



## **Business Plan 2010**

The vision of the Overland Park Chamber of Commerce is to be a premier chamber of commerce in the country, acknowledged for leadership effectiveness, member-focused services and success.

The mission of the Overland Park Chamber of Commerce is to enhance the economic environment and quality of life in our community.

### **Membership/Member Services**

**Goal:** Provide superior value for our members' investment to enhance their growth and success

#### **Strategies:**

- Provide networking opportunities through Chamber Connection, Wednesday Wake-Up/Wednesday Wrap-Up and other events to meet member needs
- Through the Diplomats, celebrate member successes with grand openings and ribbon cuttings, promoting these in the newsletter and on the Web site
- Promote business opportunities at the Business to Business Expo
- Celebrate community and member good news at "Good Morning Overland Park!" and the Mayor's State of the City Address and through the Web site and newsletter
- Provide marketing opportunities for members through newsletter, Web site, sponsorship, and other avenues
- Offer member value through use of conference space in Foundation Center facilities
- Enhance the strength of the Chamber through recruitment and retention of member/investors
- Develop plan for member engagement in conjunction with the Communication/Branding Division to improve use of membership services and improve member retention, including use of technology, member meetings, New Member Orientations, and focus groups to increase connection with Board leadership and staff
- Explore member mentor programs, networking education sessions, and other means to increase utilization of member benefits
- Broker business opportunities and connectivity through programs and activities among specific demographic and industry sectors

- Engage young professionals by expanding programming specific to their desires to network, learn and contribute to community activities
- Explore sponsorship of tours to provide cultural awareness and networking opportunities

## **Government Affairs**

**Goal:** Promote a positive business climate through government affairs programs and activities, advocacy, public awareness and policy development designed to enhance our local, regional and state's competitive advantage

### **Strategies:**

- Advocate public policy positions that foster a healthy business climate and a high quality of life, focusing on priority areas of education, transportation, taxation, local control and economic development
- Increase member involvement through task forces, legislative breakfasts, Delegation lunch, Congressional lunch, State of the County, and other events
- Enhance awareness of Chamber's legislative agenda through use of Web site, This Week in Topeka reports, publication of Voting Record and newsletter
- Expand relationships with local, county, regional and state civic and elected groups and leaders by increased Board and staff interaction
- Increase use of technology to engage members with instant, "need to know and act-now" information at local, state and federal levels and provide methods to communicate their business' needs to elected officials
- Communicate public policy information to wider audiences beyond the membership to advocate the importance of business and quality of life-friendly policies
- Expand funding and contribution options for the Quality of Life Committee

## **Regionalism**

**Goal:** Provide leadership to influence metropolitan and state-wide decision-making and public policy

### **Strategies:**

- Actively participate in groups with regional missions
- Have representatives engaged on boards and committees with regional goals
- Provide leadership on regional issues, seeking expanded contacts throughout the metro on both sides of the state line to improve dialogue and cooperation
- Engage regional elected officials in issues dialogues
- Continue participation and leadership in groups such as Johnson County Presidents Council, Public Policy Council, and Economic Development Partnership

- Increase dialogue with legislators and business leaders throughout the state, increasing awareness of common issues and gaining understanding of regional differences
- Study issues of regional relevance, such as transportation, seeking opportunities to provide leadership and focus
- Assist in development and promotion of the Johnson County Education and Research Triangle
- Coordinate Kansas Chamber Exchanges with other communities to develop local, regional and state relationships and common goals.

## **Economic Development**

**Goal:** Expand the revenue base and economic opportunities in Overland Park through job creation and capital investment

### **Strategies:**

- Work with the City of Overland Park to expand the revenue base through creation of jobs in traditional and redevelopment projects
- Expand the focused retention plan for existing companies, increasing involvement of local executives and enhancing job expansion and retention, including continuation of the Council Call program
- Assist retention efforts through special recognition of growing companies and major employers
- Strategically market Overland Park as the “Leading suburban business community in the Midwest” through Web site, and regional and national media exposure, implementing branding strategies from partnership with City, CVB and Chamber study
- Increase one-on-one exposure with developers, site consultants and prospective companies through site visits and consultant trips
- Enhance value of EDC investment through additional services, e-newsletter communication, diverse luncheon venues and speakers
- Create first- class prospect visits and special events, increasing interest in eventual job creation and investment
- Increase number of EDC investors, providing additional opportunities for involvement and increasing funds for investment in the marketing program
- Promote bio and life science initiatives
- Reinforce Overland Park’s role in the region through cooperation with Johnson County Partnership, KCADC and the Kansas Department of Commerce
- Provide business perspective for and support of the City of Overland Park’s Vision Metcalf, providing input to the Governing Body regarding use of incentives to encourage redevelopment

- Expand assistance to small business through information and resources, building resources for entrepreneurs and minority owned businesses
- Proactively communicate economic development successes
- Provide demographic and relocation information to members and general public

## **Communication and Branding**

**Goal:** Present a leadership voice for the Chamber's advocacy of economic development, public policy and business services

### **Strategies:**

- Continuously integrate the Chamber's logo into member's collateral materials, creating additional brand recognition and opportunities for promotion with the Chamber
- Seek opportunities to rebrand Chamber events and package products and services to ensure ease of understanding, relevance and use by members
- Regularly communicate Chamber's value message through use of media, newsletter, electronic messaging, social media, and Board and staff personal communications
- Utilize media relations plan to increase the Chamber's visibility and leadership voice in the state and region, and commune the value of the Chamber's services and member benefits.
- Develop plan for member engagement in conjunction with Membership/Member Services Division to improve use of membership services and improve member retention
- Gather and utilize knowledge of members and their specific needs to assist them in achieving their business goals and communicate with them by preferred methods
- Continuously review [www.opchamber.org](http://www.opchamber.org) to increase efficiencies and information for members; increasing ease of use and utilization of "members only" features
- Communicate proactively with regional media to increase information about the Chamber's successes
- Increase communications with broader non-member audiences to increase understanding of Chamber mission and assist in member recruitment

## **Foundation**

**Goal:** Be a leader in providing business education, leadership development and vision for Overland Park

### **Strategies:**

- Identify and engage community members with leadership potential
- Utilize Leadership Overland Park to develop community and Chamber leaders, enhancing understanding of critical community issues

- Provide opportunities for community involvement for Leadership Overland Park graduates
- Sponsor relevant education programs, with a focus on small business, sales, and entrepreneurship, utilizing technology and exploring new formats to enhance marketability, availability and relevance of programming
- Offer community and member value through Foundation Center conference space
- Explore technology improvements and sponsorship opportunities in the Foundation Center conference space