D.C. Fly-In – Walton Representation
- Develop Legislative Agenda/Promote GA Chamber Legislative Agenda to membership

### **\*Leadership Walton – Chair Kevin Little**

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Goal: To develop new and talented leaders for Walton County

*Community members must be nominated and selected to be part of this group which meets for nine sessions to explore Walton County, building better leaders for our community. The maximum class size is twenty (20) annually.*

Strategies:

- Annual Leadership Walton Class
- Goal of 20-22 in each class annually
- Coordinate involvement of Leadership Alumni Members

### **\*Walton Proud – Chair Dessa Morris**

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Goal: Promotions of A+ Education in Walton County

This committee will work to promote the Walton Proud Brand

Strategies:

- Promotions to local industries
- Annual Fall Bus Tour – possibly split into 2 days
- Lunch & Learn at each school
- Promotions: Commercials on web-sites, decals for autos, t-shirts, thumb drives to business prospects, HR managers

### **\*Youth Leadership Walton Program – Chair**

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Goal: To improve student awareness of Walton County and build leaders

*This program is a combined effort of Leadership Walton Alumni and the chamber. It is a 2-year program beginning the high school Junior year with CEO level leadership training, followed by community awareness programs for the students their Senior year. The program is county-wide with participation from all Walton County schools.*

Strategies:

- Annual Youth Leadership Walton Class
- Promotion through high schools for nominations
- Coordinate involvement of Leadership Alumni Members

*\*Programs funded through Walton Forward, Inc. Foundation*



# 2015-17 Business Plan

## Economic Development

## Vice-Chair Brock Toole

### **Business Council – Chair**

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Goal: Promotion of local business members to maximize their business growth

*This committee promotes our member companies through recognition at chamber luncheon events and handles the nominations, selection and presentation. This group organizes seminars and workshops for the membership and coordinates our Buy Local Campaign.*

Strategies:

- Member Recognition Awards
  - Re-evaluate monthly, bi-monthly or quarterly recognition
  - Re-evaluate by business size (small 25 or less employees and large over 25)
- Host workshops/seminars for members
- Buy Local Campaign

### **Existing Industry Council – Chair**

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Goal: To bring focus and awareness to our local existing industries

*In an effort to bring more community awareness to our local industries, we host a minimum of one Industry Tour annually, inviting elected officials and chamber members to attend. In addition, this group offers training opportunities on specific industry topics as needed or requested.*

Strategies:

- Host annual local industry tour
- Coordinate Existing Industry Survey to include wage and benefits information
- Host luncheon at Athens Technical College
  - Networking, Discussion of mutual challenges, issues
- Workshops on topics of interest to manufacturing and distribution industries

### **Tourism Council - Chair**

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Goal: Promote Walton County as a tourism destination

*This committee works on tourism promotions for Walton County and its tourist attractions, including researching areas of interest and promotion county-wide.*

Strategies:

- Antiques Capital of Georgia
  - Continue Promotions: local map, rack card for welcome centers, web-site, social media
  - Quarterly meetings of members
- Antiques Capital of Georgia Festival – April 2015
- Promotions of city and county events
- Support sports/athletic events and tournaments

### **\*Workforce Development – Chair Jimmy Hogg**

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Goal: Implementation of programs to assist local employers and bring awareness to county youth of requirements, life skills, opportunities for employment in Walton County

*This group will work with existing companies to better understand their labor and training requirements and needs and try to better match those with public and private education, K-12 and post-secondary.*

Strategies:

- Compile jobs listing of local industries, including minimum requirements, average wages, etc. and distribute to high school students
- Promote vocational education training opportunities through a collaborative effort between Athens Tech and local schools
- Work Ready Testing – discuss funding sources for test fees
- Coordination and implementation of Intern for the Day Program
- Support efforts of Walton Proud Campaign

*\*Programs funded through Walton Forward, Inc. Foundation*