

# 2011 Program of Work



## *Our Vision*

We strive to be the connection point in our region where businesses and organizations can engage in activities and utilize resources that develop a vibrant community.

## *Our Mission*

To actively support area businesses and organizations through valuable services, resources, and events which enhance the economic and civic interests of the Hutchinson Area.

**MEMBERSHIP DEVELOPMENT FUNCTION:**

**Key Priorities:**

**1. Membership Development**

- a. Evaluate our offerings (April)
- b. Evaluate current communication of offerings and community role (April-May)
- c. Define a Value Proposition (May)
- d. Develop tiered membership investment program (May - Jul)
- e. Based on above info, create communications plan (Jul- Sept)

**2. Structure**

- a. Review Staff Responsibilities (Sept – Oct)
- b. Facility – needs/upgrades/layout/future (May – June)

**COMMUNITY RELATIONSHIPS FUNCTION:**

**Key Priorities:**

**1. Programs**

- a. Evaluate value current community services and events (April – May)
- b. Determine what to maintain and what to discontinue (Jun - Jul)

**ADMINISTRATION/GOVERNANCE FUNCTION:**

**Key Priorities:**

**1. Fiduciary Responsibilities**

- a. Continue strict management of budget (Ongoing)

**2. Create and Implement Business Procedures & Policies ( May – Aug)**

- a. Procedure Manual (Accounting, New Member, ChamberMaster , etc)
  - I. Prioritize procedure areas
- b. Review Employee Policy Manual for Updates
  - I. Create Committee from Board
- c. Review By-Laws for Updates

**TOURISM & MARKETING FUNCTION:**

**Key Priorities:**

**1. Hospitality Partner Relationship Development**

- a. Hospitality Partner Education – Presenting and educating partners on the opportunities to develop tourism through free resources

**2. Event Support and Promotion**

- a. Support and communication regarding community & Chamber CVB events

**3. Visitor Communication**

- a. Providing community information to Consumers

**Pursue Partnership & Education Opportunities**

**1. Research and Pursue Partnership Opportunities**

- a. Tourism Organizations
- b. Local Business and Organizations
- c. Area media outlets

**2. Utilize Educational Resources to Develop Tourism**

- a. Industry Resources