



## 2023 Business Plan

### Economic Development Division

#### Business Development Committee

**Chair:** Marcy Cirlot Kernea, Ringgold Telephone Company

**Goal:** Develop programs to further the growth of our members and help new businesses identify state and local resources for business startups. Provide information and training to enhance local workforce development. Support funded tourism entities in Catoosa County and maintain the Regional Visitor Information Center.

- Chamber President will continue to serve as an ex-officio member of the Catoosa County Economic Development Authority and participate in Existing Industry Visits with the Catoosa County EDA and the Georgia Department of Economic Development.
- Promote the Catoosa Connects brand and lead in marketing efforts to promote and attract Catoosa County businesses while further developing the “Shop Local” program.
- Develop a resource for entrepreneurs and new business owners of “Business 101 - How to Start and Grow a New Business in Catoosa County”.
- Workforce Development - Connect employers to local sources of student graduate workforce candidates through the use of YouScience software.
- Enhance Business University offerings for members and non-members, including Customer Service, Grow with Google, and Quickbooks Seminars.
- Investigate umbrella tourism organization, working with the City of Ringgold, the City of Fort Oglethorpe, and Catoosa County Government, to partner with Explore Georgia
- Continue participation with the Thrive Regional Partnership to enhance regional collaboration.

### Community Service Division

#### Education Partners and Workforce Development

**Chair:** Marissa Brower, Catoosa County Public Schools College & Career Academy CEO

**Goal:** Work in partnership with Catoosa County Public Schools, Georgia Northwestern Technical College, and Dalton State College, as well as engage the local business community to prepare and improve the workforce.

- Continue to partner with Catoosa County Public Schools to fully integrate with the From Here to Career College and Career Academy, opening August 2023.
- Continue to Partner with the Catoosa County Public Schools to help identify mentor businesses for the CCPS Partnership Program.
- Partner with the Catoosa County Public Schools and Communities in Schools to provide Chamber member business professionals to work with 9th grade students in each of the three CCPS high schools as part of the Reality U Program, a realistic budgeting program that will help students to learn their individual impact on their future.
- Evaluate the possibility of a Young Professionals Program.

## **Leadership Catoosa**

**Chair: Brad Denton, Flegal Insurance**

**Goal:** Enhance the Leadership Catoosa program to create recognized leaders and advocates of civic responsibility, business involvement in the community's civic and public agenda, the political process, and select public policy.

- Further improve the quality of Leadership Catoosa as a community awareness program and increase the number of participants.
- Include additional Leadership training elements and speakers.
- Re-engage Leadership Catoosa Alumni with an alumni event and/or an annual Leadership Catoosa Alumni community service event/project.

## **Membership Enhancement Division**

### **Ambassadors**

**Co-chairs: Shanda Reese Morton, Reese Enterprises; Russell Fritze, Aflac**

**Staff: Debbie Hughes, Membership Coordinator**

**Goal:** Ambassadors function as goodwill representatives at Chamber events and in the community at large, while assisting the Chamber and community partners as needed and requested. The Ambassador program helps to build member participation in the Chamber and provides value-added networking opportunities and services for members..

- Promote Chamber Members through Ribbon Cuttings, Groundbreaking Ceremonies, Catoosa Connects email newsletters, Business Blast emails, Business Spotlight Hosts, Member of the Week, Tourism Partner of the Month, Non-Profit of the Month, Restaurant of the Month, and other programs.
- Continue to host monthly Ambassador Luncheons at area Chamber member restaurants
- Engage Individual Membership members through the Ambassador program.
- Continue to increase Chamber participation in community events and community volunteering opportunities.

### **Member Services**

**Staff: Debbie Hughes, Membership Coordinator**

**Bobby Daniels, Communications Manager**

- Continue and enhance social media promotion plan to promote the Chamber, Chamber non-profits, community events, and all Chamber member businesses.
- Continue new member "Chamber 101" seminar twice per year.
- Produce a New Chamber Member Welcome Video or Email to be sent to new Chamber members immediately upon joining the Chamber, in addition to letter mailed with info.
- Continue efforts to improve Membership Retention and increase market share.
- Continue to host quarterly Catoosa Women's Network Luncheons.
- Continue to hold meaningful Chamber networking events
- Continue to provide the five (5) LEADS groups; Consider adding 6th LEADS group.
- Consider hosting a past Board Chair gathering/event.
- Plan and execute 2023 Member Survey.

