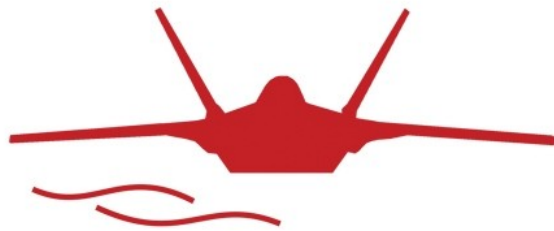


PLANNING FOR THE FUTURE
AN ACTION PLAN FOR
THE FAIRBORN CHAMBER OF COMMERCE



FAIRBORN

AREA CHAMBER OF COMMERCE

FAIRBORN AREA CHAMBER OF COMMERCE STRATEGIC PLANNING

SECTION ONE OVERVIEW

WHO WE ARE

The Fairborn Area Chamber of Commerce is an organization of business and professional leaders united to do what no one can do alone – working together to increase wealth and prosperity by facilitating the growth of existing businesses and fostering new ones.

MISSION

To deliver continuous value added service to our members and the community resulting in a business environment and quality of life, where existing businesses can prosper and new businesses find it attractive in which to locate.

OUR GOALS AND STRATEGIES

GOAL ONE: IMPROVE THE CHAMBER'S OUTREACH TO BUSINESS

STRATEGIES

- A. Clarify and communicate the Chamber's mission.
- B. Conduct new member informational meetings.
- C. Continue to develop the Chamber's website and create quick references to all provided benefits and services.
- D. Focus on retention and expansion of existing businesses.
- E. Serve as a vehicle for identifying emerging business issues and communicating them to members.
- F. Offer seminars to educate members in varied facets of business, such as dealing with the City and Wright Patterson Air Force Base.
- G. Create recruiting materials for prospective members which outline the benefits of Chamber membership.
- H. Help local businesses solve problems.
- I. Grow the Chamber's membership base.

GOAL TWO: INTENSIFY COOPERATIVE EFFORTS WITH RELATED ORGANIZATIONS

STRATEGIES

- A. Collaborate with the City, the Downtown Fairborn Betterment Association, WPAFB, Wright State University, and the Fairborn City Schools to clarify the role the Chamber plays with them and how they can all interface with one another.
- B. Build relationships with the aforementioned organizations through personal contact and conduct discussions with their primary contacts to highlight the efforts of each to common goals.
- C. Explore cooperative efforts with the City on economic development and business recruitment and retention.
- D. Seek participation in groups and organizations in Greene County to share common goals, challenges, and opportunities.
- E. Continue to recognize staff or employees from the City, the Base, the Schools and the University.

GOAL THREE: BE PROACTIVE IN COMMUNITY DEVELOPMENT

STRATEGIES

- A. Highlight and communicate the positive aspects that make Fairborn an attractive location for business and families.
- B. Make community members aware of their strengths and focus on what differentiates Fairborn from other communities in the Miami Valley.
- C. Maintain a presence at meetings with various governmental bodies and key boards or commissions.
- D. Keep up on local, state, and federal legislation affecting member businesses and communicate this information to the membership.
- E. Continue to promote community functions.

GOAL FOUR: PROVIDE VALUE TO MEMBERS

STRATEGIES

- A. Strive for two-way communication with members utilizing surveys, polls, and other interactive devices to generate member buy-in and involvement.
- B. Build on the success of Chamber Chats.
- X. Continue to enhance a valuable package of services and benefits ensuring that membership is a sound business investment.
- Δ. Position the Chamber as a premiere organization in serving as an educational resource to its members utilizing seminars/training on aspects of operating a business.
- E. Communicate the value of the Chamber to its various stakeholders through a comprehensive communication plan.