

2012 PROGRAM OF WORK



Mason Area
Chamber of Commerce
Mason, Michigan

OUR MISSION: The Chamber of Commerce team of members promotes community pride, stimulates an awareness of the community and promotes economic growth in the Mason area.

2012 ACTION PLAN

GOAL 1. Economic Development – Support the facilitation and promotion of sustainable economic development in the area consistent with the “Grow Mason!” strategic vision.

A. Improve communication about housing for sale or lease. Continue work on online relocation resources. Maintain a list of vacant commercial and industrial property. Maintain a list of rental residential properties. Publish the lists on the Chamber’s website.

B. Encourage education and networking among local residents who are starting new businesses with specific programs to promote the availability of entrepreneurial training, counseling, and other resources.

C. Partner and support the business retention and attraction efforts of local agencies (regional, county, township, and city) to identify and help resolve issues that will help keep existing businesses here and bring in needed businesses to the Mason area.

D. Document Mason area growth yearly through a variety of measurements. Support the active search for niche businesses that have a high likelihood of success in our community and are complimentary to existing businesses. Assist in soliciting specific niche expansions for existing businesses or partnerships when appropriate to meet community needs.

GOAL 2. Member Networking – Provide leadership to bring attention to and increase the vitality of the Chamber and the business community.

A. To help business owners, managers, and employees build better relationships, continue to host and expand activities that offer business networking. Networking events planned for 2012 include six Good Morning, Mason! programs, the Annual Awards Dinner in February, the Golf Classic in July, and all Member Mixers -- including the Holiday Party Mixer in December.

B. Implement membership recruitment and involvement programs that will retain and increase Chamber membership. Maintain or initiate contact with all members and non-members in 2012 to encourage more active membership, sponsorship, and leadership of the Chamber.

C. Seek opportunities to mentor new members. Encourage sponsorship of networking events, volunteer leadership, and involvement of all members in Chamber programs and activities. Provide bundled sponsorship package opportunities for members.

D. Represent and promote the Chamber and its members at ribbon cuttings, open houses, and member activities. Offer “visitor center” services when possible at local events.

GOAL 3. Community Identity – Encourage local commerce of all kinds – retail, service, manufacturing, and more – with an integrated community identity of “Hometown U.S.A.” -- especially through “Mason Values.”

A. Be partners with the Mason Downtown Development Authority, the City of Mason, Ingham County, and others to maintain the attractive appearance of the downtown area and community “entrances” throughout the year. Continue the banner and visitor guide programs.

B. Coordinate and host certain community events that bring visibility to member businesses and provide them the opportunity to participate in the community through active sponsorship of those events. Enhance all existing community events and promote new ones by encouraging cooperative efforts between governmental, cultural, service, and other community groups.

C. Revitalize the Member Value Card and Gift Certificate programs to increase local commerce and business opportunities with and among Chamber members. Support opportunities for cooperative promotional campaigns among members and other businesses and organizations.

D. Promote the community activities and events of members and other groups in the Mason area that increase the awareness of our community, provide worthwhile activities for residents, and bring visitors into our community.

GOAL 4. Membership Value – Enhance the value of Chamber membership and provide for the operational needs of the Chamber through our “Grow Mason!” initiatives.

A. Develop and implement programs to retain and increase Chamber membership, to provide valuable services to members, and to maintain the ability of the Chamber to carry out its mission. Promote upgrades in the dues structure and tiered benefits program to gain additional membership support.

B. Develop a variety of tools and opportunities existing businesses can use to become more efficient and effective. Provide opportunities for volunteer leadership and involvement of all members in Chamber programs and activities.

C. Help to grow the Chamber’s Hometown U.S.A. investments funds by sponsoring and coordinating fundraising events, including, but not limited to, the MACC Raffle in October. Assist in soliciting sponsorships and packages for networking and community events.

D. Continue to engage in a strategic planning process in 2012 to look at our organization’s vision, mission, goals, and values and make changes as needed. The annual Program of Work is based on the results of that planning.