



*Where you want to be*



**Bonita Springs Area  
Chamber Of Commerce**

*Where you want to be*

# Business Plan 2009-2010

## Top Five Goals for 2009-2010

- Increase Member Retention
- Increase Membership
- Promote Economic Development and Diversification
- Upgrade Technology and Establish a Superior Communications System
- Continue to Improve Government Relations

## Networking

The number one reason businesses decide to join the Bonita Chamber is for the networking opportunities we offer to grow your business. Every month we offer at least three networking events in which you can participate. As we like to say, people do business with people they know!



- Back 2 Basics Brown Bag Lunches
- Business After Hours
- Business Before Business
- Membership Appreciation Day
- New Member Welcome Receptions
- Power Networking
- President's Club Socials



## Promotional Opportunities

Businesses also join our chamber for the promotional opportunities we offer. Did you know that in a recent survey, respondents were 63 percent more likely to purchase goods/services from a chamber member? The promotional vehicles we offer provide our members with the same credibility.

- Lobby Sponsorship
- Web Site Banner Sponsorship
- Chamber E-Briefs
- Online Business Directory Upgrades
- Invest for Success Program
- Bonita Springs Map

- Business Edge Publication
- Professional Directory & Buyers Guide
- Beautiful Bonita Springs (Visitors' Guide)
- Affinity Programs

## Community Development/Public Affairs

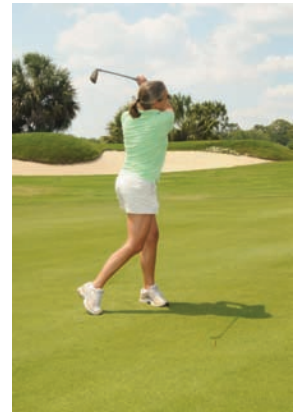
The chamber provides representation for the membership on issues that could impact the continued prosperity of our community and keeps the membership informed of such issues. A key goal of the chamber is to educate the community about voting issues and election choices by hosting candidate forums, producing Voters' Guides and improving voter turnout.



- Government Affairs Committee

## Special Chamber Events

- Annual Meeting & Awards Luncheon (Sept.)
- Annual Golf Tournament (Oct.)
- Annual Holiday Party (Dec.)
- Movies in the Park (early spring)
- TechXPO (Mar.)
- Market Pulse (Mar.)
- President's Club Auction (Apr.)
- Business-to-Business Expo (June)
- Speaker Program



## Tourism/Economic Development

The chamber continues to partner with the tourism industry to attract new visitors as a key component of the economic development of our area. Every year we publish our visitors' guide, *Beautiful Bonita Springs* magazine and distribute numerous 'welcome packets' to individuals and groups requesting information. In 2009, as part of the five-year strategic plan, the chamber created an Economic Development Committee to pursue strategies for economic diversification and business recruitment for our area.



# Business Plan 2009-2010

## Training/Leadership Development

- Leadership Bonita
- Leadership Bonita Alumni
- Small Business Week

## Community Awards

- Blue Chip Enterprise Award
- Small Business of the Year Award
- Citizen of the Year Award in collaboration with local newspapers



## Member Recognition

- Ribbon Cuttings for new and relocating members
- Recognize businesses celebrating major anniversaries, the Director of the Year, and Small and Large Business Members of the Year (Annual Meeting & Awards Luncheon)
- Recognize outgoing board members, committee members, the Recruiter of the Year, and the recipient of the Pat Lord Award for Volunteerism (Annual Meeting & Awards Luncheon)
- Celebrate membership anniversary milestones
- Recognize long-term members

## Work Force Development



- Offer the Leadership Bonita program to develop future community leaders
- Offer the Leadership Bonita Alumni program to Leadership Bonita graduates

- Provide Small Business Week workshops to the community
- Provide on-site business consulting with the SBDC in the chamber's Business Center

## Education

- Award five scholarships to local high school students through President's Club
- Select recipient(s) for Ralph A. Richardson Scholarship Award
- Select recipient(s) of FGCU scholarship from chamber's university endowment
- Host a local high school career fair
- Create positive relationships between the business and education communities

## Organizational Goals

### 2009-2010 Fiscal Year

- Hold an annual Board of Directors retreat
- Implement new membership investment schedule
- Provide marketing publications online
- Continued membership recruitment efforts
- Encourage President's Club membership for disaster reserve fund
- Provide new member mentoring with the help of Ambassadors
- Improve our technology tools to establish a superior communications system

### Ongoing Goals

- Chamber Building Task Force for upkeep of chamber building
- Foundation Board to serve as the landlord of the chamber's land and building
- Nominating Task Force for development of slate of candidates for Board of Directors
- Past Chairmen's Roundtable as advisory group on community/chamber issues
- Personnel Committee as advisory group on staff-related employment issues
- Continued implementation of five-year (2008-2013) strategic plan
- Conduct periodic membership surveys to assess member needs

