

Greater Casa Grande Chamber of Commerce  
2008 Business Plan  
(Goals & Objectives)

**MISSION STATEMENT**

The Greater Casa Grande Chamber of Commerce, as the voice of business, leads, promotes and develops opportunities for the success of our members and the community.

**GOAL #1: Promotion of member businesses and community.**

**Objective #1: Increase and develop networking events and options for Chamber-member businesses.**

- Business After Hours
- Speed Networking
- Biz Outlook Luncheons
- Member Briefings
- Annual Dinner & Awards Recognition
- Committees/Task Forces/Coalitions
- Business Showcase

**Objective #2: Awareness of issues impacting business.**

- Issue and candidate forums (open to public)
- Safety Workshops (open to public)
- Drug Free Workplace Awareness
- Post Chamber issues positions on website
- Chamber industry updates

**Objective #3: Continue to keep website current (promote Chamber members and Community events)**

- Improve digital communications with members
- Online Business Directory
- Online job board
- Website advertising
- Community Calendar of Events
- Online event reservations and purchases

**Objective #4: Image and Communication**

- Communicate value of Chamber membership
- Chamber directory/community publication
- Monthly Chamber newsletter
- Promotion of Casa Grande through public-relations avenues
- Strengthen existing and build new media relations
- Customer-Service Education
- Arizona Office of Tourism designation
- Pinal County Tourism Council involvement

**Objective #5: Member Services**

- "Getting To Know You" newsletter feature
- Business Briefs – updates from businesses
- Ribbon Cutting and Open House promotions
- Lobby display for Chamber-member materials
- Referral of Chamber members by staff
- Direct link from Chamber website to members' sites
- Committees and Task Force involvement

**GOAL #2: Continue to build a strong local economy.**

**Objective #1: Bring new and innovative business practices to our business community.**

- Business development seminars and workshops
- Biz Outlook Luncheons

**Objective #2: Workforce Development**

- Job Fairs
- Training sessions on employee-application process
- Educational Partners of Casa Grande (mini grants)
- Partners Advancing Student Success (PASS)
- Online Job Board
- Customer-Service Education

**Objective #3: Strengthen relationships with other community-building partners.**

- Breakfast with Chamber Board and City Council
- Partner and co-op on various projects (Central Arizona College, Small Business Development Center; City of Casa Grande (Library); Casa Grande 2000: Community Alliance; Central Arizona Regional Economic Development Foundation)
- Develop Chamber leaders through existing programs
- Keep the communication link with area industry
  - Legislative issues and government policies that affect business
- Establish a Workforce Development Task Force
  - PASS
  - Educational Partners of Casa Grande

**GOAL #3: Business Retention and Expansion**

**Objective #1: Increase the membership of the Greater Casa Grande Chamber of Commerce**

- Referral-incentive programs
- Improve digital communication
- Increasing awareness of value of membership in Chamber
- Committee and Task Force involvement
- Maintain staff position: Membership Sales
- Survey members to keep current on expectations

**Objective #2: Create and evaluate sources of revenue for the Chamber**

- Home, Health, Safety Expo
- Biz Outlook Luncheons
- Speed Networking
- Business Showcase
- Annual Golf Tournament
- Review dues structure and event sponsorships
- SCF Arizona Chamber Association

**Objective #3: New Chamber Facility**

- Create Building Committee
- Set up timeline and financial strategy