## **Governmental Affairs Division**

### **Legislative Committee**

**Chair: Marissa Brower, Catoosa County Public Schools**

**Goal:** Be a recognized leader and advocate of legislative and regulatory issues that affect the business community and work toward educating the community on issues, while continuing to improve the relationships with the elected delegation

- Create a strong public policy for local, state and federal issues: Consideration for Strategic Priorities – Education; Workforce; Infrastructure, including transportation and special planning for future wastewater treatment and storm water runoff
- Host an appreciation dinner for the local commissioner and city council delegations from Catoosa County Government, the City of Ringgold, and the City of Fort Oglethorpe. Attend selected regular meetings of each.
- Survey members about legislative concerns and present to the new state legislative representatives
- Act as a liaison between local businesses and legislators with regular meetings, if possible, with local and state representatives

## **Organizational Excellence Division**

Amy Jackson, President and CEO and Chamber Executive Board

### **Administrative**

Amy Jackson, President and CEO

**Goal:** Create a more efficient framework for the daily operations of the Chamber that will allow the Chamber to grow and provide additional value to members.

- Enhance staff development and growth with training opportunities and cross training
- Continue to provide a positive work environment
- Hire additional staff as needed to ensure the Chamber is fully staffed
- Look at options of adding more benefits for staff in order to be more competitive

### **Marketing and Public Relations**

Amy Jackson, President and CEO

**Goal:** Continue to implement marketing and communications strategies to promote the Chamber's programs, services and events, as well as Chamber member and community programs, services, and events.

- Update Chamber website with a new look to enhance marketing capabilities for Chamber and Catoosa County Tourism
- Enhance implementation of the Chamber "Catoosa Connects" brand, with testimonials featuring a variety of business people and entities
- Continue social media coverage of Chamber Members and Chamber Events by enhancing the Chamber's use of Facebook, Instagram, Twitter, and Linked In. Consider adding additional video posts and TikTok posts
- Continue media trade partnerships to promote Chamber Events and Chamber Members on local television, billboards, radio, newspapers, and magazines

## **Long-Range Planning**

**Chair: Mike Key, Mike Key Entertainment and Photography, Board Chair**

**Vice-Chair: Ben Friberg, Heritage Funeral Home**

**Goal:** Create and publish the Chamber Strategic Plan through 2025/2026

## **Finance**

**Chair: Marissa Brower, Catoosa County Public Schools, Board Treasurer**

**Goal:** Ensure financial stability of the Chamber by maintaining control through accurate financial statements that monitor collections, cash management, and disbursement. Follow the procedures of the Financial Policies of the Chamber.

- Review the 2024 budget and present for approval to the Board of Directors.
- Maintain a 6-month reserve of Chamber funds.
- Review net financial gain of all programs and events; evaluate cost versus benefit.
- Grow non-dues revenue events.

## **Signature Events**

### **Celebrate Catoosa Gala & Casino Night Task Force**

**Chair: Darlene Cutler, North River Graphics**

**Goal:** Organize, plan, and host a successful 2023 Celebrate Catoosa Gala and Casino Night event with changes as needed to ensure increased attendance, participation, and fun, with increased revenue to the Chamber.

### **Catoosa Golf Classic Task Force**

**Chair: Wil Stiles, Flegal Insurance**

**Goal:** Organize, plan, and host a successful 2023 golf tournament involving members and community, while continuing to meet the goal of a non-dues revenue event.

### **Showcase Catoosa Business Expo Task Force**

**Chair: Lacey Cummings, Cadence Bank**

**Vice-Chair: Jill Brindle, Enviroguard Pest Solutions**

**Goal:** Organize, plan, and host a successful 2023 Showcase Catoosa Business Expo with increased traffic and increased revenue with changes as necessary to benefit the participants.

### **Run, White and Blue 5K Race (and 1 Mile Fun Run)**

**Chair: Ben Friberg, Heritage Funeral Home**

**Vice-Chairs: Marcy Kernea, Ringgold Telephone Company**

**Goal:** Organize, plan, and host a successful 2023 healthy lifestyle and recreation non-dues revenue community event; refine for the future; serve residents, and market to the larger region, including Chattanooga, North Georgia, and Atlanta to increase tourism to our area.